AEB Reclaims Easter as THE Egg Holiday

Building on the momentum started in 2012, the American Egg Board (AEB) is organizing a sizeable, aggressive campaign in 2013 to reclaim Easter as THE egg holiday. This will be the largest and most comprehensive Easter promotion ever organized by AEB. Across almost every department at AEB, Easter-related efforts are planned.

A major Easter-focused national advertising campaign will feature a new Easter-themed version of the Incredible Edible Egg Jingle for radio and new print and digital ads. Radio listeners of ESPN’s “Mike and Mike” and “Nick Cannon Countdown” will hear the new :30 and :60 spots. Several state promotional organizations have expressed interest in running these spots locally helping to extend AEB’s messages further. Viewers of the “Jimmy Kimmel Show” will also see a sponsored integration that incorporates the jingle on March 22.

In-store Easter promotional displays and egg price signage will reach grocery shoppers close to their points of purchase. From March 10 to April 6, Easter-themed egg case signage will appear in 7,700 grocery stores. A Facebook coupon and a cooperative retail promotion with Kellogg Keebler brand crackers will also drive egg sales during this period.

Three million Instant Redemption Coupons (IRCs) for a dozen free eggs with the purchase of two cracker packages will be available. Decorating and recipe ideas will be posted to Kellogg’s Snackpicks.com, Pinterest.com/snackpicks and Kellogg’s Fan Rewards customer loyalty website.

A press release featuring Sabrina Soto, home/interior design expert and Target’s Style Expert for Home, will include her tips/inspiration for decorating hard-boiled eggs as part of AEB’s Easter press kit that will also include fact sheets on hard-boiling and “A Dozen Reasons to Love Eggs.” AEB will promote all these efforts via its social media properties. Sponsored stories on both Facebook and Twitter will drive visitors to the Incredible Egg holiday.

Communicating the Value of Your Checkoff Dollars

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IncredibleEgg.org
AEB.org
Make it incredible!

Incredible news

FEBRUARY 2013

Have them scrambled, hard-boiled, or polka-dotted. Wake up to eggs.

Historically, AEB’s egg crafts receive incredible media coverage.
Edible Egg’s Facebook page. A Pinterest contest will be hosted for fans to post their own creative decorated egg. The contest will help drive more followers to AEB’s Pinterest page. Easter content will also be added to IncredibleEgg.org.

AEB will again provide volunteers’ hats and aprons and more than 14,000 hard-boiled eggs for the White House Easter Egg Roll taking place on Monday, April 1. Plans are underway to coordinate a variety of lawn activities along with the 16-foot inflatable egg to bring additional awareness to eggs at Easter.

To further capitalize on the momentum of Easter, AEB has partnered with Discovery Education to host a second virtual field trip featuring Willamette Egg Farms’ Greg Satrum on Wednesday, March 13. His cage-free facility and aviary housing system will showcase different methods of modern egg production. This field trip will once again be tied into lesson plans and additional educational opportunities. Based on farmers’ feedback, AEB is focused on older students, including middle school students.

Last year’s inaugural field trip shattered previous records and was Discovery Education’s most successful field trip. Students will submit questions to be answered at the end of the live broadcast.

Willamette Egg Farms provides an ideal backdrop to educate kids and teachers alike about the various types of production, while stressing that any method of production is done with great care for the birds.

The state promotional organizations will also share an Easter-focused press release with more than 250 media contacts. This release will focus on the holiday’s traditions. A new craft brochure is available for the states to share with their local media contacts. Historically, AEB’s egg crafts receive incredible media coverage.

AEB looks forward to sharing the results of this effort with the industry as they become available. As Easter approaches, check out IncredibleEgg.org for more Easter-targeted content.
American Institute of Baking

AEB will continue its relationship with American Institute of Baking (AIB) in 2013. During AIB’s 16-week Baking Science & Technology resident course that began in January 2013, AEB presented egg product functional advantages and basic application formulations on February 12. 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. The next AIB 16-week Baking Science & Technology resident course will begin in August 2013 and AEB staff will again present the egg product portion of the curriculum. For more information about AIB’s courses, visit AIBonline.org.

In Memoriam

Last month, Richard Simpson lost his life in a car accident. He served on the American Egg Board for 23 years and was Chairman in 2002 and 2003. We will miss one of our biggest advocates who we were fortunate enough to call a friend and who was a Good Egg to everyone he met. Last month’s issue of the incredible news, featuring his family on the cover, went to print before his passing, but his service to the industry exemplifies what incredible means. The family requested any memorials to be made to the Second Harvest Food Bank of Metrolina, 500 B Spratt Street, Charlotte, NC 28206.

