

INCREDIBLE NEWS

from the American Egg Board

Spring 2016 | Issue 1

MESSAGE FROM PRESIDENT & CEO:

First Quarter of 2016 — A Strong Beginning!



Hope you are enjoying a wonderful Spring season. As for me, it's been a whirlwind first few months on the new job. I'm eager to share a few highlights in my (first) President's Message and revamped newsletter!

During this quarter, the American Egg Board (AEB) delivered several important and high-level initiatives. Noteworthy was AEB's hosting of an unforgettable 40-year anniversary celebration at the Culinary Institute of America. This celebration coincided with AEB's board meeting, where we also appointed a new leadership team, including Chairman Blair Van Zetten, a new Board and a new CEO. This quarter, AEB also jumped in to "own" Easter in a month-long campaign aimed at further driving demand and keeping eggs top of mind for American consumers.

We all know that egg consumption typically goes up during Easter, and this year was no exception. Nielsen is reporting that egg sales in dozens increased by double digits, 12 percent in fact, vs. the same period a year ago. AEB was an integral part of the successful result. Eggs have definitely become synonymous with Easter.

Finally, this quarter, I've also tried to get out and meet many of YOU and attended the IPPE, UEP, Midwest Poultry Federation and Ohio Poultry Industry/Egg Marketing meeting(s), and going forward, I wish to be even more proactive in meeting egg industry leaders. I can't wait. Please feel free to reach out with thoughts and questions OR if you are in the Chicago area, please stop by.

Have an incredible day!



Anne L. Alonzo,
President & CEO, American Egg Board



American Egg Board

MORE INCREDIBLE NEWS

WHITE HOUSE EASTER EGG ROLL



The American Egg Board redoubled our efforts and increased our support of Obama Administration's Final White House Easter Egg Roll (WHEER) — the White House's largest

public event with over 35,000 participants...**Read more at AEB.org/EasterEggRoll**

TOM HERTZFELD HOSTS VIRTUAL FIELD TRIP



AEB launched its most recent virtual farm field trip in partnership with Discovery Education on March 14, 2016 at 1pm ET. The total viewership included more than

3,200 classrooms and reached more than 82,000 students. **You can view the archived version at educationstation.discoveryeducation.com.**

ENC'S PROMINENT ROLL AT EXPERIMENTAL BIOLOGY



The Egg Nutrition Center (ENC) is proud to highlight the 14 ENC-supported presentations being made at this prestigious conference, funded by

America's egg farmers. **Eggsplora the full research list at eggnutritioncenter.org/science-education/nutrition/experimental-biology-2016.**

BACON CAMPAIGN: E-G-G-S



Twice the Bacon meant twice the fun when Hollywood icon Kevin Bacon and his brother Michael from the Bacon Brothers band kicked off the Easter season by

waking unsuspecting people up to eggs in an original song and series of videos. Consumer interest in the videos has been tremendous, already reaching nearly 25 million views/impressions. If you haven't caught the Bacon campaign yet, you can visit the Incredible Egg's YouTube page for the full suite of the **Wake Up To Eggs with the Bacon Bros. campaign**; youtube.com/americaneggboard.

AEB & CIA INTRODUCE ONLINE LEARNING EXPERIENCE



In partnership with the Culinary Institute of America, AEB's latest microsite focuses on egg recipes with more diverse cultural influences and healthy flair. **Eggsplora**

this new partnership at ciaprochef.com/eggs.

EGG PRODUCT BUYERS' GUIDE UPDATE



This popular guide allows egg processors to identify the types of egg products offered for your operation, searchable by company, by type of egg product and by geographic area.

Get the Guide at AEB.org/BuyersGuide.



American Egg Board

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