Wishing You and Yours the Most Joyous Holiday Season Yet

— Your Friends at the American Egg Board & Egg Nutrition Center
AEB.org Delivers Results

Earlier this year, AEB.org was updated with a new look, content and resources. The site is targeted at egg industry professionals. A redirect for consumers and health professionals helps guide these visitors to IncredibleEgg.org and EggNutritionCenter.org.

The website’s responsive design allows for the site to automatically adjust to the user’s device. More than 80 percent of AEB.org’s traffic comes from users on their desktop computers, but 20 percent are visiting from tablets. Regardless of device, the site appears correctly because of its responsive design. Of these visits, 80 percent are new users, but the site also draws back 20 percent of its visitors.

As a result of the new site, overall traffic is up, and traffic spikes occur with AEB’s various promotional efforts.

Baking & Eggs for the Holidays

This holiday season, AEB is decking the halls of America’s kitchens with an extra dozen eggs. During the course of six weeks, the Incredible Egg has ushered in the holiday baking season through new social media influencers, fresh video content and refreshed pie recipes. Additionally, consumers have received reminders at the point of sale, through the Incredible Egg’s partnership with the FourSquare app, to stock up on staples like eggs to be prepared for anything the season brings.

During Thanksgiving, the holiday initiative achieved belt-bursting results, generating nearly 600 online and print placements, totaling more than 76 million media impressions. Additionally, top Incredible Egg influencers like YouTube’s Laura in the Kitchen received more than 50,000 video views of her Chocolate Pecan Pie recipe in less than one day.

Throughout December, the Incredible Egg will continue to work with key influencers like popular foodie blog Serious Eats, Laura in the Kitchen and Pinterest sensation, Inspired by Charm. Each one will promote the holiday baking and cookie season with recipes such as eggnog cupcakes, gingersnap currant cookies, classic eggnog and helpful baking and entertaining tips and hacks.
Thank You for Your Service

After 15 years of service as AEB’s Food Technology Advisor, Dr. Glenn Froning will retire this month. His knowledge has been invaluable as the go-to source for answering technical questions related to eggs and food manufacturing. He also helped establish AEB’s Egg Product Marketing Program and his services and expertise through the years will be missed.

As an Army veteran, Dr. Froning knows the value of hard work and commitment to principle and applied those same traits to his efforts on behalf of The incredible edible egg™. He is also a member of the Nebraska Poultry Hall of Fame. Dr. Froning and his wife Lynne are active members of their church and community, and are avid Huskers fans.

As a faculty member of the Food Science Department at the University of Nebraska – Lincoln, Dr. Froning participated in several research projects involving eggs, specifically egg products, and become a renowned expert in assisting food manufacturers with valuable knowledge on how to use eggs within their products to achieve desirable results. He also led the revision of the International Egg Pasteurization Manual that validated the effectiveness of egg pasteurization guidelines.

Thank you for your incredible years of service, Dr. Froning. Wishing you and Lynne a lovely retirement!

Educational Game Launches

AEB’s partnership with Noggin Labs, a prominent e-learning design and content development company that specializes in online gaming as a learning tool, has resulted in a four-part game that aligns with the Common Core Standards. Eggville Escapades includes language arts, math and social studies components to keep kids engaged and excited about egg production.

This game mimics those found at the state fair across four sections. Coop Carnival shares a math word problem, or basic math problem, with an array of possible answers. Farm to Table shows the journey the egg takes from hen to home. Eggs Across the USA showcases different regions and how and why eggs are important in that area. Feed the Farmer, another math based problem, presents students with problems related to even and odd numbers.

Targeted at first to third graders, users and teachers can also download additional materials. Each wrong answer provides the students with another opportunity to guess the correct answer.

Educating the DGAC on Eggs

With USDA approval, ENC provided an educational letter to those serving on the Dietary Guidelines Advisory Committee. Next year, this Committee will release updated Dietary Guidelines that will affect nutrition recommendations going forward.
Eradicating Malnutrition

Last month, ENC’s Dr. Mitch Kanter attended the Second International Conference on Nutrition (ICN2) in Rome. The conference, jointly sponsored by the Food and Agriculture Organization (FAO) of the United Nations and the World Health Organization (WHO), culminated in the acceptance of the Rome Declaration by most of the countries in the world. The Rome Declaration is designed as a blueprint for countries to help eradicate malnutrition (both undernutrition and overweight/obesity) worldwide. A lofty goal, to say the least, but one to which all health professionals, as well as governments, should be paying attention.

Health ministers from many countries, as well as dignitaries including the Pope, spoke at the conference, lending gravitas to the proceedings. In private discussions, Dr. Kanter promoted ENC’s current research that examines feeding high-quality protein to orphaned children in Third World countries. Initial results of this pilot studies show enhanced growth rate, as well as markers of cognitive performance, in children who generally receive very little protein as a part of their normal diets.

The Rome Declaration can be accessed via FAO.org/3/a-ml542e.pdf.

Promoting Eggs’ Functional Benefits

Manufacturers consider eggs a staple ingredient because of their 20+ functional properties, but questions still arise about eggs and product formulations. To respond to these challenges, AEB developed a brochure titled “A Dozen (or so) Questions to Ask About REAL Eggs in Your Formulation.”

Divided into 17 different Q&As, the brochure positively portrays egg products’ safety, GMO status, sustainability and contributions to clean labels. Visit AEB.org/Questions to download a copy.

An accompanying tip sheet for egg processors has also been developed offering many options to repurpose the brochure content and engage their customers in a conversation about the benefits of REAL eggs.

Copies are available upon request, contact Amanda Ferencz, aferencz@aeb.org