Dr. Mitchel M. Kanter has been appointed the new executive director of the Egg Nutrition Center, the health education and research center of AEB. Dr. Kanter’s appointment supports the ENC’s mission of promoting science-based research and egg-related nutrition information to healthcare professionals, the media and consumers. Dr. Kanter will assume his new role on Monday, August 31.

“Dr. Kanter has been promoting the science of health and nutrition for more than 20 years,” says Joanne Ivy, AEB CEO and president. “He has a track record of building top-performing, functional research teams and a reputation for technical acumen and the ability to articulate emerging trends. We are excited to have him join our team.”

Dr. Kanter joins Dr. Don Layman, ENC’s advisor of nutrition research development, and registered dietitian Marcia Greenblum. ENC will be hiring an additional registered dietitian to handle nutrition education and health professional outreach.

In his position, Dr. Kanter will lead ENC’s efforts to develop and implement the strategies and objectives of AEB’s Strategic Plan, as well as financial management of ENC, oversight of the nutrition research program and health professional outreach programs, content for ENC’s website and other online programs and provide resource information, advice and counsel to affiliate industry organizations and staff on egg nutrition matters.

Importantly, Dr. Kanter will also act as a spokesperson for egg nutrition issues and lecture at national health professional, industry and academic conferences. He joins ENC from Mitch Kanter Health & Nutrition Insights in Excelsior, Minn., where he established a consulting practice. For seven years prior to that, Dr. Kanter was with Cargill Inc., most recently as North American director of health and nutrition, Global Food Technology Center. He has held executive positions with General Mills and Quaker Oats and has taught at Rush University, Northeastern Illinois University and St. Louis University and researched at Washington University and at Ross Labs.

With a Ph.D. in physiology with a minor in nutrition and biochemistry from The Ohio State University, Dr. Kanter was a post-doctoral research fellow in the department of preventative medicine at Washington University School of Medicine. He has published more than 40 articles in scientific journals and over 75 articles in health professional and lay-oriented publications on topics that include nutrigenomics, antioxidant supplementation, nutrition and exercise in the prevention of disease, the future of functional foods, nutrition and exercise performance and regulatory issues that affect food company health claims.

**in this issue...**

- Promoting choline research & the Choline Science Summit
- Egg product marketing’s Web traffic
- Breakfast innovation drives chain restaurant traffic
- AEB sends moms back-to-school
- Eggs in the national media
A new study published in the journal *Epidemiology* adds to the growing body of evidence demonstrating the important role of choline in fetal development. Dr. Gary Shaw, professor of pediatrics at Stanford University School of Medicine, led a research team that investigated blood samples from more than 180,000 pregnant women to examine markers associated with neural tube defect (NTD) risk.

The researchers compared blood samples from 80 cases born with NTDs to samples from 409 controls without birth defects. They examined the specimens for blood markers including choline, folate, homocysteine, methionine and betaine among others and found a 2.5-fold reduction in risk for NTDs with the highest blood choline levels. The researchers found no other significant differences between the two study groups for any of the other blood markers.

To promote the *Epidemiology* study, AEB distributed a press release via e-blast to health and nutrition editors, as well as posted the release to the science wire. The press release included quotes from Dr. Shaw and tips from Egg Ambassador Liz Ward, MS, RD, to highlight eggs as an excellent source of choline. This study was funded by grants from the Centers for Disease Control and Prevention, the National Institute of Neurological Disorders and Stroke and the Foundation to Promote Research into Functional Vitamin B12 Deficiency.

Sponsored by the Choline Coalition, the Choline Science Summit will help raise awareness for the critical role of choline in optimal health, address current choline consumption gaps and promote the role of choline-rich foods, such as eggs, in the diet. ENC is also a founding member of the Choline Coalition. The Summit will take place in Washington, D.C., on September 10. Additionally, a white paper on the important role of choline titled, “Choline: An Essential Nutrient for Public Health,” was accepted for publication in *Nutrition Reviews*.

Over the next few months USA Poultry and Egg Export Council (USAPEEC) will conduct egg and egg product promotions in Mexico, Dominican Republic and Europe including:

- September 7-12: Culinary and Foodservice Seminars featuring Howard Helmer, Mexico.
- October 1-2: Bakery seminar, Dominican Republic.
- October 11-14: Egg booth at Anuga, world’s largest food show, Germany.

