This spring, the incredible egg will benefit from three major shopper marketing promotions that will help drive retail egg sales. Eggs remain a sought-after partner because of their versatility. Promotions like these are executed at minimal cost to AEB as the partner products need eggs to tie the offer together.

For the next month, AEB is teaming up with Avocados from Mexico and Cholula Hot Sauce on a national offer of **Buy 3 Avocados and 1 Hot Sauce, Get a Dozen Free Eggs**. A free-standing insert (FSI) will deliver promotion details to 40 million households on March 9. Other elements include in-store radio at 9,600 stores, point-of-sale signage and recipe tear pads.

In March, Butterball Turkey Bacon and Arnold Sandwich Thins are eggs’ partners for a consumer offer to **Buy Turkey Bacon and Sandwich Thins, Get a Dozen Free Eggs**. An ad in All You magazine will promote the offer. Both Butterball Turkey Bacon and Sandwich Thins, including the Arnold, Brownberry and Oroweat products, will run an ad and offer an on-pack instantly redeemable coupon (IRC) on their packaging.

In April, AEB is again partnering with Keebler Crackers for an offer to **Buy Two Keebler Crackers, Get a Dozen Free Eggs**. The offer will be communicated via 2.7 million IRCs on Keebler packages, in-store displays and e-newsletters.

**Nutrition Research Updates**

ENC reviewed 53 Letters of Intent (LOI) for 2014 and is now in the process of requesting full proposals for approximately 20 research grants. Once the proposals are received, they will be further reviewed by ENC and its Scientific Advisory Panel in May 2014.
School Foodservice Outreach

AEB knows schools play a paramount role in providing children with nutritious meals. Eggs can play a role in these meals. In fact, 12 million children eat breakfast in schools every day, while 32 million eat school lunch. Through this outreach, AEB aims to expand eggs’ share of use at both meals in school foodservice.

To properly understand what motivates school foodservice directors, 10 industry thought leaders were interviewed. More than 450 directors responded to AEB’s survey, providing a solid foundation for this program.

These professionals expressed interest in one document that would outline the benefits of eggs for their students and include egg nutrition information and egg recipes. As a result, AEB is working on an eight-page white paper titled “The Incredible Edible Egg in School Meals: It’s a Natural Fit.” This includes insight to how:

• Providing popular egg dishes can help increase Average Daily Participation
• Explaining how the affordability of eggs allows more menu flexibility
• Exploring how eggs provide versatile vegetarian and gluten-free options.

Additionally, AEB developed a communications plan to promote how eggs can be used. Many schools provide breakfast in the classroom as well as cafeteria meals. They wanted simple recipes, primarily using egg products, as schools do not cook as much as they assemble their meals.

AEB’s print and digital ads “2 Ways to Satisfy” feature visual demonstrations of how eggs are used in classrooms and cafeterias. Eighteen new recipes have been developed, these include not just the recipes, but a complete nutritional analysis and HAACP steps to produce safe products.

Surprisingly, one-third of respondents were interested in a recipe for “Green Eggs and Ham.” Considering the popularity of tacos and burritos in school, AEB’s recipe is surrounded by a whole grain tortilla.

AEB’s school foodservice campaign will launch on March 1, complete with the revamped AEB.org. This effort’s launch is timed with National School Breakfast Week, March 3-7.
Increased Education Opportunities

ENC offers online continuing education (CE) opportunities for health professionals (HPs) as another way to share egg-related information. The recorded education sessions such as “Build a Better Breakfast with High-Quality Protein and Produce” and “Building Off Current Knowledge and Fighting Sarcopenia” are popular CE sessions that help amplify ENC’s research and nutrition messages.

HPAs Further ENC’s Messages

ENC hosted a conference call with the 2014 Health Professional Advisors (HPA) in January. Plans are underway for a two-day meeting in Chicago in June. The HPAs are a group of allied health professionals with expertise in various health and nutrition areas who help foster relationships and educate health professionals on ENC’s research and nutrition messages.

