Wishing You a holiday season and a New Year filled with everything that makes you happy!

Your friends at the American Egg Board & Egg Nutrition Center
AEB’s Ad Agency Named Global Agency of the Year!

AEB’s advertising agency, Grey Worldwide, has been named ADWEEK’s Global Agency of the Year for 2013. The agency, which helped create AEB’s current ad campaign for the Incredible Edible Egg, “Wake up to Eggs,” received the award for strategic and creative excellence.

Grey has helped egg farmers positively change consumer attitudes and behaviors toward eggs, and most importantly grow egg demand. “As chair of AEB’s Consumer Marketing Committee, I’ve seen the important contributions that Grey has made to the egg industry,” said Jerry Wilkins, a Colorado egg farmer. “We’re pleased to work with the best.”

AEB was recently awarded with the International Egg Commission’s highest honor for marketing excellence, the Golden Egg Award, for its “Take Bake Easter” campaign earlier this year. The Grey team was an important contributor to that effort. AEB is honored and proud to be working with the best advertising agency in the world!

Trade Press Articles for 2014

AEB recently attended the International Foodservice Editorial Conference (IFEC). Twenty-eight publications were present, each with established “office hours.” AEB met with these editors and secured seven breakfast features for 2014. The features will deliver trend information about breakfast and restaurants that are developing new breakfast on-trend items. These articles will be appearing in Restaurant Business, Restaurant Hospitality, Nation’s Restaurant News and Plate to name a few.

Egg Industry Issues Forum

The Egg Industry Issues Forum, hosted by Iowa State’s Egg Industry Center (EIC), will be held in Indianapolis, Indiana, on April 15-16, 2014, at the Radisson Indianapolis Airport Hotel. Sessions will start at 1:00 p.m. on April 15 and conclude around the same time on April 16.

“The goal of the annual forum is to increase awareness of the current and emerging issues among the attendees, disseminate latest research findings that are applicable to egg production/processing and provide a platform for dialogue among those who have a stake in the industry,” says Hongwei Xin, EIC Director and Endowed Professor of Agricultural and Biosystems Engineering and Animal Science.

Be sure to stop by the Egg Industry Center Booth at IPPE for the latest update, or check EggIndustryCenter.org. The online registration system will open mid-January for early-bird registration. For additional information, you can also contact Lesa Vold, 515.294.4037 or lvold@iastate.edu, or Hongwei Xin, 515.294.4240 or hxin@iastate.edu.
Media Coverage

Coverage of the landmark study on the egg industry’s environmental impact has continued steadily since its release on October 30. The study highlights the significant reduction in the egg industry’s environmental footprint over the last 50 years and was conducted by the Egg Industry Center.

To date, the study’s release has garnered more than 19 million impressions and more than 280 placements across media, broadcast and social media. Highlights from the study’s coverage include:

**Egg industry reduces environmental impact**: National Restaurant Association | SmartBrief e-newsletter | Nov. 8, 2013

Egg production has increased, but the industry’s environmental impact has decreased, according to a study conducted from 1960 to 2010. Greenhouse gas emissions are down 71%, water consumption by hens is down 32% per dozen eggs, and hens are producing 27% more eggs per day.

**Egg production study reveals vast reduction in environmental impact**: Farm and Dairy | Nov. 7, 2013

Researchers conducted a lifecycle analysis of U.S. egg production from 1960 to 2010 to evaluate environmental performance measures for the complete lifecycle from crops to hens to the farm gate.

**Egg industry reduces environmental impact**: Grocery Manufacturers Association | SmartBrief e-newsletter | Nov. 5, 2013

Egg production has increased, but the industry’s environmental impact has decreased, according to a study conducted from 1960 to 2010. Greenhouse gas emissions are down 71%, water consumption by hens is down 32% per dozen eggs, and hens are producing 27% more eggs per day.

**Egg industry reduces environmental footprint, study finds**: Agri-Pulse | e-newsletter | Nov. 6, 2013

Improvements in egg industry practice over the past 50 years has greatly reduced the environmental impact of U.S. egg production, according to a study prepared by the Egg Industry Center.

Two pending pieces include coverage in Jobpostings Magazine’s January edition – the author of that article will be using the egg industry as an example of how agriculture has grown to be more sustainable in order to meet the growing food demand, and a pending op-ed for the Environmental Leader.

Additionally, NBC’s broadcast coverage of the environmental study aired on more than 20 NBC affiliate stations around the country.

In early December, Bob Krouse of Midwest Poultry Services also traveled to New York to spend three days conducting media desksides with editors from the long-lead consumer magazines to highlight the study’s findings and educate consumer editors about the study and the egg industry in general.
Carla Schmitz recently finished a rotation as one of ENC’s Dietetic Interns. She will graduate at the year’s end with a master’s in nutrition and is currently studying at University of Illinois, Chicago. She will take the Registered Dietitian exam in the New Year. Carla was an incredible intern assisting with several nutrition and research projects and with the Food Nutrition Conference and Expo (FNCE) exhibit.

This internship program showcases ENC's interest in giving back to the health professional community and is a benefit to ENC’s credibility within the health professional community.

Egg Nutrition Center

Panel on Protein & Diabetes

In Washington, D.C., ENC sponsored a symposium titled, “The Controversial Role of Dietary Protein in Diabetes and Related Disorders” as part of a scientific meeting hosted by the American Society of Nutrition. Attended by almost 100 health professionals (HPs), this event was designed to bring together researchers and clinicians to review the available evidence on macronutrient composition and specifically, dietary protein, in the prevention and management of diabetes and diabetes-related risk factors.

