

incredible news

Communicating the Value of Your Checkoff Dollars

AUGUST 2015

Reaching School Foodservice Directors

AEB showed more than 6,000 attendees how to make eggs even more attractive on K-12 school menus at this summer's School Nutrition Association (SNA) conference in Salt Lake City. Serving EggPops with dips and dusts in a variety of savory flavors kept foodservice directors and menu planners streaming in for samples, but their excitement after the first bite confirmed EggPops' success.

"I love this. My kids would love this!" a Minnesota foodservice director enthused; while her colleague from Colorado agreed, "They'll go nuts over these!"

Many visitors said they had made AEB's booth a destination after seeing the AEB ad showcasing EggPops in the current issue of *School Nutrition*, SNA's official magazine. The trade show portion of the July conference is the largest one focused on school nutrition and attracts several hundred exhibitors, so standing out in such crowded competition was gratifying.

EggPops may have been the attention-getter, but once they were in the booth, attendees took full advantage of AEB's whitepapers, tip sheets, serving suggestions and recipes. The school foodservice professionals are passionate about "their kids" and going way beyond breakfast use eggs in many ways to add protein to salads, grab 'n go items and a la carte mini meals.

Other attendees also found EggPops interesting. One packaging company was excited about the potential for EggPops in high protein sport-packs for afterschool sports, asking permission to use the concept in presentations of their packaging equipment to school systems. A nutritionist who deals with both schools and healthcare said she wanted to use the EggPops concept in presentations she was making at upcoming nutritional conferences and requested permission to offer the web link for AEB's EggPops brochure.

Trade shows offer great public relations opportunities, and this one was a win for America's egg farmers. ●



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Make it incredible!



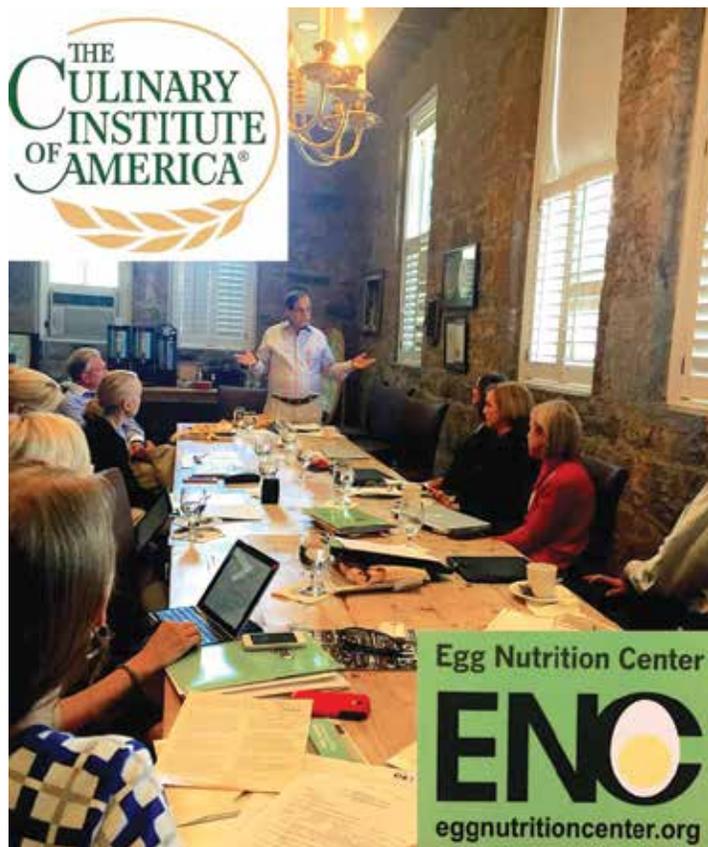
AEB's sampling of EggPops drew attendees to the booth, and they left with additional information and resources.

Two Research Awards Presented

This year, AEB honored two researchers with a \$500 honorarium each for their contributions to poultry science. Drs. Dong Uk Ahn and Hyun-Dong Paik were honored with the American Egg Board Research Award during the Poultry Science Association's Awards Celebration last month. Stacey A. Roberts, the PSA Committee Chair for this honor, presented the award.

