



incredible!

NEWS FROM AEB

January 2010 Editor: Ashley G. Richardson

Good Egg Project Speakers' Workshop

Last month, 12 egg industry leaders from throughout the country braved a Chicago snowstorm to participate in the inaugural Good Egg Project Speakers' Workshop. The session was a day-long, interactive media and spokesperson training sponsored by AEB to provide attendees the tools necessary to help share the positive story of today's egg production. The training session was facilitated by Charlie Arnot and Beth Anne Mumford with the Center for Food Integrity (CFI).

Charlie began the session by explaining the need for today's agriculture, including the egg industry, to earn the social license that will provide its freedom to operate. He highlighted recent CFI consumer research that shows shared values are four to five times more important in building trust than information about the science-based nature of egg production practices.

"Consumers are much more interested in knowing that you are doing the right things for the right reasons than the science that supports it," he told the group.

Charlie encouraged attendees to find ways to articulate their values so the public is assured of the egg industry commitment to

speech and PowerPoint presentation to personalize and use with different audiences.

As an important feature of this program, CFI will assist participants with scheduling speaking opportunities in their communities or other events where they can reach out to those who influence public opinion about modern egg production at the local, state and federal level.

The Good Egg Project schedulers work directly with trained speakers' workshop participants to identify, schedule and handle all logistics related to ensuring speaking opportunities.

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The inaugural Good Egg Project Speakers' Workshop participants:

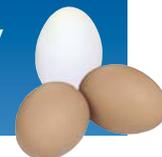
Jill Benson	JS West
Trey Braswell	Braswell Foods
Brian Hayward	Creighton Brothers LLC
Greg Herbruck	Herbruck Poultry Ranch
Tom Hertzfeld	Hertzfeld Poultry Farms
David Holdsworth	Moark LLC
Ken Klippen	Sparboe Farms
Karyn Kreher	Kreher's Farm Fresh Eggs
Mark Oldenkamp	Valley Fresh Foods Inc.
Chris Pierce	Heritage Poultry Mgmt. Serv. Inc.
Greg Satrum	Willamette Egg Farms
Ben Thompson	Pearl Valley Eggs
Jerry Wilkins	Morning Fresh Farms Inc.

responsible animal care, environmental protection and community engagement while producing safe and wholesome eggs and egg products.

Attendees also had the opportunity to conduct mock media interviews and practice a draft speech to help them talk to a variety of audiences about the strong principles and values that guide today's egg production. Beth Anne shared best practices for engaging the traditional media and social media as well as ways to handle hostile questions from both the media and public. Each participant was provided a draft

in this issue...

- *Breakfast Beat* targets QSRs
- Promoting choline resources
- New year and new Incredible People
- AEB is incredible by the numbers
- Egg product add campaign debuts
- High-protein energy bar research



American Egg Board

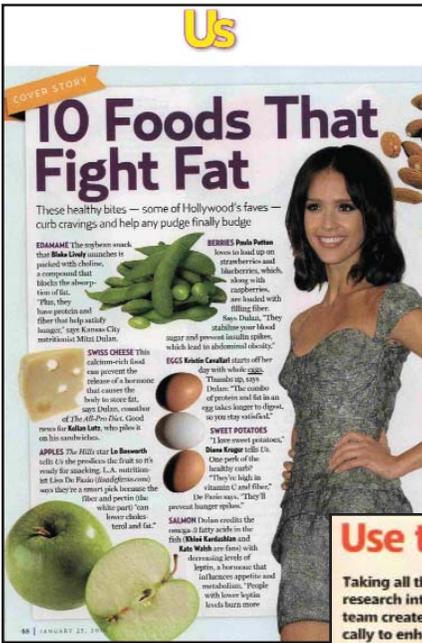
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www.aeb.org

www.incredibleegg.org

2010's eggcellent media coverage



On January 4, Keri Glassman, R.D., applauds the benefits of eggs in an article posted on CBS.com called, "Eating antioxidants for a better you." Glassman recommends starting your day with eggs.

On January 5,

cites Dr. Campbell's popular protein at breakfast study.

