We appreciate your support of our promotional efforts in 2011.

Wishing you a holiday season filled with your favorite traditions!

Your friends at the American Egg Board & Egg Nutrition Center
Recently, AEB staff volunteered as bell ringers for the Salvation Army Red Kettle Campaign outside of Jewel in Park Ridge from 11 a.m. to 5 p.m. Elisa Maloberti worked with the Salvation Army to coordinate AEB’s Day of Service.

Several shoppers noted their appreciation of America’s egg farmers and asked egg-related questions. During the time, donations hovered around $200; however, when combined with red kettles around the Chicago area and country, millions of dollars are donated each year to aid needy families, seniors, and the homeless, in keeping with the spirit of the season all year.

In 1891, Salvation Army Captain Joseph McFee resolved to provide a free Christmas dinner to those in need. His major hurdle: funding the project. He placed a large iron kettle at the end of Market Street with a sign that read, “Keep the Pot Boiling.” McFee soon had the money to see that the needy people were properly fed.

A copy of the final report is available upon request, contact Elisa Maloberti at emaloberti@aeb.org.

ENC hosted its first dietetic intern from Loyola University in November. Having interns will benefit ENC/AEB and show collective commitment and dedication for helping educate future health professionals. The students complete multiple competencies during their time at ENC through projects such as creating and updating materials, writing blog posts, reviewing research articles and other activities. This intern position with ENC is a valuable rotation to students because many rotations are geared toward educating consumers, while we focus on educating health professionals. ENC’s first dietetic intern Kasia Ciaston from Loyola shared, “I’ve never seen this side of the profession, so it was a great experience.”
THE GOOD EGG PROJECT—POWERED BY AEB

Launched in 2009, The Good Egg Project educates Americans about the farm-to-table process and helps drive egg sales as part of the marketing efforts by the American Egg Board (AEB). During the last two years, research shows AEB is improving consumers’ perceptions of American egg farmers.

Egg farmers are committed to caring for their animals.

16% MORE AMERICANS BELIEVE EGG FARMERS TREAT THEIR HENS IN A COMPASSIONATE MANNER.

SINCE 2009, AEB INCREASED CONSUMER AGREEMENT WITH THE ABOVE STATEMENT BY:

18%

Egg farmers care about their communities.

DONATING MORE THAN 28 MILLION EGGS SINCE 2009

ENCOURAGING CONSUMERS TO PLEDGE TO “EAT GOOD. DO GOOD EVERY DAY.” ON GOODEGGPROJECT.ORG.

SUPPORTING FEEDING AMERICA WITH 1 EGG FOR EVERY PLEDGE.

67% OF AMERICANS AGREE EGG FARMERS PROVIDE SAFE, AFFORDABLE & NUTRITIOUS EGGS.

THE INCREDIBLE EDIBLE EGG ON FACEBOOK HAS 252,000+ FANS.

CONSUMERS ARE SIGNIFICANTLY MORE POSITIVE ABOUT EGG FARMERS AND THEIR PRACTICES THAN 2 YEARS AGO.

14 MILLION + MEDIA IMPRESSIONS AND 760,000+ DONATED EGGS WERE LEVERAGE THROUGH 10 COMMUNITY BREAKFASTS SINCE 2009.

MORE DONATIONS, MEDIA & COMMUNITY ENGAGEMENT ARE PLANNED FOR 2012.

50 PERCENT MORE CONSUMERS AGREE THAT AMERICA’S EGG FARMERS NEVER FEED HORMONES TO EGG LAYING HENS.

MORE THAN HALF OF THOSE ASKED THINK IT IS IMPORTANT TO KNOW WHERE EGGS COME FROM.

In 2012, The Good Egg Project will focus on Learn, Give and Share.

24% MORE AMERICANS AGREE THAT EGG FARMERS FEED THEIR HENS A WELL-BALANCED DIET.

MAXIMIZE REACH OF THE GOOD EGG PROJECT THROUGH PUBLIC RELATIONS & SOCIAL MEDIA OUTREACH.

DISCOVERY EDUCATION WILL HELP AEB REACH OLDER KIDS, PARENTS & TEACHERS ABOUT THE FARM-TO-TABLE PROCESS.

SOURCE: AMERICAN EGG BOARD RUSSELL RESEARCH DECEMBER 2011
Good eggs doing good deeds

Using funds from mulligan sales, sheriff fines from March and July and donations from the November Board Meeting where Sheriff Bruce Dooyema challenged all attendees to place a donation for the Park Ridge Food Pantry in the back of their badge in lieu of fines, AEB supported the Park Ridge Food Pantry by shopping for its most-needed items. The staff also made contributions during December. The first of several loads included 227 various food items. The Food Pantry expressed its gratitude and thanks to AEB. Toys will also be delivered to the local children's hospital to help meet its most-wanted list.

**Nutrition Unscrambled blog reaches health professionals**

The *Nutrition Unscrambled* blog by ENC continues reaching more health professionals (HPs) with positive egg messages and promoting ENC as a credible source of reliable science. Through Google Analytics, ENC is able to gain useful insights.

In October, more than 1,800 visitors came to the site in October. Each month since the blog launched the number of visitors has grown. Facebook was the number two referring site due to cross-promotion with the consumer side. The three-most read posts in October covered school nutrition, myth busters and school recess. "Whole eggs versus egg whites" continues to top the list of keyword searches that lead visitors to *Nutrition Unscrambled* for the fifth month in a row.