During the past 15 years, Dr. Dong Uk Ahn has devoted a significant portion of his research efforts to increase the value and use of egg and egg products. Dr. Ahn has developed efficient separation methods for value-added components from eggs and developed scale-up methods for those components and modified some of the components to improve their functional properties. He also is currently modifying the separated components from eggs to change their physicochemical properties, and further increase their functions, applications and values.

Dr. Hyun-Dong Paik's research has focused on characterization of various kinds of egg proteins, dairy products, probiotics, branched chain amino acids, flavonoids and the like. His research also examines safety in the food industry, including growth modelling and predictive model for microbial pathogens. He has also co-authored eight books and has made many scientific presentations and lectures related to microorganisms in food science and biotechnology for more than 20 years. Congrats to Drs. Ahn and Paik! ●



HPAs Meet in Napa

ENC held its annual Health Professional Advisors (HPAs) meeting last month at the Culinary Institute of America in Napa, Calif. The HPA panel is comprised of influential registered dietitians, physician assistants, nursing professionals and fitness experts.

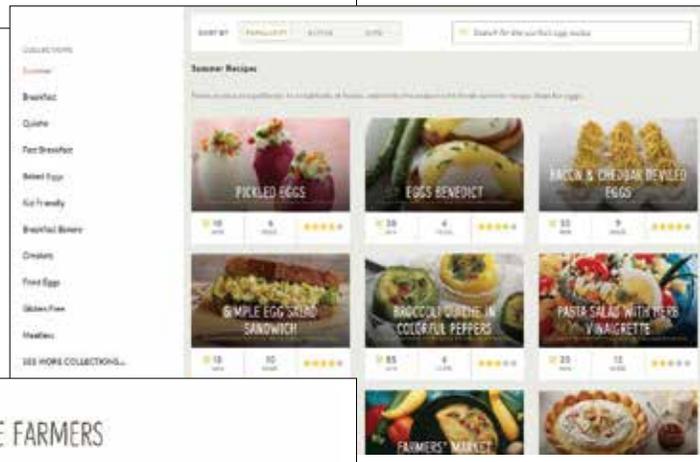
During this two-day meeting, HPAs learned more about ENC programs and strategic outreach initiatives and interacted with ENC staff. The highlight of the meeting for the HPAs was interacting and learning about the egg industry from egg farmers Paul Sauder and Blair Van Zetten. These health professionals advocate on ENC's behalf throughout the year, sharing the latest egg-related research with their professional contacts and serving as third-party advocates. The HPAs flooded ENC's inboxes with notes of thanks for all the key learnings. ●



New IncredibleEgg.org Launches with Delicious Taste Appeal



Last month, IncredibleEgg.org got a new look and improved functionality, making recipe searches easier, streamlining egg facts and optimizing the way people search for it on Google, Yahoo and Bing. Sparking the change was a recent data analysis showing the importance of the website's role in driving egg sales. Site analytics also showed 97 percent of traffic stopped at the recipe pages, making it imperative to help consumers find what they're looking for quickly, as well as making the site mobile- and tablet-friendly.



The result is a streamlined site with easy to access recipes, inspiring egg imagery, easily searchable egg facts and a brand new look for the Good Egg Project (GEP).

In addition, the new *Sunny-Side Up Blog* keeps visitors engaged with fresh content, sharing nutritional trends from the Egg Nutrition Center, showcasing restaurants that celebrate eggs, and testing



new cooking methods that are popular online. Upcoming posts will be related to back-to-school recipes as well as GEP education initiatives.

So far, web traffic has nearly doubled in the first two months of the site re-launch! ●



Serving Up a Second Helping of Kevin Bacon and Eggs

On August 1, the second round of the Wake Up To Eggs with Kevin Bacon debuted. Bringing a fresh angle to the campaign is a new 30-second video web short that will run in rotation with the original web film and web short, as well as two print ads that will appear in food, entertainment and lifestyle magazines.

