To cap off week-long media outreach on the new cholesterol and vitamin D results from USDA testing, AEB hosted an all-day Good Egg Project breakfast at Grand Central Station in New York City to celebrate the good news about the good egg! Grand Central Terminal was transformed into a “farmer’s market” where commuters received free egg samples throughout the day, learned about the health benefits of eggs and took the Good Egg Project pledge to help feed the hungry. Overall, the event was an incredible success, and it was a fun and engaging way to share the good news with folks at one of the busiest places in New York City!

Commuters had a great time wandering through the farmer’s market, learning about egg nutrition and egg production. Craig Willardson and Clint Hickman were on hand to answer questions about lower cholesterol and modern egg farming. Dr. Mitch Kanter was also at the event and spoke to consumers about the nutritional benefits of eating eggs especially the lower in cholesterol and higher in vitamin D information.

Howard Helmer and Jeffrey Saad were, as usual, a great attraction as crowds gathered to watch the two share easy egg cooking tips and even try their hand at a few fried egg flips. Free egg samples were the star of the event as Egg & Cheese Burritos and Coffee Cup Scrambles were handed out to commuters throughout the day.

... Continued on inside page.
Commuters also received recipe cards to encourage them to recreate these dishes! Overall, the news announcement and events were incredibly successful and made great strides in helping to crack the old cholesterol myth!

In support of the Lower Cholesterol Egg Campaign, AEB released 225,000 online coupons on February 14. This promo encouraged the purchase of a second carton by offering a $0.55 savings off the purchase of 2 dozen eggs. AEB’s Parade advertorial printed with the coupon to help educate consumers.

To celebrate this good news about eggs, Moark and Sauder’s Eggs joined together to donate 100,000 eggs to the Food Bank for New York City on behalf of America’s egg farmers. A special thank you to Paul Sauder of Sauder’s Eggs and Craig Willardson, Jerry Kil and Ken Pauze of Moark for making the donation happen!

In addition to these national placements, FOX, NBC and CBS distributed stories to their television affiliates that aired in more than 200 markets across the country, and the news has been featured in daily newspapers, including LA Times, Chicago Tribune, Baltimore Sun and Orlando Sentinel.

AEB also met with approximately 30 food and health editors in New York City to announce the news and discuss the many benefits of eggs! Internationally renowned expert on nutrition Dr. David Katz and ENC’s Dr. Mitch Kanter were on hand for a special luncheon with health editors from leading publications, including Ladies’ Home Journal, Good Housekeeping, Shape and WeightWatchers.com to present the findings of the analysis, as well as other egg-related research, and answer questions about eggs. And last but not least, the lower cholesterol and vitamin D news was included in a feature in Parade magazine, which was distributed in selected local Sunday newspapers across the country.

Media blitz on USDA’s findings

AEB conducted a national media outreach to spread the incredible news that eggs are now 14 percent lower in cholesterol and 64 percent higher in vitamin D! In early February, AEB launched a multi-faceted week-long program to announce the good news about eggs from coast to coast, distributing a press kit, b-roll footage, radio news release and more to traditional and social media outlets along with outreach to health professional and registered dietitian networks. Media response has been extremely positive and exciting, with stories focusing on the lower cholesterol and vitamin D news along with additional egg benefits.

To date, there have been more than 1,100 stories, generating more than 126 million media impressions! The news has been featured in top national media outlets, such as USA Today, “NBC Nightly News,” “ABC World News Tonight,” “Good Morning America,” CNN, WebMD and The Wall Street Journal health blog – just to name a few!
Egg Product Functionality Videos

The first six of 12 video podcasts on egg functionality have been produced. Dr. Shelly McKee, associate professor, poultry science, Auburn University, Auburn, AL, is the on-screen host for this training program designed to educate users of the benefits of egg products.

Each 5- to 7-minute video segment focuses on one single attribute of egg product functionality.

These videos are planned to be used for continuing education (CE) credits for R&D and marketing people, who need CE credits to maintain their accreditations. The credits would be earned by visiting the site, viewing the videos and answering several questions. These videos will also serve as training videos for egg product suppliers’ sales teams.

The first six videos address the topics of Refrigerated Desserts: How Eggs Stabilize and Contribute Richness to Custards, Flans and Puddings; Adding Volume to Baked Goods; Using Egg Products to Manage Crystallization in Confections and Frozen Foods; Egg Yolk Emulsions Produce Smooth and Creamy Textures; Aeration in Baked Goods: Using Eggs to Create Foams; and Building Baked Goods: Using Eggs to Provide Structure to Cakes, Muffins and Quick Breads.