Interested companies are encouraged to come to the events to meet potential customers and send product samples and brochures. Please contact Jennifer Geck at 770.413.0006 or JGeck@usapeec.org.

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AEB’s Egg Product Marketing establishes benchmarks and measures awareness of marketing efforts by analyzing and increasing the impressions on the target audience. Its 2009 digital media plan includes FoodProductDesign.com, PreparedFoods.com and an added-value schedule with IFT.org.

Measurement of Click Thru Rate (CTR) or targeted views provides insight to the interaction with the EPM’s marketing message. In June, this number was .46 percent, well ahead of the industry average of .18 percent. More positive results are expected. To view the info on AEB.org, visit Aeb.org/food_manufacturers/overview.html.
Breakfast innovation drives chain restaurant traffic

Breakfast may be the most habitual daypart, but AEB’s National Accounts Program has been working within QSRs to demonstrate how to drive traffic through innovation. AEB has helped drive this innovation and understands that when chains embrace innovation, consumers vary their routines, more breakfasts are sold, and the results are incredible!

“Give consumers something new, and while they may or may not change their route in the morning, they will seek out new venues and new items,” says Steve Solomon, AEB’s National Account Advisor. “This has been proven time and again by chains that have introduced new products and have garnered strong sales results.”

For example, several years ago, Burger King introduced a value meal that drove significant traffic at breakfast ... and motivated other competitors to introduce value to their morning line-up. In this meal, they introduced items like the Hamlet, now a Ham Omelet Sandwich and Cheesy Tots. Both remain on the menu. The Miami-based chain recently introduced its BK Shots, which were the first sliders introduced at breakfast. Immediately, at least one other chain tried to emulate Burger King’s success.

Panera's breakfast innovation also drives traffic. The company nationally introduced its line of breakfast sandwiches with a farm fresh egg, Vermont Cheddar cheese and sausage or bacon on a ciabatta, as well as an Asiago bagel option. No other chain offers such a unique combination of sandwiches.

According to The NPD Group, Panera's breakfast traffic increased substantially over the last year concurrent with their introduction of these new breakfast sandwiches while traffic at other chains has suffered.

These are just two examples number of chains that have succeeded with new products and new line-ups. AEB continues to work with this segment.

AEB sends moms back-to-school

It’s back-to-school season, and AEB is reminding moms about the ease and nutritional benefits of hard-cooked eggs that help give their kids’ body-and-mind energy for school. As part of the planned outreach, Howard Helmer is bringing moms back-to-school for a hard-cooking how-to through interviews with broadcast, print and online media.

Last month, AEB distributed a press kit to food, feature and parenting editors across the country that included instructions on hard-cooking, kid-friendly recipes and information on the importance of providing kids with an affordable, high-quality protein breakfast like eggs. Throughout the back-to-school season, AEB will also engage Facebook fans, Twitter followers and Gather group members by asking them to share their favorite back-to-school memories. Stay tuned for back-to-school highlights and results.

Eggspression

“If you don’t have any charity in your heart, you have the worst kind of heart trouble.”

-Bob Hope
Eggs in the national media

The July/August issue of Women’s Health features an incredible article touting eggs as “a protein-packed food that’s easy and economical.” It encourages readers to eat the yolk since, “it’s also home to choline, a hard-to-get nutrient that may help reduce breast cancer and cardiovascular disease risk.”

In July, USA Today published an article by Nanci Hellmich titled, “How to feed your baby right, even before birth” that featured an interview with Egg Ambassador Elizabeth Ward. Ward discusses proper nutrition for pregnant women and, in her sidebar, highlights hard-cooked eggs as a healthy eating choice.

In August, Ward continues to spotlight the health benefits of eggs. On the “Today Show” and in the USA Today article, “Steer toward healthy road food,” Ward encourages viewers and readers to choose breakfasts that include eggs when travelling. She also highlights the importance of having protein in the morning.

Praise continues for eggs in the September issue of Muscle & Fitness. In the article, “50 rules of fat-burning,” eggs are applauded for their nutritional and weight-loss benefits, noting “research shows that subjects consuming eggs for breakfast not only eat fewer calories throughout the day but also lose significantly more body fat.”

Enclosures

• Summer EGGSaminer • AEB’s 2010 Calendar Order Form