School Wins $5,000 Educational Grant

The grand prize winner school from AEB and Discovery Education’s national “Be A Good Egg” contest was Speake School in Danville, Al. The school received a $5,000 educational grant for a health/nutrition initiative, as well as a donation to their local food bank in the school’s name.

Five runner-up schools each received a $1,000 educational grant:

Page Street Elementary Troy, N.C.
Rural Center Elementary Abilene, Kans.
SS Peter & Paul School Wellston, Ohio
Williamsburg Elementary Williamsburg, Mo.
Burnt Hickory Elementary Dallas, Ga.

In total, AEB’s Discovery program resulted in more than 37 million total impressions.
ENC Alliance Spotlight

ENC will continue an alliance with the Produce for Better Health Foundation (PBH)/Fruits and Veggies More Matters and their “Healthy Plate Promotion” that highlights eggs with other nutritious choices. One of ENC’s previous partner plates was recently highlighted on the Fruits and Veggies More Matters website.

A handout on a Herbed Spinach Quiche Portabella Caps illustrates the power of showcasing eggs with other nutrient-rich foods like spinach, portabella mushrooms, and a side of fruit. This handout was promoted on the Fruits and Veggie More Matters social media outlets on Facebook as a great Sunday brunch option and as a Meatless Monday option.

These are an example of educational materials that turn the science into education tools for health professionals and consumers alike. ENC will post these on its website to continue to highlight the company eggs keep.
Several States Leverage Successful Idea

Based on the success of PJs & Eggs by Hickman’s Family Farms, the Ohio Poultry Association and Colorado Egg Producers also hosted similar events last year. While details varied by state, the general premise is this: egg farmers and their state promotional organization partner with area breakfast restaurants for an evening breakfast-for-dinner event to benefit a local charity. Attendees are invited to wear their PJs, and bring a pair of PJs to donate to those in need. The restaurants may also donate a portion of the proceeds to the involved charities as well. Attendees may also receive coupons for free eggs.

“The event is in its fourth year with continued support from many of the locations that have participated since the beginning,” says Sharman Hickman. “PJs & Eggs offers a unique opportunity to share in an event that is fun and extremely useful. Participants know that whatever donations they make go directly to local children in need.”

These incredible events build on the Good Egg Project’s (GEP) efforts to tell egg farmers’ stories while giving back to local communities. For its inaugural event, the Ohio Poultry Association worked with 11 restaurants, involved egg farmers from across the state and chose Nationwide Children’s Hospital as its charity of choice. “Pajamas and eggs are two things that go well together any time of day and any day of the week,” says Jim Chakeres, Ohio Poultry Association. The effort collected 814 pairs of PJs and raised more than $1,200. Benefiting Ronald McDonald House Charities, the event from Colorado egg farmers tied its event into World Egg Day and partnered with six area restaurants. Those unable to attend were encouraged to drop off a set of new kids’ pajamas or a monetary donation at any participating restaurant before the event. Twitter (#PJsandEggs) was also used before, during and after the event to drive awareness.

In 2013, AEB plans to increase GEP-related events by 100 percent within State Support Funding. PJs and Eggs is a great model for anyone looking for an incredible event.
Providing Teachers with Classroom Materials

Through its partnership with Discovery Education, AEB is developing lesson plans for each grade level including kindergarten - third, fourth - sixth, seventh - eighth and ninth-twelfth. The comprehensive lesson plans include in-class and home components and last two to three days. All plans will be national standards for math, social studies reading and science. Each level will have a nutrition component, and either a science-based or social studies-based lesson.

These materials will be housed on IncredibleEgg.org and available for free download. During AEB and Discovery’s partnership, these materials will also appear on the Discovery Education Station website. All four grade levels should be finalized by mid-March. Additional activity sheets and fact sheets will be added throughout the year.

Lesson Plans > Grades K-3

My Plate is Great!

**Time Frame:**
2-3 class periods, time outside of class to track foods and beverage consumed for one day

**Overview:**
Students will create and categorize an alphabetical list of foods into the groups that are recommended as part of a balanced diet. Then they will learn how many servings of each food group adds their age recommendation of daily servings for sample foods. Finally, they will be introduced to MyPlate and track their own diet compared to MyPlate recommendations for one day.

