AEB targets food manufacturers in Webinar

On September 10, at 2 p.m. EST, AEB and Prepared Foods magazine will present a Webinar as a new and innovative way of sharing information with food manufacturers en masse. This web-based seminar titled, “Re-Dayparting of America” looks at consumer eating behavior at home and away-from-home, highlighting the opportunities that exist for food formulators in both food manufacturing and foodservice.

The program will cover new research and will illustrate the extent to which food manufacturers are meeting this consumer behavior with new products. Renown chefs Heather Terhune, AEB’s Chef Ambassador, and Craig “Skip” Julius, AEB’s Food Technology Advisory Council Member, will comment on these and future trends. Attendees of the FREE Webinar will learn about:

- Consumers’ changing eating patterns
- New products developed by food formulators to accommodate these changes
- Consumer trends in food choices
- Practical applications for “new” dayparts

This no-charge presentation may be accessed by registering online. The AEB.org website has a banner ad that walks visitors through the registration process. AEB hopes to establish an on-going dialog with the food formulator audience and educate them as to the benefits of using egg products as an ingredient in food products.

The program will highlight key findings about consumer behavior. Attention will be placed on changing dayparts; increasing breakfast, specifically drive-through traffic; snacking occasions in late morning and mid/late afternoon; and eating lunch on-the-go. Other areas of interest include fragmented dinner, late night coffee and dessert, and the fourth daypart—overnight, especially for working people and college students.

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Promoting protein research to the media

An AEB-funded egg weight-loss study, conducted by Dr. Dhurandhar at the Pennington Biomedical Research Center, was published online on August 5, in the International Journal of Obesity. Dr. Dhurandhar’s study confirms that eating eggs for breakfast, as part of a reduced-calorie diet, helps overweight adults lose more weight and feel more energetic than eating a bagel breakfast of equal calories. To promote the study, AEB distributed an electronic press kit to more than 1,500 health, food and fitness editors.

In addition, a b-roll package, including video of consumers working out and preparing and eating eggs, was distributed via satellite and made available to television stations nationwide. To date, media coverage of Dr. Dhurandhar’s study has generated more than 10 million media impressions, including articles in Women’s Health, The Los Angeles Times and MedicalNewsToday.com.

As of Wednesday, August 13, this study has totaled 17.8 million media impressions. Eighteen online sources and 20 blogs have covered the story. The b-roll package has generated coverage on 20 television news programs. Additionally, the story was picked up by the Bill Press show on the Sirius Satellite radio network. Thirteen publications outside of the United States, including eight from Canada, have covered the story.

AEB is also planning media outreach surrounding a protein study conducted by Dr. Wayne Campbell at Purdue University. The study, funded by AEB and the National Pork Board, reveals that eating more protein at breakfast versus other meal times plays a role in helping to curb hunger. In anticipation of the pending online publication of the study in the British Journal of Nutrition, AEB is working with the National Pork Board to coordinate media outreach materials, including a press release, b-roll and audio news release for radio stations.

Breakfast – a growing opportunity

AEB continues to focus its foodservice marketing, national accounts and promotional efforts on the growing breakfast market, particularly at Quick Service Restaurants (QSRs). Results of a research study on the breakfast segment have recently been released from AEB’s new research partner Datassentials. Highlights from this 2008 Egg Menuing Trend Report include:

• More foodservice operators are adding breakfast items to their menus. At QSRs, the percentage of operators offering breakfast has grown by 9.2 percent from 2005 to 2007.

• The growth of breakfast extends across every region of the U.S. Two-year penetration growth rates average 8 percent for year ending 2007.

• Breakfast sandwiches are well penetrated in the United States, though certainly with more room to grow, and are predominantly served hot—by a three-to-one margin. Eggs are a defining characteristic among hot breakfast sandwiches.

• The percentage of hot breakfast sandwiches that specify egg on the menu has grown by nearly 15 percent.

Helmer honored by Alabama

For nearly 40 years, Howard Helmer has traveled to Alabama to cook omelets for a wide array of audiences. The Alabama Poultry and Egg Association (APEA) recently awarded AEB’s Helmer a Distinguished Service Award at its annual meeting earlier this month in Destin, FL. Jack Sherwood, the immediate past president of APEA, presented the award in recognition of his decades of visits and programs in Alabama.
¿Hablas Español? AEB does!