Praise continued on January 8, when eggs were featured on an incredible "Live! With Regis and Kelly" segment discussing ten "superfoods" for a healthier 2010. Eggs are number one on the list, noting "it's safe for everyone to have up to one egg a day. They're loaded with nutrients in the yolk so it's important to eat the whole egg, and they help to improve eye health in the long term."

January's *Woman's World* features eggs in "Use these menus to enhance results!" The article starts, "Taking all the latest belly-flattening research into account, our nutrition team created these menus

Use these menus to enhance results!

Taking all the latest belly-flattening research into account, our nutrition team created these menus specifically to enhance the effects of a safflower oil regimen. For best results, add at least 2 tsp. safflower oil to your meals each day. It's okay if you add more than two, and the menu gives you plenty of places to sneak your oil in. Drink as much water as you like. Add low-cal extras (mustard, vinegar, Splenda) in moderation. As always, get a doctor's okay to try any new plan.

Breakfast choose one daily

- 1 egg prepared with 1 tsp. oil
- 1 slice whole-wheat toast,
- 1 tsp. fruit spread
- 1 orange

- 3/4 cup cooked oatmeal, 2 tsp. brown sugar
- 1/4 cup raisins
- 3/4 cup fat-free milk

- 1 whole-grain English muffin, 6 oz. lite yogurt
- 1 tsp. peanut butter
- 1 banana

specifically to enhance the effects of a safflower oil regimen," and it includes a fried egg breakfast recipe.

In the January 25's *US Weekly*, eggs also receive praise noting Kristin Cavallari starts off her day with whole eggs. One source calls this move a thumbs up: "The combo of

Men's Health highlighted the "Top Weight Loss Foods for 2010" in a piece for Yahoo! Health, highlighting eggs as a top food to melt the pounds away. The article recommends eating eggs to help control hunger and

protein and fat in an egg takes longer to digest, so you stay satisfied."

AEB Sponsors Egg Industry Issues Forum



AEB is pleased to sponsor the second Egg Industry Issues Forum presented by the Egg Industry Center (EIC). The Forum will be held in Chicago, on March 26, from 8:00 a.m. to 3:00 p.m. The meeting location and reservations forms will be available in the near future.

This now-annual forum serves as a conduit to disseminate science-based information, discuss current and emerging issues, and receive feedback from the egg industry and its related audiences.

Last year's inaugural event drew more than 120 attendees from across the country. EIC plans to move the forum's location around the country and occasionally internationally in conjunction with other meetings and conferences to maximize attendance and impact. Expansion to a 2-day event is also under consideration.

Good Egg Project Speakers' Workshop

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If you are interested in effectively joining in the public discussion surrounding egg production in your community, state and nation, please contact Joanne Ivy to express your interest in participating in the next Good Egg Project Speakers' Workshop session currently planned for **March 2, 2010, in Dallas.**

To learn more about the benefits of the program, please contact your colleagues who participated in the recent session. You are the best spokesperson and advocate for the hard-work and commitment to responsible production that we all share. The Good Egg Project was designed to give you the tools you need to engage in this important discussion.

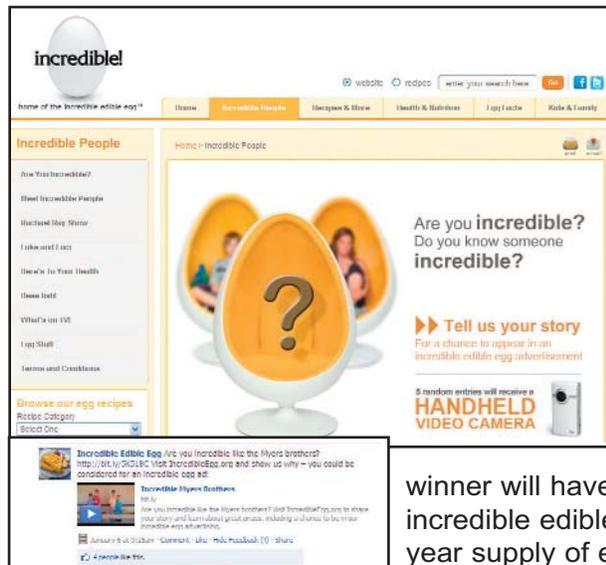
Promoting choline

To correspond with January's National Birth Defects Prevention Month observance, ENC distributed a choline educational mailing to more than 21,000 healthcare professionals and members from the Association of Women's Health, Obstetric and Neonatal Nurses, the American Dietetic Association, the American Academy of Physician Assistants and the American Association of Nurse Practitioners.

