

News from AEB

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2008 media relations highlights

From “Good Morning America” and “Today” to *Parade*, *Woman’s Day* and more, the good news about the benefits of eggs reached millions of moms this year. The American Egg Board, with help from its eleven “Egg Ambassadors,” secured an incredible 761 million consumer media impressions in 2008, a 126 percent increase from 2007! AEB reached additional moms through state promotion efforts, like state fairs, nutritional conferences and school-related events.

Each month, AEB reached out to health, food and family media with news about the benefits of eggs; the topics included affordability, versatility, nutrient density, high-quality protein for mind and body energy, weight loss, choline for healthy pregnancies and disease prevention. In addition, AEB launched the second “Search for America’s Worst Cook” contest; promoted World Egg Day; the egg donation to Feeding America and helped Howard Helmer reach new heights of fame.

Two Egg Nutrition Center-funded studies generated significant media buzz. Published in the *International Journal of Obesity*, Dr. Nikhil Dhurandhar’s study, comparing the weight-loss effects of an egg-versus-bagel breakfast, was featured in all forms of media, including magazines like *Self*, *Women’s Health*, *Ladies’ Home Journal* and *Fitness*. Dr. Wayne Campbell’s study, which highlighted the weight management benefit of eating high-quality

protein like eggs for breakfast, was published in the *British Journal of Nutrition* and featured in *Woman’s World* and *USA Today Magazine*.

Howard Helmer continued to make a splash with the media and spread the good news about eggs.

Howard kicked off National Breakfast Week in April on “Good Morning America” and made several guest appearances throughout the year on the “Martha Stewart Living” Sirius satellite radio show. He promoted year two of the “Search for America’s Worst Cook” contest and World Egg Day, via satellite media tours and segments on “Mr. Food.” Howard also teamed up with a YouTube “celebrity” to create a music video for the contest. Howard truly is ... incredible!

The American Egg Board is already gearing up for another banner year in 2009 to showcase the incredible mind and body energy benefits of eggs, along with eggs’ versatility, affordability and ease of preparation.



In This Issue

- Data for egg usage in foodservice available
- Culinary School Program update
- Eggs on “The View”

Data available on foodservice egg usage

At last month's AEB Foodservice Committee meeting, results of a study, based on a survey of 935 foodservice operators from across the country, were presented. These study results are being utilized as a benchmark in the measurement of future foodservice programs.

Highlights of the study include:

- The total foodservice market for eggs and egg products is 1,358.9 million lbs. per year.

- Shell eggs are the largest product category overall, accounting for 59 percent of total annual volume (800 million lbs.); family-style/midscale and Quick Service Restaurants (QSR) are the largest users of shell eggs.

- Liquid eggs account for 24.6 percent of annual volume (335 million lbs.) and frozen eggs account for 5.5 percent of annual volume (74.9 million lbs.).

- The largest user of eggs and egg products (combined) is the quick-service segment, accounting for 32 percent of total annual volume or 437 million lbs. Note: the focus of AEB's program is the breakfast market in this high-volume segment.

- Next largest users of eggs and egg products (combined) are: family dining (26 percent) and convenience stores (10.6 percent).

Highlighting baking pre-mixes

More than 80 representatives of leading bakeries and bakery suppliers took part in a recent seminar in Mexico City, Mexico, promoting the use of dried eggs in baking.

Funded by the American Egg Board and hosted by USAPEEC, the seminar was aimed at introducing bakers to dried eggs as an ingredient in their pre-mixes. The program featured topics related to food safety, pre-mix formulations and quality certification.

The American Institute of Baking's Luis Navarro presented on the use of raw materials and equipment for pre-mix manufacturers.

USAPEEC's Technical Consultant José Manuel Samperio

gave a talk on the U.S. egg products industry, accompanied by Mexican representatives of



member companies Primera Foods and Michael Foods, who did presentations on the wide variety of egg products available from the United States for the bakery sector.

Culinary School Program update

An all-about-eggs seminar was presented on November 24, at the French Culinary Institute in New York City. Fifty enthusiastic culinary students attended and learned all the latest egg information. Connie Cahill, AEB's food safety consultant, provided an overview on egg safety, as well as breakfast trend data.

In addition, owner of New York City's Prune restaurant and *Eggscellent* Chef Ambassador Gabrielle Hamilton wowed students with a demonstration of two innovative egg breakfast items.