To reach a targeted demographic and to meet state requests, AEB has translated two brochures Back to Basics and Eggsactly Right for Your Health into Spanish. Back to Basics provides step-by-step directions for basic egg cooking, while the latter shares important nutrient and health. Based on previous AEB research, consumers need basic cooking knowledge—these brochures made for a logical starting point. Additional Spanish brochures are in the works.

The Hispanic population is an example of yet another group that can benefit from increased knowledge about the nutritional benefits of eggs. This segment is the fastest growing in the United States, and those organizations that reach this segment see the results reflected in their bottom lines. According to research by University of Georgia’s Selig Center, Hispanic consumers are important in the following ways: • By 2010, nearly one person out of every six in the United States will be of Hispanic origin. • Hispanic purchasing power is projected to reach $1 trillion by 2010 or 9.2 percent of all US buying power.

- The Hispanic population in the United States is expected to have increased by 118.9 percent between 1990 and 2010.

As Ray partnership concludes, Gather.com gains steam

Now that this year’s partnership with the “Rachael Ray Show” has ended, AEB has taken its search for “Incredible People” online to Gather.com to build an “Incredible” online community, where moms can discuss eggs and share stories about healthy eating and the incredible people they know.

Along with Howard Helmer, AEB is working with three of the “Incredible People” featured on the “Rachael Ray Show” and popular mom blogger Susan Wagner from “Friday Playdate” (www.fridayplaydate.com), to post articles about healthy eating and eggs in the “Incredible” online community. Banner ads on Yahoo! and within the Gather.com online community direct people to this “Incredible” discussion. The online community will last through September. Visit www.incredible.gather.com.

On July 31, the final Rachael Ray Show integration aired. The fourteenth integration featured teacher Melissa Green, who developed a “healthy start” program to educate her students on the importance of eating a healthy breakfast. The segment showcased key “bad-energy” breakfast competitors and enforced the link between mental energy and a healthy breakfast.

Ray mentioned eggs, in the segment opening, and offered a VIP “healthy breakfast buffet” with eggs. Eggs were included in the video of Green, as she taught her kids about healthy breakfast foods. The segment was then extended as Ray chatted with Green’s students.

No substitutes...for egg products

AEB will have an opportunity to educate food formulators on the benefits that egg products have over egg replacer ingredients at the upcoming Prepared Foods magazine R&D Applications Seminar-Chicago, October 20 - 22 in Itasca, IL.

This “how to” event is designed to help further educate bench-level R&D personnel on practical solutions to specific application challenges.

Dr. Shelly McKee, Ph.D., Professor of Poultry Products at Auburn University and a member of AEB’s Food Technology Advisory Council, will share her knowledge and expertise on benefits of formulating foods with egg products rather than replacers.


“Some cause happiness wherever they go; others whenever they go.”

- Oscar Wilde
Egg news tidbits

The August issue of Self magazine includes great information on eggs in “20 superfoods for weight loss,” an article available both in print and online. Editors received information on the Dhurandhar study from AEB. The front page of the article is an egg. Here is what the writer says about eggs:

“Eggs: Dig in to eggs, yolks and all: They won't harm your heart, but they can help you trim inches. Women on a low-calorie diet, who ate an egg with toast and jelly each morning, lost twice as many pounds as those who had a bagel breakfast with the same number of calories but no eggs, a study from Louisiana State University in Baton Rouge reports. ‘Egg protein is filling, so you eat less later in the day,’ says David Grotto, R.D., author of 101 Foods That Could Save Your Life.”

The August 18 issue of Business Week reports in the 16 days of the Olympics, Aramark will have served over 800,000 eggs. No wonder the athletes are performing so well, breaking records! Other articles quote Michael Phelps as saying he eats eight eggs during breakfast — between fried egg sandwiches and omelettes.

In July 27’s Parade magazine, Dr. Mark Liponis covers eggs in “Foods to keep you healthy (or not).” He writes, “Eggs get a bad rap. Their negative reputation started because egg yolks are a source of cholesterol. But studies have not shown that the risk of cardiovascular disease increases in egg eaters.”

A recent press release sent to editors on how to eat “incredible” on a budget with $2 dishes, featuring the incredible edible egg™, generated a lot of coverage. Articles on the topic include: “Meal deals: Saving on eggs” from CBS 12 (FL); “Use less money while still eating well” from St. Petersburg Times (FL); “$2 per serving meals” from South Jersey Life (NJ); and more.

Enclosures

- We want your address, E-MAIL ADDRESS that is! postcard
- Eggs-actly Bueno Para Tu Salud
- Regresando a lo Básico: Cocinando un Huevo 101