AEB plans to host these videos on FunctionalEgg.org that will be fully launched by the IFT Expo in June 2011.

In memory of Edward L. Houston

Former AEB Chairman Edward L. Houston (1998-2011) passed away on January 2 following a short illness. His survivors include his wife Winifred Snipes Houston; his daughter Cathy Purser; three sons Allen, Steve and Edward, Jr.; son-in-law Steve Purser; and daughter-in-law Gisele Houston, as well as other relatives.

Ed Houston started in the industry in 1947 and was first appointed to AEB in 1976 as chairman of the Producer Relations Committee. In 1984, he was elected and served as Chairman for three years while also serving on the board for United Egg Producers and the Georgia Egg Commission.

In his 1984 Management Message, he wrote, “Even though the egg industry is going through some difficult and trying times, we remain excited and enthused about the accomplishments of AEB.”

We hope he would feel the same today about our efforts.

During his 64-year career in the industry, he earned many accomplishments, and as an industry, we were incredibly lucky to have him.

National Egg Quality School

Being held this year in West Des Moines, Iowa, on May 16 - 19, the National Egg Quality School provides continuing training in the area of shell egg quality and safety throughout the food production and marketing chain.

The school curriculum is designed for the serious student who wants to learn as much as possible about egg quality in a concentrated, comprehensive three-and-a-half days. An optional HACCP training course is available immediately following the end of the traditional curriculum.

A combination of lectures, individualized instruction and “hands-on” laboratory experience is utilized to ensure students learn as much as possible during the school.

Students are also eligible to obtain continuing education credits from the National Environmental Health Association or the American Registry of Professional Animal Scientists.

AEB is a proud sponsor of the school. For more details, contact Deanna Baldwin, Assistant Director at 410.841.5769 or baldwidl@mda.state.md.us. The enrollment deadline is April 20.
February & March TV 2010

**Network TV**
- NBC Today Show  
  Week of: Feb. 14, 21; March 19
  - Today Show Saturday  
  - Today Show Sunday
- ABC America this Morning  
  Week of: Feb. 14, 21; March 19
  - Good Morning America
  - The View
- CBS The Early Show I  
  Week of: Feb. 14, 21; March 19
  - The Early Show II
  - Saturday Early Show
- Metro Various Early Morn News

**Syndication TV**
- Dr. Oz  
  Week of: Feb. 14, 21; March 19
- Rachael Ray  
  Week of: Feb. 14, 21; March 19
- The Doctors  
  Week of: Feb. 14, 21; March 19
- ITN Custom Daypart  
  Various

**Cable TV**
- Animal Planet  
  Week of: Feb. 14, 21; March 19
  - Early Morning, Daytime, including “Animal Zone,” “On the Wild Side”
- Cooking Channel  
  Early Morning, Daytime, including “Everyday Italian,” “Emeril’s Fresh Foods Fast”
- Entertainment*  
  Early Morning
- Hallmark Channel  
  “Martha Stewart,” Original Lifestyle, Overnight
- HGTV  
  Morning, Daytime, Prime Access, Primetime
- Lifetime Movie Network  
  Lifetime Movies, Lifetime Movies Weekend
- Nick @ Nite  
  Early Morning, Primetime
- Soap Network*  
  Early Morning, Daytime
- TBS  
  Daytime
- The Food Network  
  Daytime, including “Barefoot Contessa,” “30 Minute Meals,” Weekend
- TNT  
  Primetime in the Daytime
- TVLand  
  Early Morning, Prime Access, Weekend
- USA  
  Early Morning, Daytime including “Burn Notice,” Primetime including “Law & Order”
- Weather Channel  
  Early Morning, including “First Outlook,” “Weekend View,” “Day Planner,” “Your Weather Today”

*Off week of 2/21, 3/19

**Feb. - March Online 2010**

**Site**  
- MSN  
  Week of: 1/17 – 5/15
- Weight Watchers  
  Week of: 1/17 – 5/15
- Meredith  
  Week of: 1/17 – 5/15
- Wild Tangent  
  Week of: 1/17 – 5/15
- HULU  
  Week of: 1/27 – 3/20

**New radio commercials available**

AEB developed new radio commercials to support both the new “You Do Anything” campaign and the Good Egg Project (GEP). All eight of the spots, which include a mix of .30 and .60 second commercials, allow for local customization. The GEP spots feature egg farmers Jill Benson of JS West and Companies, Modesto, CA, and Greg Satrum of Willamette Egg Farms, Canby, OR. Jill’s spots educate the consumer on the quality of the hens’ diet, living conditions and the process that egg farmers go through to provide nutritious, delicious and safe eggs to their communities. Greg’s commercials highlight the donations egg farmers routinely provide to help feed the hungry. For more information on the radio spots, please contact Kevin Burkum.
AEB as a resource in a culinary textbook

