Partnership Drives Sales & Promotes America’s Egg Farmers

Through its Foodservice Department and Good Egg Project (GEP), the American Egg Board has partnered with Denny’s to urge its guests to “Help Yourself, Help Others.”

For each customizable omelette guests order between September 9-15 at Denny’s, AEB will donate one egg to Share Our Strength’s food distribution partners. AEB is the sole sponsor of this promotion that is expected to sell 500,000 omelets in one week at Denny’s across the country.

The promotion will show that by helping yourself to a new Build-Your-Own Omelette filled with choices including bacon, avocado, cheese, mushrooms and other add-ins, you'll be helping others at the same time.

Denny’s 15-second TV spot will mention America’s egg farmers. The promotion will also reach Denny's 2 million rewards patrons and 667,000 Facebook and Twitter followers. The Incredible Edible Egg will also promote this promotion to its 455,000 Facebook fans.

The Good Egg Project partnered with Share Our Strength in 2013 to help fight childhood hunger because 16 million children in America will go to bed hungry tonight.

Since 1984, Share Our Strength has raised and invested more than $376 million in the fight against hunger.

The Denny’s partnership is the first national promotion of this type for AEB. Denny’s is planning a press release and media outreach to support this promotion. AEB’s previous partnerships were more regional in scope.

Since GEP’s launch, America’s egg farmers have donated more than 48 million eggs to food banks.

AEB’s Share Our Strength partnership has already yielded more than 80 million total media impressions through a Radio Media Tour, Audio News Release and a TV segment on NBC wholly owned stations that reached viewers in Chicago, Los Angeles, Miami, New York City, Philadelphia, San Diego and Washington, D.C.

AEB will promote the 500,000 eggs that will be donated as a result of this partnership as well.

Now get on over to Denny’s and Build-Your-Own Omelette between September 9-15, and help AEB and Denny’s help others!
Research Award Winner

Dr. Fred G. Silversides received the 2013 American Egg Board Research Award that was presented at the recent Poultry Science Association’s Annual Banquet. Dr. Silversides also won this award in 1995. This is one of the few awards that allows for a repeat winner, if the committee sees fit.

He is the author or co-author of 88 peer-reviewed scientific publications, 56 abstracts in conference proceedings and 41 other publications and has given 24 invited presentations. Dr. Silversides has been the research director or co-director of four Ph.D. and nine M.Sc. students. He has served on 23 graduate committees. He has taught at the diploma, undergraduate, and graduate levels at the University of Massachusetts, University of Saskatchewan, Université Laval, University of Prince Edward Island, Nova Scotia Agricultural College and University of British Columbia.

As an independent researcher, Dr. Silversides has received funding from the poultry industry and provincial and federal governments. Dr. Silversides has reviewed articles for 26 different scientific journals, was an associate editor for Poultry Science for six years and was on the editorial board of Canadian Journal of Animal Science for eight years.

AEB Heads to Savannah

The Westin Savannah Harbor Golf Resort & Spa is a AAA four-diamond resort located on a prime location, not far from shopping and nightlife via a short complimentary ferry ride.

Located in the heart of the historic Savannah River District, the resort is only 20 minutes from the Savannah/Hilton Head International Airport.

The Club at Savannah Harbor offers an 18-hole championship course that shows off the beauty of Georgia Low Country. AEB’s 21st Annual Golf Outing will take place on Wednesday, November 6, followed by the Chairman’s Reception. The Committee Meetings and the reception will take place on November 7, and the Board Meeting on the morning of November 8.

New Contact for Board Meetings

Gwen Ramirez joined AEB full time this month as the Executive Assistant to the President.

Most recently, Gwen worked at Coca-Cola Refreshments in a similar role. Gwen will be handling all the registration details for AEB’s Board Meetings.

Questions can be directed to her at gramirez@aeb.org or at 224.563.3712.
Back-to-School PR

AEB’s press release and media kit has garnered more than three million impressions for back-to-school. The press release was picked up by more than 230 outlets. The mainstream media has started running back-to-school articles, and AEB anticipates additional stories using its survey stats in the coming weeks. The new easy-to-prepare and five-ingredient recipes, including Flatbread Pizza and 1-Minute Omelet Recipes, have generated lots of interest. The Audio News Release with Registered Dietitian (RD) Serena Ball is expected to garner approximately 40 million impressions!

AEB kicked off its blogger program that will include 10 bloggers who will be posting between now and September. Six bloggers, including four parenting bloggers and two RD bloggers, have already posted about the benefits of an egg breakfast as kids head back to school. Parenting bloggers took the “Breakfast Swap Challenge” replacing cereal with egg breakfasts for 10 days, featuring AEB recipes and beautiful photos to match. RD bloggers honed in on the nutritional benefits of eggs. Bloggers with posts already live include The Gunny Sack, Katie Heddleston, Side of Sneakers, Food Family Finds and others.

Posts related to the press release’s content have also been posted on the Incredible Edible Egg’s Facebook page and generated the most likes and comments for the month. It’s great to see that AEB’s fans are reacting positively to this back-to-school content. AEB will continue pitching this information to the media and following up as needed throughout the back-to-school season.

Educational Grant Contest Launches

On August 14, AEB’s Be a Good Egg Contest launched as part of its Good Egg Project partnership with Discovery Education. The dedicated contest webpage prompts visitors to take the five-question quiz to enter their school to win the grand prize of a $5,000 grant and a local egg donation to be made in their school’s name. Four schools will win a $1,000 grant.

The Good Egg Project Education Station includes the field trip archives, activities and lesson plans. Discovery will share two targeted eblasts: one will reach 500,000 teachers in kindergarten to eighth grade and another will reach Discovery’s larger database of 1 million teachers. State promotional groups and the industry as a whole will receive this eblast to share with their local teachers. AEB is currently promoting the contest on IncredibleEgg.org with a call out button. Additional promotion is planned. The contest runs through November 26.

Coupons

As part of Easter 2013 outreach, AEB’s partnership with Keebler crackers earned a 7 percent redemption rate meaning 210,000 coupons offering “One Free Dozen Eggs With Purchase of Two Keebler Crackers” were redeemed and boosted egg sales. The Easter In-Store Signage also generated a +3.9% egg category lift in stores with signs as compared to stores without. AEB is already at work on Easter 2014 plans.
At the recent Bridge2Food meeting in Chicago, Dr. Mitch Kanter gave a presentation titled, “Health Benefits of Dietary Protein: A Changing Paradigm.” This workshop was affiliated with the annual Institute of Food Technologists (IFT) conference. ENC has spoken on this topic at a number of technical conferences in 2013.

The primary message of this presentation is that Americans have been told for at least the past 50 years that a high-carbohydrate, low-fat, moderate protein diet is the healthiest option. During that same time period, however, Americans have become more and more overweight, while the incidence of diseases, such as diabetes and cardiovascular disease, have either increased or remained the same.

In light of these facts, scientists have been researching alternative diets, and a higher protein, lower carbohydrate diet has emerged as a potentially healthier alternative. Numerous recent studies have indicated that high protein egg-based breakfasts produce greater satiety and, in some cases, greater weight loss than do high carbohydrate breakfasts.

Kanter also discussed new research on recently discovered roles of amino acids that make foods like eggs, even more important. Kanter concluded by discussing the often under-reported role of carbohydrates on blood lipid changes associated with heart disease and diabetes, and the potential for lower carb diets to blunt these effects.

ENC will continue presenting at opportunities of this nature to showcase its expertise and to highlight new research on the health benefits of eggs.