

incredible!

NEWS FROM AEB

Let's make 2013 incredible!



Holiday Wishes to
You & Yours
this Season!

– Your Friends
at the American
Egg Board &
Egg Nutrition
Center.

American Egg Board

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Holiday Coupons

To celebrate the holiday season, AEB offered two coupons via Facebook. As with previous coupons, the offer was for

\$.55 off two dozen eggs. AEB always sees an incredible interest in coupons. The first offer launched a week prior to Thanksgiving, and during the

promotion, the page gained 21,287 new fans (421,643 total) and nearly 60,000 coupons

were printed. The second offer launched on December 13, and so far, there have been more than 38,000 coupons printed, and AEB has gained more than 11,000 fans, putting us at a total of 432,878 fans.



Toys for Tots Drive & Bell Ringers

Headline



Again, this year the staff of AEB and ENC gave back to those in need during the holiday season. Through November and December, staff brought in new toys for Toys for Tots. Since the program's launch in 1947, Marines have distributed more than 452 million toys to more than 209 million needy children.

AEB/ENC also rang the Salvation Army's bell at a Park Ridge Jewel-Osco one afternoon.

From the desk of an AEB/ENC Intern ...

As an intern at the American Egg Board and Egg Nutrition Center, I have the privilege of being involved with several exciting opportunities spanning the realm of science, research and media relations. I spent considerable time on the vitamin D project. AEB is currently exploring the idea of whether each egg produced in the United States should provide enough vitamin D to qualify as an excellent source.

As a nutrition intern and future registered dietitian, I am already privy to a great deal of the knowledge and research relating to vitamin D; I'm familiar with the importance of vitamin D for health and the prevalence of vitamin D deficiency. While I know the body can naturally produce some vitamin D in response to sun exposure, I can confidently say I do not foresee myself getting a considerable amount of sun exposure for the next few months due to another bone-chilling winter in the Midwest. The idea of an egg becoming one of the best natural sources of vitamin D in the diet is exciting to explore.

On account of both my personal interest in this topic and my current intern position, I have been tirelessly working in collaboration with the AEB team to move this project forward. It has been both educational and enjoyable talking to many egg producers across the country who have shared their expert opinions and insights relating

to this project. I am thrilled to report that in the short time I have been working with AEB/ENC, we have more than doubled the number of telephone responses to our survey on vitamin D supplementation of layer feed. We are looking forward to hearing from more producers and taking the next steps in this venture.

– Emmaline Rasmussen studied Dietetics and Kinesiology at the University of Illinois at Chicago and will be eligible to sit for the registered dietitian exam this month. She is an avid food and nutrition enthusiast as well as a certified yoga teacher. She also wrote several blog posts for ENC's Nutrition Unscrambled.





Feeding those in Need

America's egg farmers delivered a hot egg breakfast to hundreds of people in need on Staten Island, in an effort to help feed the families still affected by Superstorm Sandy. The egg breakfast is part of AEB's Good Egg Project, an initiative to educate people about

In addition to feeding Staten Island residents, America's egg farmers donated an additional \$1,200 to the Stephen Siller Tunnel to Towers Foundation, a recognized FEMA distribution organization in Staten Island.

"We are especially proud to donate money to this organization. They are a part of the fabric of this community and have personal relationships with the residents. When the storm hit, they offered relief

immediately," says AEB's Joanne Ivy, President and CEO. "We thank our egg farmers across the country for making this donation possible."



where eggs come from and an effort to fight hunger in the United States.

Through a generous donation of liquid egg product by egg farmer Elliot Gibber of Deb-El Food Products, and a partnership with Food Freaks, a Brooklyn-based food cart, AEB reached hundreds of residents, national guardsmen, police and volunteers by Midland Beach with a hot breakfast and sent many home with cartons of liquid eggs to help feed their families and neighbors.



In addition to initiatives like these each year, America's egg farmers donate more than 12 million eggs to U.S. food banks and charities.

The eggs served and donated fill a critical void. The high-quality protein in eggs provides the building



blocks bodies need to maintain mind and body energy, not to mention allowing people to feel less hungry and stay nourished.

Thanks to volunteer and financial assistance from Grey and Edelman and the generosity of Elliott Gibber, AEB kept the cost down for this relief project while delivering a hot egg breakfast to people in need on Staten Island. For more information about the Good Egg Project, visit IncredibleEgg.org/Good-Egg-Project.



"It's a humbling experience to represent America's egg farmers and help feed people still affected by the storm," says Chris Pierce, Chairman of AEB. "Hearing the personal stories of the residents there confirms the idea that we should always strive to do more to help people in need and bring hope to places devastated by disasters like these."



State Support Program Spotlight – NC



December 2012 – The North Carolina Egg Association helped the fans of the NFL Carolina Panthers kick off their tailgating season with an Incredible! Egg Breakfast. Egg farmers from across North Carolina and their families

joined together to cook and wrap 1,500 scrambled egg sandwiches. The farmers were not only cooking and serving but available to answer questions about today's egg production and housing systems.

The event, held in Charlotte, NC, was promoted on the official Carolina Panther radio station and sister station for two weeks prior to the event. A local radio station promoted the event that morning and encouraged fans to enjoy some Incredible Edible Eggs before the game. *Can Koozies* were also a hit and featured the slogan "Crack One Open Today." Each *Koozie* featured a QR code to led consumers to NCEgg.org to learn more about NC's egg farmers.

