This back-to-school season, AEB will continue its partnership with Discovery Education that will earn more than 53 million impressions for the Good Egg Project (GEP) this year with students, parents and teachers. The GEP aims to educate Americans about the farm-to-table process and share egg farmers’ good works and stories in the process.

On August 21, the “Be a Good Egg Sweepstakes” launched on the Good Egg Project: Education Station’s website (http://tinyurl.com/clsdslm) that hosts educational lesson plans about modern egg farming and egg nutrition, informative videos and take-home activities. This promotion will run through mid-November.

The sweepstakes include:
• A quiz for entrants, asking what they know about modern egg farming and egg nutrition. The school with the most entries will receive a $5,000 grant, and five runner-up schools will receive a $1,000 grant to put toward school improvements.
• Take-home activities for students to complete with their parents and community members, encouraging them to “Eat good. Do good every day.”

In addition to the website content, AEB distributed a press kit to editors increasing awareness about the program and reminding consumers that eggs pack a nutritional bang for their buck, especially for kids as they head off for big school days. The press kit included:
• A press release showcasing the nutritional benefits of eggs, tips and recipes from AEB Chef Jeffrey Saad
• A Discovery program fact sheet, offering more information on how to enter the “Be a Good Egg Sweepstakes”
• An infographic about egg nutrition

Back to school-related posts also appeared on AEB’s social media sites including its recently launched Incredible Egg Boards on Pinterest, a virtual bulletin board that allows user to like and repin pictures and web links of interest. This site is one of the fastest growing social media sites. AEB posted convenient breakfast ideas, kid-friendly snack ideas for school and ways to get your kids out the door in the morning on school days. Followers of AEB’s Pinterest boards repinned items they like, so their followers saw AEB’s boards.

Later in the fall, Chef Jeffrey will appear on the Daily Buzz, a nationally syndicated show, to showcase how easy microwaving eggs can be. AEB continues to educate consumers about the ease of cooking eggs in the microwave and has several brochures available to state promotional groups and producers to help spread this message.

State promotional groups also sent an AEB-generated press release to their local media promoting eggs as the go-to weekday breakfast and three quick-and-easy recipes.

Back to School Outreach

American Egg Board
P.O. Box 738, Park Ridge, IL 60068  |  ph: 847.296.7043 – fax: 847.296.7007  |  AEB.org  |  GoodEggProject.org  |  IncredibleEgg.org
ENC attended the American Academy of Nurse Practitioners Conference (AANP) in Orlando. The audience openly received ENC’s education messages and information. ENC’s Health Professional Advisor (HPA) Dixie Harms, DNP, ARNP, FNP-C, BC-ADM, FAANP, presented “The Truth Behind Dietary Cholesterol and Lipids” during a product showcase.

ENC sponsored the grand opening breakfast reception and provided health professional and client materials—reaching more than 450 Nurse Practitioners (NPs) and students during three days!

One noticeable change: NPs were aware of current cholesterol research and eager to know what was new in eggs. This was a refreshing change from other shows. MyPlate materials were very popular as NPs felt they were perfect for client education. ENC had a great show and obtained great feedback for future conferences.

Egg Product School

Calling all food formulating, food service and allied industries’ personnel … don’t miss the 2012 National Egg Products School that will take place October 15 - 17, 2012, Auburn University, Auburn, AL. Reserve space today by visiting AUFSI.Auburn.edu/neps/.

Immediate Past Chairman Honored

At AEB’s July Board Meeting, Immediate Past Chairman Craig Willardson was honored for his service to the industry during his two-year term.

Reaching Health Professionals

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Presentations Available to Industry

If you’re interested in the PowerPoint Presentations of the Demand Dashboard, Ken Dowling’s Trend Forecast or the Speakers’ Bureau (updated), please contact AEB’s Karen Muir, kmuir@aeb.org or 847.296.7043.

Egg Product Sales Resource Toolkit

To reach food formulators through print and online media with the good news about egg product functionality and health and wellness benefits, AEB is developing an Egg Product Sales Resource Toolkit for egg product supplier sales/distributor staff to communicate this information when meeting with their customers.

This complimentary Egg Product Toolkit is a pocket folder with a 4-page brochure affixed in the middle. Inside the front cover, a hub holds AEB’s Egg Product Resource DVD that contains summaries of egg product research and pdf files of AEB’s and Egg Nutrition Center’s collateral material. The back pocket will contain a few of AEB’s printed materials and room to accommodate your specific sales information.

AEB is offering kits to all further egg processors at no charge to share with their sales staff and customers; however, AEB is taking pre-orders. Please contact Elisa Maloberti with the quantity desired by September 14, at emaloberti@aeb.org or call 224.563.3711.

Eggspression MONTHLY

“It’s what I came here to do. I’m now a legend.”

