Despite the thunderstorms and floods, the Good Egg Project Community Breakfast in Iowa drew approximately 245 members of the community! Thanks to the help of the Iowa Egg Council and four egg farmers, more than 212 attendees signed the pledge sign and walked away with free GEP t-shirts and bookmarks. The people who attended came from all across Des Moines, including the YMCA day camps for kids, the Boys and Girls Club, fellow food bank agencies, people with special needs and senior citizens in the surrounding communities.

In addition to the members of the community who ate an egg breakfast served by four Iowa egg farmers and the Iowa Egg Council, the Iowa Secretary of Agriculture, a city council member and a legislative official from Senator Bosley’s office joined in the breakfast and witnessed the nearly 300,000 egg donation brought in by Rose Acre Farms. The donation was greatly appreciated by the food bank and the attendees.

Unfortunately, many of the broadcast stations were covering the flood and power outages that happened in Des Moines overnight; however, two agricultural trades showed up to the event, including the Iowa Farm Bureau Spokesman who interviewed Iowa’s egg farmers and AEB’s Cindy McGarrigle and took pictures of the egg donation as it was taking place. AEB followed up with media who expressed interest in photos of the event. All the breakfast photos, including the popular egg chair photos, were posted on the Incredible Egg’s Facebook page.

Of course, Omelet King Howard Helmer was a big hit and especially popular among the Iowa crowd as many people mentioned they stopped by the breakfast just to meet him. Overall, the event was a great one, helping to feed the Des Moines community and getting some nice exposure for Iowa’s egg farmers and their generous donations among media and top officials in the area.

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AEB’s National Accounts’ strategy focuses on getting breakfast on the menu at every major Quick-Service Restaurant (QSR) and driving more sales with new products. AEB targets this segment because 83 percent of all breakfasts served outside the home are at QSRs/fast food chains. This strategy contributes to the fast-paced growth of breakfast away-from-home, even while other dayparts decline.

Recently, two top chains launched new breakfast programs; several more are testing breakfast in their operations, and many existing breakfast competitors have increased their new product and menu introductions. Today, through AEB culinary, trend, research, education and test market support, there are millions of more eggs being sold in more locations and in more ways than ever before.

In the past year, despite economic woes, egg-related products at QSR breakfast increased by an incredible 36 million servings, The NPD Group/CREST®, year ending April 2010. Even though less people were going to work in the morning, they didn’t stop eating their breakfast out.

Since AEB began targeting QSRs with focused support and messages in 2002, foodservice has gained an eggstraordinary 1.3 billion servings, according to The NPD Group/CREST®, year ending April, 2010. With each serving averaging slightly over one whole shell egg equivalent, QSRs are selling an incredible amount of eggs.

QSR breakfasts—eggs in more places

ENC will sponsor a breakfast symposia on October 21 at the annual conference of the American College of Nurse Practitioners (ACNP) in Tampa, FL. ACNP is a national, non-profit membership organization comprised of more than 35,000 nurse practitioners.

During the symposia, ENC’s Dr. Mitch Kanter will present the latest science related to egg nutrition including protein and heart health research. The symposia will be an opportunity to promote ENC’s newest nutrition resources such as the protein tool kit and enhanced Web site. Approximately 250 – 400 attendees are expected to attend the symposia, which will be promoted to the ACNP membership via weekly e-mail blasts, website announcements and a targeted promotional mailing from ENC.

To reinforce egg and health messages delivered at the nurse practitioner breakfast, ENC will also host an exhibitor booth during the conference where staff will answer attendees’ questions and provide egg nutrition information and resources to meeting attendees.

Breakfast for nurse practitioners

Eggspression

“We all have our own life to pursue. Our own kind of dream to be weaving... And we all have the power to make wishes come true, as long as we keep believing.”

–Louisa May Alcott
More Good Egg Project outreach in the works

In the coming months, the Good Egg Project will continue to educate people about where their eggs come from and highlight the good works of America’s egg farmers through several upcoming, exciting initiatives.

GoodEggProject.org continues to grow, now offering insider looks at four of America’s egg farms in the “Meet our Farmers” series. Recently, Jacques Klempf of Dixie Egg Company and Jill Benson of JS West opened their doors to film crews to capture some incredible footage! Check out GoodEggProject.org to see Jacques’ Webisodes, featuring a two-story henhouse, nursery and feed mill. Coming soon is a look at JS West’s new enriched colony barn.