Building on the educational efforts of the Good Egg Project, fans could also view a NC Egg Farmer video on a television monitor. Children and adults enjoyed their egg sandwiches and learned about how egg farmers care for their hens, an egg travels from the hen to their tables and egg farming positively affects local communities.



Jingle Stats

The Incredible Edible Egg Jingle proved to be a smashing hit with audiences both familiar with and new to the catchy tune.



Key highlights include:

- 79,100 Facebook fans gained
- 5,725 farmer video views on YouTube
- 13,855 likes, 1,929 shares, 1,746 comments and 6.7 million impressions of the farmer video on Facebook, making it the most popular Facebook post to date
- 41 Jingle Contest Entries
- 7 million traditional media impressions (270 total media placements including press release pick-up)

Plans are to leverage this incredible asset in 2013.

Contest Results

Last month, AEB's Discovery *Be a Good Egg Contest* concluded with 23,943 total entries, nearly 4,000 entries over goal!

Discovery received entries from all 50 states, with North Carolina, California and Alabama coming out on top as the states with most entries. AEB is working with Discovery to certify the winners and will share final winner info as soon as possible.

Below is an update on October traffic to the Good Egg Project: Education Station website. Traffic decreased slightly in October as AEB didn't have as many email communications going out to promote the contest. Following are key metrics highlights for reference:

- Home Page: 105,832 total page views (20,568 in October)
- Contest Website: 263,213 total page views (91,68 in October)
- October Social Media: 1 Facebook Post (5,525 fans), 3 Tweets (60,211 followers)
- Promotional Campaign (DE.com online media): 7,321,098 total impressions (1,637,423 impressions in October)
- Positive Change Activity: 168 total downloads (41 downloads in October)
- Super Strength Activity: 164 total downloads (34 downloads in October)

More updates to come on the winners and donation events as AEB works with Discovery to finalize.



Building Stronger Relationships

ENC has been actively visiting with researchers to get updates on their findings and to build stronger relationships with the researchers and their institutions. During the last 6 months, the following ENC staff has performed a site visit with a current ENC research grantee:

Drs. Don Layman and Mitch Kanter visited Dr. Sam Klein at Washington University in St. Louis. Dr. Don Layman visited Drs. Lynn Moore at Boston University and Liz Johnson at Tuft University. Dr. Mitch Kanter visited Dr. Wayne Campbell at Purdue University.

These site visits exceed expectations approved by the Nutrition Committee in the 2012 ENC Strategies and Objectives.

Research Moves Forward

Earlier phases of this research with American Institute of Baking have indicated that Near Infrared (NIR) analysis could be a good predictor of the quality performance of dried egg whites in angel food cake applications. To further test this hypothesis and build on the number of data points used to develop the NIR calibration, AEB decided additional dry egg white samples should be evaluated. Phase 3 will encompass an evaluation from all dried egg white suppliers to help develop a robust calibration.

This research will help egg product suppliers deliver egg ingredients that meet food formulators specifications and performance expectations. Results of this research will be presented during the March 2013 Board Meeting.

MONTHLY *Eggspression*

"You rarely have time for everything you want in this life, so you need to make choices. And hopefully your choices can come from a deep sense of who you are."

-Fred Rogers

Eggscitement in Foodservice

While breakfast is the most important meal of the day for consumers who want to start their days off right with the high-quality protein of eggs, breakfast has also been the most important meal for restaurant chains. In foodservice, breakfast has outperformed lunch and dinner and remains the bright spot in terms of traffic and sales. There are millions of more egg sales this year vs. last with no sign that this trend will abate.

Much of those sales have come from newer chains that have adopted breakfast as well as long-time breakfast marketers that have introduced new products ... everything from Jack in the Box's Waffle Breakfast Sandwich to Dunkin' Donuts Egg Sandwich with Hillshire Farm Sausage and its Big and Toasted with two eggs, bacon and cheese. By AEB's account, there have been more new products during the last 18 months than there were during the three years prior.

And, 2013 promises more of the same. Breakfast will remain an important daypart for chain traffic and profits as well as an opportunity to provide more nutritional meals. While several

chains have already launched breakfast kids' meals featuring eggs, expect to see more. Children's health is one of the most significant trends, and chains, which depend on kids and families, are looking for ways to serve healthier breakfasts with eggs. *USA Today* recently noted child nutrition as a major trend and wrote that restaurants can appeal to parents and kids by promoting "healthier, but affordable food options."

Look for more indulgent and differentiated items on the menu as chains seek to satisfy guests' needs for a hearty, rewarding breakfast. The National Restaurant Association and American Chef's Association's annual poll has already identified ethnic-inspired breakfast items in their "Top 20 Trends for 2013." Whether it is chorizo and eggs, breakfast nachos and burritos or international favorites like Feta cheese, portabella mushrooms, sun-dried tomatoes, artichokes, Sriracha sauce, Naan bread, breakfast steam buns and more, restaurants will be looking at new ingredients and new portable platforms to drive new traffic.

And finally, America is a snacking nation that no longer adheres to the clock for meals. Breakfast throughout the day is already available at a number of chains like Dunkin' Donuts, Starbucks, Einstein's, Jack in the Box and Sonic. More options will be added to meet this demand.

Next year is shaping up to be a year of enhanced nutrition and creativity. Breakfast growth and eggs will be a major contributor to those trends.