During the initial launch, hundreds of egg fans asked to buy the T-shirt only Kevin Bacon could make famous in the first ad. AEB is excited to announce that the Kevin Bacon and Egg T-shirts are now available for sale to the public. Order the T-shirt, and watch the new web short at IncredibleEgg.org. ●

calendar of events

AUGUST 19, 25
UEP Member Briefing Webinars

Contact: Caryn Konrad
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 carynk@unitedegg.com

SEPTEMBER 20-24
IEC Global Leadership Conference Berlin

Contact: Cassy Price
 cassy@internationalegg.com

October 6-9
UEP Annual Board & Executive Conference

New Orleans, La.
 Contact: Caryn Konrad
 770.360.9220
 carynk@unitedegg.com

AEB BOARD MEETINGS

board meetings

Wednesday-Thursday
November 11-12
 Rosemont, Ill.

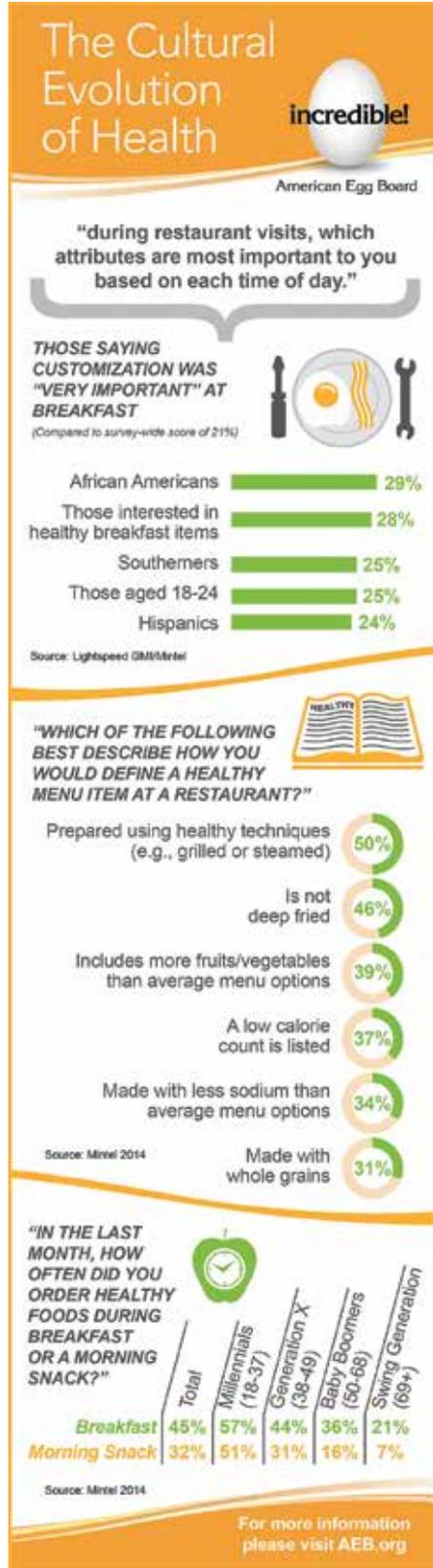
Wednesday-Friday
March 9-11, 2016
 Napa, Calif.

Wednesday-Thursday
July 20-21, 2016
 Chicago, Ill.

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New Incredible Breakfast Trend Released



Customization and mindful, healthy eating are the new normal for today's consumers. Whether they're eating in or dining out, Americans want to know what's in their food, where it comes from, how it's made and they want to eat it their own way. In the latest installment of *Incredible Breakfast Trends*, AEB looks at these new behaviors and how eggs fit within American breakfast habits in restaurants and retail packaged goods. ●

For more, visit aeb.org/BreakfastTrends.



A Good Egg Moves on

After 16 years of leading AEB's creative team at Grey Advertising, Ken Dowling is leaving to pursue new opportunities. Ken's contributions to AEB's campaigns under his leadership truly embody the word incredible. His departure arrives after AEB's most successful creative in its almost 40 year history: Wake Up to Eggs with Kevin Bacon campaign that earned AEB its first and very prestigious Cannes Lion Award. Xavi de Borja will take over the leadership of AEB's account.

Ken shared a few comments, in which he attempted to sum his experience.

"In short, I love the Egg Board. I feel so honored to have been able to be a part of such a great organization. I've met, partnered and am friends with so many wonderful people who have been so kind to me over the years. I hope those friendships will endure even after I am gone," says Ken. "AEB has assembled an amazing staff, vision and business plan, which I have been so blessed to be a part of."

Ken will be greatly missed by all his friends in the egg industry and always known as a Good Egg. ●