The 2014 HPAs include:
- Serena Ball, MS, RD
- Chris Barry, PA-C, MMSc
- Karen Buch, RDN, LD
- Amy P. Campbell, MS, RD, LDN, CDE
- Neva Cochran, MS, RD, LDN, CDE
- Mary Donkersloot, RD
- Dixie Harms, DNP, ARNP, FNP-C
  BC-ADM, FAANP
- Dave Ellis, RD, CSCS
- Jason Karp, Ph.D.
- Araceli Vazquez, MS, RDN
- Kathleen Zelman, MPH, RD, LD

Promoting Published Nutrition Research

During National Birth Defects Prevention Month in January, AEB/ENC shared a press release promoting ENC-funded and recently published research that suggests choline recommendations during pregnancy may be too low. Published in the *American Journal of Clinical Nutrition*, the research found that during pregnancy, and particularly during the third trimester, large amounts of choline may be needed to support fetal development.

“The methodology we employed in this study helped us clearly see changes in choline metabolism during pregnancy,” says Dr. Marie Caudill, professor in the Division of Nutritional Sciences at Cornell University and lead investigator of this study. “The results are very meaningful because they demonstrate the substantial demand for choline during pregnancy and may call for an increase in the amount of choline recommended in the diets of expecting mothers.”

To date, the press release has earned 534,262 online impressions. The release was picked up by *Medical News Today*, a top HP outlet. *SiloBreaker*, an aggregator of scientific news, and Medical Xpress are two additional outlets that picked up this release. The release was also shared on Twitter.

AEB Funding Stops Border Delays

Thanks to AEB’s funding of border seminars and an import legislative assistance program in Mexico, the USA Poultry & Egg Export Council (USAPEEC) was recently able to clear an estimated 10 loads or 190 metric tons of U.S. egg products, valued at $370,000, at the Laredo/Colombia border. This disruption in trade stemmed from confusion over export certificates.

USAPEEC’s Mexico office actively participated in resolving the situation in less than 48 hours and served as a liaison between the border trade and the U.S. Embassy/FAS Mexico.

USAPEEC anticipates that additional border issues may surface since border inspectors will be less tolerant, especially with any documentation errors on certificates and shipping container labels. Companies experiencing border issues should contact USAPEEC for assistance.
Environmental Footprint Study Reaches Retailers

AEB is promoting the results of the Environmental Footprint Study to decision-makers in retail food publications such as *Supermarket News* and *Progressive Grocer* in the coming months. The advertising is designed to build awareness of the advances the egg industry has made in reducing its environmental footprint over the past 50 years and build on outreach efforts that started in the fall.

**LANDMARK STUDY SHOWS VAST REDUCTION IN EGG INDUSTRY’S ENVIRONMENTAL FOOTPRINT**

*EVIDENTLY, EGGS REALLY CAN BE GREEN*

ENVIRONMENTAL IMPACT

- **U.S. population increase**
  - +72% over the last 50 years

- **Egg production efficiencies**
  - 27% more eggs per day
  - 18% more hens

- **Reducing environmental impact**
  - 26% less daily feed
  - 32% less water
  - 71% fewer greenhouse gas emissions

**IMPROVING FEED**

- **Using 1960 technology to produce today's supply**
  - 78 million more hens
  - 1.3 million more acres of corn
  - 1.8 million more acres of soybeans

- **77.8 billion eggs**

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**Media Coverage Continues**

The egg industry’s landmark Environmental Footprint Study continues resonating with the media in online outlets such as *Phys.org Newsletter*, *E! Science News*, *Yahoo! Finance*, *San Jose Mercury News* and *Boston Business Journal*.