-Jamaica’s Usain Bolt, who became the first man to retain the 100- & 200-meter titles.
Export Report Available

AEB provides funding to USAPEEC to promote eggs and egg products internationally. A report covering these programs from January to June 2012 is now available. To request a copy, please contact Jennifer Geck at 770.413.0006 or Jgeck@usapeec.org.

Here is a recap by market of projects planned between now and the next reporting period.

**Hong Kong**: Website maintenance, egg classes with the Institute of Baking Arts, advertisements in *Today’s Baking*.

**Korea**: Website maintenance, additional Functional Egg educational videos will be produced with Korean subtitles.

**Dominican Republic**: As a follow-up to the workshops, USAPEEC will conduct one-on-one technical visits/training with selected, interested companies. This training will allow interested companies to have confidential conversations about their concerns or issues regarding their current formulations and use of imported products.

**Mexico**: Fifty trade visits are expected to generate at least 10 trade leads and requests for further information and samples of U.S. egg products. USAPEEC’s technical consultant will arrange visits and on-site training for a leading egg products distributor in Cancun. He will also give on-site training at La Costeña, the second largest mayonnaise producer.

The storyboard for the Spanish-language DVD/CD on U.S. egg products will be developed, and USAPEEC will meet with the photographer to discuss the production.

USAPEEC’s technical consultant will meet with the new training director of the National Restaurant’s Chamber (CANIRAC) to discuss the dates and logistics for the Foodservice taste demo sessions to promote egg products to be held in mid-September. At least two joint taste demo sessions are planned to promote the use of U.S. egg products with members of CANIRAC by late August 2012.

**Japan**: Ramen Noodle Expo will feature POP materials; staff is also working on the design the concept and invitation list for the show. The website is being updated with egg recipes using dried egg products from the American Egg Board that will be translated and then posted online.

**Europe**: USAPEEC will complete all the exhibitor forms and arrange for samples and brochures from U.S. egg companies. USAPEEC will ship educational materials and the newly created booth banner to the show site.

**Middle East**: USAPEEC Middle East is mobilizing for the development and placement of articles, advertowerials and recipes using U.S. egg products in regional Pan-Arab magazines such as *Al Hadeel*, *Oyoun al Alam*, *Kawalis*, *Health and Nutrition* and others, especially during the month of October, in conjunction with World Egg Day.

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Trade Mission

USAPEEC is planning the first-ever trade mission for U.S. eggs and egg product producers in conjunction with the Gulfood 2013 trade show, held every February at the World Trade Center Dubai.

Gulfood is the largest food show of its kind in the Middle East and attracts a wide variety of trade visitors from all regions of the Middle East, North Africa, and even parts of the Commonwealth of Independent States. Please contact Jennifer Geck at 770.413.0006 or Jgeck@usapeec.org if you are interested in attending. Hotel reservations need to be made as soon as possible.
Jose Manuel Samperio, USAPEEC Mexico’s Technical Consultant, recently attended a week of conferences in Peru relating to cold chain impact in food safety. While there, he was served a square omelet with ceviche. Space permitting, AEB is interested in sharing your fun *eggs*cellent pictures.

**State Support Program Spotlight–Ohio**

August 2012–Eggs were the star of the 2012 Ohio State Fair. The giant, inflatable 16' Incredible Egg was featured prominently at the entrance to the Poultry Barn, strategically close to the "OHIO" entrance gate greeting more than 800,000 fairgoers.

The Ohio Egg Marketing Program sponsored the "Smile and Say Cheesecake" contest. Several tasty entries, from traditional to savory to exotic flavors, were judged. The egg and dairy team were joined by Bob Evans restaurants to present the "Ultimate Breakfast Challenge."

Ohio Poultry is proud to be a founding sponsor of Heartland Cuisine. The Heartland stage featured cooking demos every day of the fair. Poultry and egg cooking demonstrations were popular.

Rounding out Ohio Eggs culinary participation at the fair was their food booth in the Taste of Ohio Cafe. The menu included chicken dinners, a full Thanksgiving at the Fair, chicken Italian sausage, and of course, the EGG ON A STICK!

Ohio egg farmers donated one dozen eggs to local food banks for every kids meal sold, tying into the Good Egg Project. In addition, the kids received a cool egg backpack.

For the second time, a QR code scavenger hunt engaged fair goers. QR codes were located at five locations around the fairgrounds. Fairgoers used applications on their smartphones to enter a contest to win $500 in free groceries. The QR codes linked to a website with great educational materials. A new contest this year worked with INSTAGRAM. Egg and Poultry billboards that had cutouts for faces were the centerpiece. Fairgoers were asked to take photos and use Instagram, Facebook and Twitter to post the photos online. This was fun and educational and provided for an increase in social media traffic.