Eggscellent Recommended Change to Dietary Guidelines

Last week, the 2015 Dietary Guidelines Advisory Committee (DGAC) submitted its Advisory Report to the Secretaries of the U.S. Department of Health and Human Services (HHS) and the U.S. Department of Agriculture (USDA). The report provides a review of scientific evidence related to diet, nutrition and health that will inform the 2015 Dietary Guidelines for Americans, which will be released later this year.

An initial, topline examination of the report bodes well for the egg industry. Importantly, the Committee has chosen to not bring forward its historical recommendation to limit cholesterol intake to 300 mg/day, having found no appreciable relationship between consumption of dietary cholesterol and serum cholesterol during its review of the relevant research. The Committee has determined that cholesterol is not a nutrient of concern for overconsumption. Also, eggs are listed along with vegetables, fruits, whole grains, fish, and nuts as “nutrient-dense foods,” or “foods that are naturally rich in vitamins, minerals, and other substances that may have positive health effects, and are lean or low in solid fats and without added solid fats, sugars, starches, or sodium and that retain naturally-occurring components such as fiber.”

In addition to these key, very positive takeaways for eggs, ENC’s initial examination of the report has found eggs included to varying degrees in the discussions of protein foods, saturated fat, healthy eating patterns, vitamin D and sustainability.

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Here are specific comments of interest by subject:

**Protein foods**: Meat, poultry and eggs comprise most of the protein foods consumed by all age groups for both males and females. While intake varies across the lifespan, approximately 40 percent of the U.S. population does not meet the protein foods intake recommendation.

**Saturated fat**: Eggs are noted to contribute to saturated fat intake, providing approximately 3 percent of the population’s total saturated fat intake. Of note, “meats in general,” “deli and cured meats and poultry” and “poultry” each provide 3 percent of total saturated fat intake as well, suggesting that the sum of these meat categories is a much larger contributor to the population’s saturated fat intake than eggs. And, it should be remembered, at only 1.5 gms of saturated fat per large eggs, an egg is not really a high saturated fat food.

**Healthy eating patterns**: Eggs were found to be present in equal amounts (3 oz eq/wk) in each of the three USDA Food Patterns examined by the DGAC: Healthy US-Style, Healthy Vegetarian and Healthy Mediterranean-Style.

**Vitamin D**: Eggs are included in a chart of food sources of vitamin D, ranking below a variety of fish, dairy products, pork and mushrooms in vitamin D per standard portion.

**Sustainability**: In its examination of different foods’ relative sustainability and therefore their contribution to food security now and in the future, the Committee reported that Eshel et al. found beef production to require more land and irrigation water and produce more GHG emissions than dairy, poultry, pork or eggs. Of note, this June 2014 study included ENC-funded landmark study, “Comparison of the environmental footprint of the egg industry in the United States in 1960 and 2010,” — for which ENC submitted written comments to the DGAC last year — in its references.

While this is an excellent day for the industry, it should be remembered that in the coming months some health experts and others will submit comments to USDA indicating their displeasure with the Committee’s recommendations.

AEB and ENC will be maximizing the coverage of the excellent news from the DGAC’s report.

For more detailed information, contact Dr. Mitch Kanter, Director of the ENC at MKanter@eggnutritioncenter.org.
Incredible Cracker Promotion for Easter

AEB is excited to be partnering with Keebler Crackers on an Easter promotion for the third year in a row. During the holiday, 3 million coupons for a Free Dozen Eggs with the Purchase of two Keebler Brand Crackers will be available to consumers. The promotion also will include thousands of in-store Easter displays with brochures showcasing egg decorating ideas and recipes. In 2014, the coupon redemption rate was 6 percent, well above the industry average.

Hashbrowns & Eggs

AEB also will team up with Hungry Jack Hashbrowns during the key Easter time period, offering 1.6 million in-store coupons for savings on the purchase of eggs and hashbrowns. The promotion will be supported by a robust social media campaign on Pinterest, Twitter, Facebook and YouTube. A new how-to video will demonstrate an easy egg and hashbrown recipe for Easter.

Reaching School Foodservice Directors

AEB recently attended the School Nutrition Industry Conference (SNIC) in Phoenix, Ariz., reaching school foodservice operators, managers and directors from K-12 school districts across the nation. With the theme of “Change is inevitable … Growth is optional,” these foodservice professionals met with different industry members during specialized Thought Exchange Sessions. AEB presented information on eggs in schools during its Thought Exchange Session, as well as a having a tabletop exhibit to demonstrate eggs’ importance.

Educational sessions were a fantastic opportunity for school directors to speak about the challenges facing the school nutrition profession. From keeping programs financially stable to successfully meeting government mandates, SNIC’s educational sessions gave great occasion for everyone to find solutions to these concerns.

Overall, AEB’s presentation earned great feedback and confirmation that current program plans are meeting the needs of this audience.
Egg Science & Tech Talk Videos

Online video is gaining strength as a key source for information sharing. AEB.org now offers 22 video clips featuring Dr. Shelly McKee. In each video, she discusses a single topic related to food formulations and the benefits of REAL eggs.

Topics include how eggs help formulate gluten-free foods, whether eggs are a GMO-free food and much more. AEB blogs, web banners and other digital promotions will help drive traffic to view these videos. This content can also be shared with egg product customers through social media, in-person presentations, or by links to AEB.org. To view the videos, visit AEB.org/TechTalkVideos, or contact Amanda Ferencz, aferencz@aeb.org, for more info.
You heard right, America! The Incredible Egg is teaming up with Bacon... Kevin Bacon!

More details to come next month!

Content Named as a Finalist

AEB contributed content to an article that was nominated as a finalist in the Folio: Eddie & Ozzie Awards in the category of Business-to-Business Redesign [Design] for Food Product Design’s Summer print edition.

Other finalists in this category include: BNP Media, Guerrero Howe, McMurry/TMG and Meredith Agrimedia. This prestigious awards program recognizes the best in magazine media editorial and design, garnering more than 2,000 entries and bestowing more than 140 awards.

AEB is thrilled about its continued partnership with Food Product Design and this nomination.