**Objectives**
- Students will categorize a list of foods into food groups.
- Students will review and weigh daily recommended servings of several foods.
- Students will track their diet for one day and organize foods and beverages consumed into a MyPlate graphic.
- Students will identify one strategy for improving their diet.

**Materials:**
- Five paper plates
- Markers
- Chart paper
- Measuring cups (one per small group)
- Three small scales (one per small group)
- One item from each food group that would be easy for students to measure, such as sliced bananas or apples (fruit); baby carrots or canned corn (vegetables); milk or yogurt (dairy); peanut butter or macaroni and cheese (protein); and dried cereal or whole-grain pancakes (grain).
- Access to the Internet

“My Plate is Great Log” student handout (one per student)

AEB’s partnership with NBC Universal resulted in more than 19 million media impressions.

The American Egg Board drives demand for eggs and egg products by reaching consumers with positive egg messages. Here are some key results:

- 18% of store shelf breaks for eggs have grown to 20% second only to cereal that declined to 7%
- 87% of consumers choose to add eggs to breakfast, growing 9% in the last year to 25%
- 12% more Americans are eating eggs at the breakfast table
- 62% more consumers are familiar with the Incredible Edible Egg necklace
- 8% more Americans agree that egg is a nutritious choice for breakfast, up from 80% five years ago
- 23% more Americans agree that egg farmers care for their hens in a compassionate manner above SO9

The American Egg Board (AEB) conducts a quarterly research survey among a representative sample set of 500 adults from 1,000 U.S. adults. This study is conducted by an independent research company that uses an online interviewing, multi-source egg, and was most recently conducted in October 2012.
Egg Coverage in the Media

Editors and writers filled their January, February and March issues and websites with a plethora of eggscellent articles such as healthy living, New Year’s resolutions, spring and Easter are on their readers’ mind. The January issue of Parenting features healthy and easy egg recipes. While Fit Pregnancy’s Eggstravaganza! article highlights eggs as a nutrient-packed powerhouse for pregnant women and features egg recipes. Parenting Magazine includes grab-and-go breakfast ideas featuring eggs in an article titled “Pocket Protein.” The January 10th issue of the The Washington Post suggests incorporating protein into breakfast, stating that eggs are a good bet. And IncredibleEgg.org’s Eggcyclopedia received a mention in All You’s article on “10 Surprising Ways to Save at the Supermarket.”

In February, “Last-minute tips to weather the storm” appeared on MSN Money and implored readers to “buy and boil at least one dozen eggs for accessible protein. When it starts to snow in earnest, put them into the cooler with those frozen water jugs.” Pioneer Press noted eggs as “a nutrient-dense food which gives you bang for your buck” in its February 7th issue. February’s Country Folks Magazine called out the Incredible Edible Egg in its headline and noted, “High-quality protein, found in food like eggs, is the secret to staying fuller longer, helping people trim calories and their waist lines.”

In March, Easter articles and posts are increasing as Easter approaches. Parenting’s “Let’s eat/snack attack” calls out three snacks high in protein: “Guacamol-egg: mash up a hard-boiled egg or two with an avocado. Season to taste with lemon juice, salt and pepper and serve with baked tortilla chips. Hopped-up hummus: stir chopped eggs and roasted red peppers into store-bought hummus. Stuff inside a mini-pita pocket. Tunarrific: mash one can drained tuna with an egg, minced celery, and a dollop of olive-oil mayonnaise or yogurt. Serve with crackers.” Reader’s Digest also included eggs in an article on the 12 most healing foods.

Did you know AEB recaps egg mentions in the media every week? To receive AEB’s Weekly Media Update that recaps egg mentions in the national media, please contact Ashley Richardson at arichardson@aeb.org to be added to this list. Almost 600 industry contacts receive this e-blast each Friday.
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### Make it incredible!

#### national advertising schedule

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<th>March Magazines</th>
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<td>Better Homes &amp; Gardens</td>
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<td>Taste of Home</td>
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### Men's Health/Women’s Health

*“Jump Start Your Morning”*
March 3-June 1

### Livestrong

**Homepage Takeover**
Week of March 24

**Blog post**
March 10; March 24

**Breakfast and Egg Content Ownership**
March 3-June 15

### eHow

**Easter Sponsorship**
March 3-March 30

**Breakfast Sub**

**Navigation Sponsorship**
March 3-June 15

**MSN Easter 101 Sponsorship**
March 3-March 30

Search/mobile campaign with egg-specific keywords, recipes and copy is on all year.

### Jingle Radio Update

**Nick Cannon**
March 4-March 31

**ESPN- Mike & Mike**
March 11-March 31