AEB received acknowledgement as a resource in developing and refining the recently published college textbook, *Purchasing, Selection and Procurement for the Hospitality Industry*. This textbook is widely-used in culinary and hospitality management academic programs. In the textbook, there is a 20-page chapter devoted to eggs, including topics such as egg selection, purchasing, receiving and storage. AEB’s Egg Safety and Quality poster appears within this chapter. At the conclusion of the egg chapter, several AEB publications are listed as references in the textbook.

Protein Tool Kit now available

ENC’s *Protein Tool Kit*, a set of educational materials designed for health professionals (HPs), has been accepted by several professional health organizations for continuing education credit. The organizations that have approved continuing education credit for the protein tool kit include the American College of Sports Medicine, American Dietetic Association and American Academy of Physician Assistants. Each organization has its own application process to obtain continuing education approval; however, there were many similarities in the application process for each organization such as:

- Provide learning objectives for reviewing the materials in the tool kit
- Demonstrate what the health professional audience will learn after reviewing/reading the tool kit
- Explain the qualifications of individuals involved in the development and review of the tool kit
- Explain the post-test and/or evaluation process. The team worked with an American Dietetic Association-approved test developer who created the short post-test. This post-test was then included in the application packet for each professional organization.

2010 Dietary Guidelines

Below ENC outlined how the 2010 *Dietary Guidelines for Americans* (DGAs) relate to the egg industry.

- As expected, the 300 mg dietary cholesterol limit remains. A lower limit for special populations is not proposed in the 2010 key recommendations; however, the longer policy document does indicate that consuming less than 200 mg per day can help individuals at high risk of cardiovascular disease.
- The policy document also includes the positive message that consuming “one egg (i.e., egg yolk) per day does not result in increased blood cholesterol levels, nor does it increase the risk of cardiovascular disease ...”
- The key recommendations stress the importance of choosing nutrient-dense foods, and eggs are specifically recognized in a number of places as a nutrient-dense option.
- The policy document also includes a specific recommendation to eat a nutrient-dense breakfast. No specific foods are recommended.
- The key recommendations stress the importance of choosing a variety of lean protein foods, and eggs are among the recommended options. The 2010 DGAs do not suggest limiting animal protein, as was predicted; however, the recommendations suggest selecting seafood in place of some meat and poultry and also recommend replacing proteins high in saturated fat with other choices. Eggs are NOT identified as a protein high in saturated fat.
- Egg yolks are recognized as a natural source of Vitamin D. The 2010 DGA report is the first to recognize vitamin D as a “nutrient of concern” that individuals should strive to get more of in their diets.

ENC plans to leverage positive DGAs messaging into a variety of outreach tactics/tools. Please contact ENC with any questions.
AEB’s foodservice media program for 2011 continues to focus on the growing opportunity for eggs at breakfast in quick-service restaurants (QSRs). The strong program for 2011 utilizes a mix of print and online media to extend the reach and reinforce this message.

The print program includes a total of seven insertions in two leading national publications, QSR magazine and Nation’s Restaurant News. For maximum cost efficiencies, the “Flatbread” and “Panini” ads developed last year have been updated with recent breakfast data for 2011 use. Featuring the headline, “Don’t Just Make Breakfast . . . Make It Incredible,” the ads highlight the growth in breakfast traffic at QSRs, an excellent opportunity for eggs. It is also stressed in the ads that AEB has the insights, ideas and information to make a successful breakfast program with eggs.

In conjunction with the print campaign, an online advertising program is running with QSR and Nation’s Restaurant News and includes 33 online appearances in banner ads, e-newsletters, recipe ideas, a breakfast microsite and more. All these efforts continue to emphasize the importance of eggs on breakfast programs at QSRs.

The total media program includes more than 640,000 targeted impressions. Program evaluation for the print and online components will include research and tracking to determine program success.

AEB reached 1.7 million unique visitors during the 90-day campaign with Grocery Shopping Network (GSN). This group of shoppers represents an estimated $1 million in incremental sales dollars, or an additional 567,978 dozens sold. Based on these incremental sales dollars, return on investment was an incredible $18.80 per ad dollar spent.

AEB will continue its sponsorship program with GSN in 2011 and expand the program to My Web Grocer to increase retailer coverage.