America’s egg farmers continue to be good eggs by hosting Good Egg Project community breakfasts across the nation. In early August, Iowa egg farmers will donate a truckload of eggs to the Food Bank of Iowa, along with serving a nutritious egg breakfast to those less fortunate at the food bank. In September, Paul Sauder will host breakfast at Frankford High School in Philadelphia, home to “Rachael Ray Show’s” Incredible Person Wilma Stephenson. The breakfast will salute the teacher’s and staff’s dedication to education excellence!

Attendees at both breakfasts will be able to sign the Good Egg Project pledge, take their photos in the incredible egg chair and watch cooking demos with Howard Helmer!

Last but not least, a second Farm to Table tour for influential mom bloggers is scheduled at the end of September at Willamette Egg Farms in Oregon. Gordon and Greg Satrum will treat moms to a first-hand look at the egg production process on their farm. Moms will also hear about egg nutrition from an AEB Egg Ambassador and participate in a hands-on easy breakfast cooking class taught by Howard Helmer and Jeffrey Saad. Stay tuned for news of the event!

Grocery Shopping Network

AEB is partnering with Grocery Shopping Network (GSN), the largest digital grocery advertising vertical and shopper planning suite in the country. With more than 6,300 grocery stores representing over $130 billion in annual grocery sales, GSN’s national footprint reaches shoppers in 49 states. GSN’s unique network engages shoppers before they enter the store on their grocer’s website as they’re searching for specials, making their shopping lists and final purchase decisions. It also enables marketers and retailers to target shoppers during a critical point in the shopper’s path to purchase. Sales information will be measured by in-store sales via loyalty card and POS data.

Specific tactics will include the promotion of eggs throughout the network by producing customized AEB-specific landing pages with AEB recipes and meal solutions as well as education about the health benefits of eggs. Several ads will be developed, including a one-click reminder to include eggs in the shopping cart and ads printed on the shopping list.

Marketing via USAPEEC

Exports of U.S. eggs and products remain a growing markets for the U.S. egg industry. Between now and the end of 2010, USA Poultry & Egg Export Council (USAPEEC) will reach approximately 15 percent more potential egg buyers in the Middle East, Mexico, Hong Kong, Dominican Republic, and Korea. Specifically, USAPEEC will conduct a PR campaign and technical seminars in the Middle East, participate in the Mexipan Bakery Trade Show in Mexico, expand the in-store advertising campaign and baking/cooking competition in Hong Kong and conduct foodservice seminars in the Dominican Republic and Korea.
**TIME highlights IFT session**

An incredible *TIME* blog post highlights the AEB and ENC co-sponsored a symposium titled “Breakfast Is More Than Timing: Research Shows the Importance of High-Quality Protein in the Breakfast Meal” that took place at the IFT Annual Conference last month.

The post touts research shared by ENC Scientific Advisory Panel member Doug Paddon-Jones that demonstrates how protein effects muscle-building in both young and elderly subjects. The article states that protein intake should be spread out into three equal portions throughout the day noting that high-quality protein sources such as eggs appear to be more efficient than vegetable sources at building muscle.

This comprehensive session featured experts in their fields discussing the breakfast daypart from three unique positions. The standing-room only audience appeared truly engaged and interested in these experts.

**High-quality protein sparks interest**

In August, media honed in on the benefits of high-quality protein, like eggs, for breakfast! The August issue of *Marie Claire* highlights recent research from the University of Connecticut which found people who ate three eggs with toast for breakfast ate 112 calories less at lunch than those who ate a lighter breakfast.

*Better Homes & Gardens* also touts the benefits of an egg breakfast, highlighting the same aforementioned study. The article goes further to note people who ate eggs for breakfast consumed 400 fewer calories in the 24 hours following breakfast “than did their bagel buddies.”

*Women’s Health* features a full-page article on eggs, calling them a “flat belly” food and protein powerhouse for toning and building muscle. Eggs are highlighted for their nutrient profile and incredible ability to enhance weight loss while helping the body build muscle.

**Enclosures**

- Breakfast Beat newsletter
- 2011 Calendar Order Form