The presenters included Kevin Maki, Ph.D., Biofortis/Midwest Center for Metabolic and Cardiovascular Health; Theresa Nicklas, DrPH, Baylor College of Medicine; Barbara Gower, Ph.D., University of Alabama; and Amy Campbell, MS, RD, LDN, CDE, Joslin Diabetes Center. Campbell. Mitch Kanter Ph.D., Executive Director of ENC, moderated the event.

This is one of the “high science” meetings in the nutrition community, and opportunities like this help strengthen ENC’s position as the credible source of information on nutrition and specifically, the incredible egg. The robust selection and expertise of the speakers helped draw in almost 100 attendees.

Webinars Reach Health Professionals

In partnership with Produce for Better Health Foundation, ENC presented a free webinar titled, “Building a Better Breakfast with High-Quality Protein and Produce.” Health Professional Advisor Neva Cochran, MS, RDN, LD, Nutrition Communications Consultant, was the speaker. This outreach opportunity recapped that latest research on how high-quality protein paired with fruits and vegetables can influence nutrient adequacy, satiety and health. Neva also provided practical tips to build a better breakfast.

Co-sponsored with the American Academy of Family and Consumer Sciences, the webinar titled, “Dietary Approaches to Diabetes” discussed current research, nutrition, lifestyle and medication management for patients with diabetes. The speaker was Gillian Arathuzik, RD, LDN, CDE, from Joslin Diabetes Center.

Attendance totaled more than 400 health professionals for these webinars, and both were archived for later viewing.
Focused on Baking This Holiday Season

AEB knows kitchens are the heart of the holidays, where magical activities take place like baking cookies or dishing up a hearty meal. But mistakes in the kitchen happen too, and it can be stressful. The holidays don’t have to be that way! AEB’s holiday outreach highlighted a Dozen Holiday Fails & Fixes providing media with a BuzzFeed-style list of common holiday “fails” and suggested solutions from the ultimate holiday helper, eggs. Initial open rates were 3 percent higher than back-to-school outreach.

On the Incredible Edible Egg’s Facebook page, several giveaways helped promote AEB’s partnership with Share Our Strength’s (SOS) No Kid Hungry Bake Sales. The first giveaway garnered 852 comments, 41 shares and 448 likes exceeding expectations and proving the Incredible Edible Egg’s fans love a great promotional offer!

AEB, for the first time, offered Holiday Helper Hours via the Incredible Edible Egg Facebook page. Fans asked questions related to a specific topic and instantly received responses from the Incredible Edible Egg. The first session, which was not sponsored, garnered 24 likes, one share, six questions and four comments, including questions about the best way to make cut-out cookies, how to make a good soufflé and unique pie recipes for Thanksgiving.

The second session, which was sponsored, garnered 90 total comments (including 24 unique questions from fans), 2,583 likes and 187 shares, with questions centered on tips for pies.

The last Holiday Helper Hours session will focus on holiday cookie tips the week before Christmas. This is traditionally the peak of online cookie searches.

Real Simple magazine posted a holiday Facebook post and tweet driving traffic to AEB online properties, reaching a total audience of 8,664 people. A couple of AEB’s Good Egg Project (GEP) Blog Ambassadors posted about AEB’s partnership with SOS and shared their favorite AEB holiday baking recipes. On Twitter, AEB created a holiday helper custom timeline to curate helpful holiday advice that’s being shared on Twitter.

Within traditional media, The Nibble posted tips from the Holiday Fails & Fixes list, sharing five baking tips and AEB recipes as well as links to the Incredible Edible Egg’s Facebook page and @IncredibleEggs on Twitter.

Bauer Publishing posted a holiday giveaway offering three winners a year’s supply of eggs that drove traffic to IncredibleEgg.org, Incredible Edible Egg Facebook and Pinterest pages for holiday tips and recipes. The giveaway was posted on the following Bauer websites for a total of 155,456 impressions:

- Woman’s World
- CBS Soaps in Depth
- Sweep On
- ABC Soaps In Depth
- First for Women
- Closer Weekly.

AEB also enlisted Master Chef Junior winner, Alexander Weiss, to shoot a festive how-to video demonstrating making and decorating the traditional holiday sugar cookie. As an astounding baker at the young age of 13, Alexander helped create an engaging video to get families in the kitchens for their holiday baking. And, for every person who watches and shares the video before Christmas, egg farmers will donate a dozen eggs to Feeding America food banks, up to 10,000 eggs. Happy Holidays everyone!
**EGGucation Reaches Bakers**

Last month, egg product functional advantages and basic application formulations were presented to students enrolled in American Institute of Baking’s (AIB) fall 16-week Baking Science & Technology resident course. Upon successful completion of the course, each participant earns recognition as a baking technologist and is eligible to earn 14 college credit hours through Kansas State University.

For more information about AIB’s courses, visit AIBonline.org.

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**Nutrient Analysis Scheduled**

AEB will be conducting a nutritional analysis of liquid and dried egg products to obtain accurate nutrient information; the last nutrient analysis of egg products was conducted in 2006. The six most basic egg products will be analyzed: liquid whole egg (plain, no salt), liquid egg yolk (plain, no salt or sugar), and liquid egg white (without whipping agents), dried whole egg, dried egg yolk and dried stabilized egg white. AEB expects the results by the March 2014 Board Meeting.

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**Incredible Trailers**

S & R Egg Farm’s new trailers feature an updated look that includes the incredible logo. The names of the Schimpfs’ great-grandchildren are also hidden within the artwork making it eggstra special.

Have a fun picture to share? Send it to arichardson@aeb.org, and space allowing, we’ll include it.