More than 2,700 visitors came to ENC’s blog in November – the highest number yet and a 35 percent increase from October!

Although choline is produced internally, there are sub-populations with increased requirements due to genetic variations. A recent article in *Nutrition Today* explains emerging research demonstrating the vitality of choline consumption at all stages of life.

**Pregnancy**–Choline requirements during pregnancy and lactation are particularly high. Choline is present in high concentrations in amniotic fluid and breast milk which in turn increases maternal demand for the nutrient. A low intake of choline in this population has been linked to preeclampsia, premature births, and very low birth weights. Emerging science shows that like folic acid, low choline intake doubles the risk of neural tube defects. In animal studies conducted with rats, low choline intake during pregnancy was linked to long-term cognitive impairment. Rats consuming adequate choline exhibited slower declines in memory and attention.

**Childhood**–Studies suggest that choline-sensitivity continues after birth into infancy. Adequate choline during this stage may enhance brain development, memory, and learning abilities later on in life.

**Adulthood**–Increased amounts of homocysteine in the body have been linked to higher risks for cardiovascular disease, bone fractures, cancer and cognitive impairment. Due to the essential role of choline in the breakdown of homocysteine among other metabolic markers, choline has been tagged as playing potential roles in reduced inflammation and cardiovascular risk.

The implications of choline within the health care field are far and wide. The importance of choline throughout the lifecycle is becoming more prominent, but more research is still needed to substantiate its claims to fame.
At AEB’s November meeting, an update of recent foodservice industry statistics was presented. The data included highlights of CREST® research from The NPD Group, an AEB research supplier. CREST® data (i.e. Consumer Reports on Eating Share Trends) looks at consumer purchasing behavior in restaurants through the use of an online survey.

While overall traffic in the Foodservice industry has declined slightly in the past three months (for quarter ending August 2011), the picture is brighter in the Quick Service Restaurant (QSR) segment, where traffic has grown by 1 percent (for the year ending August). Looking specifically at the QSR segment at the Morning Meal daypart, the picture is even brighter as both traffic and check have increased by 2 percent (also for the year ending August). Looking at trended data, since 2006 (year ending August), the QSR Morning Meal segment has gained: two percentage share points in traffic, 591 million more restaurant visits, and $7.3 billion in incremental sales. The great news for the egg industry is that over the last five years, egg popularity at QSR Morning Meal continued to increase. There are 631 million more servings of eggs since 2006 and the menu importance of eggs has increased by 10 percent over the last four years. AEB’s 2012 Foodservice program will continue to focus on the incredible opportunity for eggs in the QSR Morning Meal segment.

Incredible Facebook fans top 250,000

The holiday coupon offer for $.55 off two dozen eggs on the Incredible Edible Facebook page was very successful. The FB page gained more than 51,000 fans, bringing the page total to more than 252,000 fans. This fall, AEB held coupon promotions for Back-to-School, World Egg Day and December Holidays. In total, fans downloaded more than 89,000 coupons!

AEB’s site is one of the largest for a food/beverage commodity. Some commodities are tricky to identify on Facebook, but AEB is working to confirm that its fan page is, in fact, the largest. Here is a snapshot of where others stand: Pork: 37,939; Beef: 96,706; Haas Avocados: 39,780; Milk Mustache Campaign: 130,973; Got Milk: 49,207; Mushroom Channel: 2,159; National Dairy Council: 767; United Soybean Board: 682; and American Peanut Council: 36.

Egg popularity increases

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The Nutrition Facts Panels (NFPs) for all sizes of eggs, short and horizontal forms, are now available on EggNutritionCenter.org under the Egg Facts tab. The NFPs were reviewed by an outside consultant who specializes in nutrition label compliance and were reviewed again after minor suggested edits were made to the previous set of NFPs. Please contact ENC’s Marcia Greenblum with any questions or concerns at 847.296.7043 or via mgreenblum@eggnutritioncenter.org.

State Support Program Spotlight—a new feature

Each year, AEB allocates funding, based on a population/layer formula, for the state promotional organizations to carry out AEB’s national message to consumers on a local level through the State Support Program. The leaders of these groups have connections that help AEB extend its reach and maximize this investment. Without these local leaders, AEB would miss a vital opportunity to reach these audiences in such a targeted and, often, hands-on way. Going forward, the News from AEB will spotlight one event showcasing the incredible results of this program each month. Information and pictures of approved events that used AEB funding should be sent to Jacinta LeDonne, jledonne@aeb.org, for consideration.

November 2011—Using AEB funds to buy radio air time, Arizona egg farmers highlighted AEB’s current ad campaign and garnered value-added mentions for its annual PJs & Eggs event. At this event, local breakfast restaurants serve “breakfast for dinner.” This donation event raises money, collects pajama donations and increases awareness of the Arizona Foster Care System.

Each year, more restaurants—with eggscellent names like Scramble, Over Easy and The Good Egg—take on the challenge to serve egg breakfasts for dinner, while helping support the Arizona Foster Care System. Restaurant employees and customers donate new PJs and wear their own PJs to the restaurants. Hickman’s Family Farms organizes the event and donates all the eggs to the restaurants, which are not normally open for dinner. Public relation efforts create good will for the restaurants and local egg farmers.