The release has also sparked social conversation online, getting shared a total of 1,040 times on networks such as Twitter, FB, Google+ and StumbleUpon. To date, the updated release has been picked up by 324 outlets, resulting in more than 7.5 million impressions.
Building on the National Messages – Locally

With AEB funding, the participating state promotional organizations earned more than 30 million radio impressions and 12 million media impressions while reaching more than 600,000 students and teachers and 12 million attendees of state fairs and in-person events throughout 2013. Additionally, last year the 39 eligible states used 96 percent of their funding to further AEB’s national messages at the local level. To be eligible for state support funding, each organization submitted a plan of action to outline how AEB’s funding would extend the “Wake Up To Eggs” advertising campaign or Good Egg Project (GEP) messages locally. AEB held 12 state-level GEP events. Here is a recap of efforts in four key areas:

Classrooms – Omelet demonstrations and other egg cookery classes were presented. Each created the opportunity to share egg nutrition and affordability messages. Some organizations reimbursed teachers for the cost of eggs used in family and consumer science classes that encouraged additional egg cookery classes. State promotional directors attended and presented at local teacher conferences as well those associated with the American Association of Family & Consumer Sciences.

State & Regional Fairs – Fairgoers were exposed to eggs in a variety of promotions. AEB dollars helped support displays that highlighted what today’s modern egg farms look like and how eggs move from the hen houses to the tables. Cooking and baking contests remained popular. Many egg-rich and award-winning dishes were showcased at fairs across the country.

In Person – Health fairs, such as B’More Healthy in Baltimore, created the opportunity to highlight the nutrition profile of eggs. Holiday events and sporting events also were popular promotional opportunities. PJs & Eggs events were held in several states highlighting the GEP while giving back to local charities.

Recipes & Press Releases – Throughout the year, the state promotional organizations receive all of AEB’s national press releases as well as four specialized releases with exclusive recipes and photos for the local media, including both print and digital publications. Editors view their state directors as the local eggsperts who can provide an array of information and images. •

FEBRUARY ISSUES
AllRecipes
Better Homes & Gardens
Country Living
Esquire
Men’s Journal
Real Simple
Scholastic Parent & Child
Sports Illustrated
Working Mother

MARCH ISSUES
Cooking Light
Dash
Dr. Oz
Esquire
Every Day with Rachael Ray
Food Network Mag
Health
Kraft Food & Family
Men’s Health
Prevention
Weight Watchers

ONLINE (DISPLAY) ADVERTISING
Jan. 15 - May 31
Audience On Demand
AOL.com
Demand - eHow
MSN
Swoop
WebMD
Yummly

Search/Social Advertising Update
Search/mobile campaign with Egg-Specific Keywords, Recipes and Copy is always on.
Foursquare Apr. 1 - Apr. 30
Facebook/Twitter Jan.1 - Dec. 31
Promoting Today’s Egg Farmers & Farms

During the first few months of 2014, AEB has been finalizing details for the third annual Virtual Farm Field Trip, in partnership with Discovery Education. Part of the Good Egg Project (GEP), this year’s event is scheduled for April 9 at Pearl Valley Eggs with Dave and Ben Thompson. The Virtual Field Trip lasts for about 35 minutes and focuses on elementary kids who will have the opportunity again to submit questions in real time. Discovery will provide supplemental materials including an interactive game that will help reinforce the messages from the event. AEB will film b-roll footage earlier in March to use during the live broadcast.

Two new GEP radio spots are available featuring the voices of Karyn Kreher and Tom Stoller. Both are available for state promotional organizations in 15-, 30- and 60-second versions. These commercials spotlight the donations America’s egg farmers make throughout the year within their communities. Both incorporate familiar parts of the Incredible Edible Egg jingle and humor.

America’s Egg Farmers

Teacher Shares Classroom Efforts

The second graders in Mrs. Diehl’s classes at Arbury Hills School in Mokena, Ill., read about eggs and shared their artwork that illustrated how they like to eat their eggs in letters to the American Egg Board. Each student also wrote about eggs in his/her own words. Thanks for sharing, Mrs. Diehl! AEB sent her classroom a few eggucational items in appreciation of their letters.