Printed egg handling materials and copies of the *Eggyclopedia* were distributed to all attendees.

To date, the Culinary School Program has reached over 2,300 students across the United States.



The final program for the year was a series of seminars at the Culinary Institute of America in Hyde Park, NY, on December 3-4. This is the top culinary school in the country.

Retail workshop = success

Twenty-seven egg producers attended AEB's Retail Workshop in Chicago this month. Aimed to boost sales calls' productivity, this informative workshop experience highlighted today's business challenges and provided real-world solutions so that those tasked with selling can better navigate the changing retail landscape.



David Zahn, president of Zahn Consulting LLC and member of Retail Wire's "Brain Trust" Panel, provided training that offered greater insights into the pressures, concerns and expectations of their retail customers. Attendees participated in various activities that included an In-Basket exercise, which consisted of prioritizing the "typical" pressures a category manager confronts and creating a "One-Sheet" document to address the key points of the larger PowerPoint deck that is commonly presented. "Thank you for putting on a very meaningful conference. The content was excellent and applicable to my daily job," said one attendee.

MONTHLY *Eggspression*

"You will be better advised to watch what we do, instead of what we say."

– A.A. Milne

Promoting choline resources

The Egg Nutrition Center (ENC) continues to promote two new choline resources to healthcare professionals, including The Choline Connection toolkit and www.CholineInfo.org. For print promotion of these choline resources, ENC coordinated a one-page advertorial for the December issue of *Today's Dietitian*, a monthly magazine that is distributed to more than 110,000 registered dietitians and nutrition professionals.

The December issue focuses on pregnancy, and the advertorial highlights The Choline Connection toolkit and www.CholineInfo.org, as resources that healthcare professionals can utilize to learn more about choline and help to close the choline consumption gap with patients.

This issue also includes an article submitted by Egg Ambassador Liz Ward on prenatal nutrition. In addition, the monthly "Culinary Corner" column highlights choline and features the AEB's very own "Variable Vegetable Strata" recipe.

ENC also distributed a targeted mailing of The Choline Connection toolkits to 1,800 healthcare professionals, including Women, Infant and Children (WIC) nutrition and breastfeeding coordinators and members of the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN). The choline toolkit features reproducible patient education handouts, developed with the WIC population in mind that includes low-income pregnant, breastfeeding and new moms.

Also, the American College of Nurse Midwives (ACNM) will feature an ENC choline banner ad in the January e-newsletter that will be distributed to the group's 6,400 members. The banner ad will promote www.CholineInfo.org, as a resource for ACNM professionals to download The Choline Connection toolkit and potentially earn free continuing education credits.



Rachael Ray on “The View”

The incredible talk show host is back, and she's bringing the eggs! Rachael Ray appeared on ABC's "The View" on November 26, 2008, in a feature titled “Meals for a Steal.”



Rachael prepared a selection of recipes from her new book “The Big Orange Book” in front of the live audience. Taken from the holiday section, this recipe featured three delightful styles of deviled eggs, what Rachael called, “a cheap-and-cheerful thing to bring to a party.” The segment also noted that any of the three styles, BLT, ham or romaine and cheese, all cost roughly \$3 – a fantastic, yet subtle, emphasis of the incredible value of eggs.

Rachael stole the show and was a crowd favorite with her down-to-earth personality and playful humor. She even had Whoopi Goldberg, an egg avoider, laughing and serving eggs to the audience by the end of the segment.

AEB recently completed a 14-episode branded integration with Rachael, featuring “incredible people” and their stories promoting healthy eating and wellness. Rachael continues to be an excellent face for eggs, and we look forward to working with her in 2009!

Egg Products Toolkit

In addition to AEB's continued efforts to reach food formulators with the good news about egg product functionality and economic value through print and online media, AEB plans to develop an Egg Products Toolkit for egg product supplier sales and distributor



staff members. The goal is to help staff members communicate these same messages and selling points at their customer meetings, communicating the overall advantages of egg products vs. replacer ingredients.

This resource will provide background information as to the total size of the egg product and egg replacer markets, identify product categories that utilize and/or significantly emphasize egg products as an ingredient and highlight egg products' functional and

nutritional contributions to food formulations.

AEB expects to have the toolkit available in the second quarter of 2009.

Enclosures

- *eggstra!* – AEB's retail newsletter
- *EGGSaminer* – AEB's egg product newsletter