The mailing contents included a summary on a paper published in *Nutrition Reviews* titled, "Choline: An Essential Nutrient for Public Health", a recap of the fall 2009 Choline Science Summit, and a "Closing the Choline Gap" educational fact sheet. The first 300 recipients who contacted ENC for the choline white paper full-text received a download code for a complimentary copy.

ENC is collecting feedback via an enclosed evaluation postcard and electronic survey posted on CholineInfo.org, which will assist in the development of future health professional communications.

New year & new Incredible People



In January, The incredible edible egg™ and America's egg farmers kicked off the New Year by announcing the "Search for Incredible People." Through an online push, consumers are being asked to upload videos of their or their child's extraordinary mind/body talents to IncredibleEgg.org. One

winner will have a chance to appear in an incredible edible egg ad and receive a year supply of eggs. Five random entries will win hand-held video cameras. Also, America's egg farmers are donating 10,000 eggs to the winner's local food bank of choice, and for every uploaded video, AEB will donate one egg to Feeding America. All incredible stories must be submitted by Friday, February 19, 2010.

The supporting press release quotes Bridget Swinney, R.D., *Baby Bites* author and mother of two, as saying, "If you want your family to be incredible, they need to eat incredible starting at breakfast. Research shows that there are important cognitive benefits of eating breakfast, especially for children. For 70 calories and 14 cents apiece, eggs are a great choice."

AEB also reached out to influential mom-bloggers and online forums and posted information on Incredible Egg's Facebook, Twitter and Gather.com pages to drive more entries. In the first week, the initiative garnered more than 4 million media impressions and counting!

Chef Ambassadors' meeting



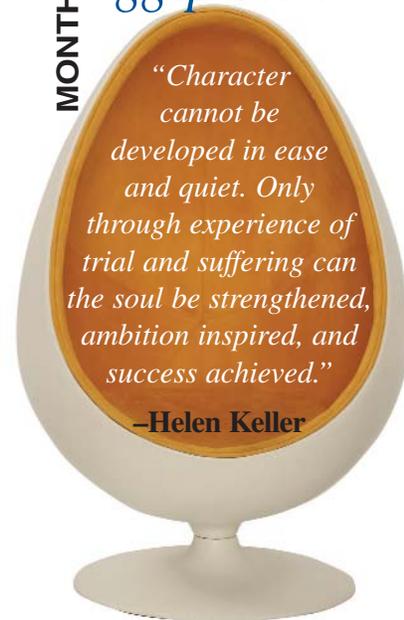
At the Chef Ambassadors' kick-off meeting, the Chef Ambassadors worked in teams with editors of QSR magazine to prepare innovative egg breakfast items.

QSR plans to publicize the event in its May issue. This magazine, in addition to *Nation's Restaurant News*, features AEB's new print advertising that highlights an egg-rich breakfast bowl, ideal for QSRs.

MONTHLY Eggspression

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

—Helen Keller



The [Good Egg Project](#), a multi-million dollar, multi-year effort, launched in September, aiming to educate families and communities nationwide about where eggs come from and how farmers provide safe, affordable and nutritious food.

On [GoodEggProject.org](#), AEB has received **83,500+** pledges to “Eat good. Do good every day.” This site allows consumers to tour an egg farm via Webisodes and highlights America’s egg farmers.

The program also focuses on encouraging local community involvement and the egg industry’s efforts to feed the hungry. AEB’s Good Egg messages reached more than **100,000,000** impressions in 2009—in just four months.

Egg-related breakfast products at QSRs increased more than **120,000,000** servings in the last year.

A redesign of [IncredibleEgg.org](#) happened, and the average consumers spent **2.19** minutes on the site, which is above industry average.

The *Egg Science & Technology Lesson Plan, Volume II*, was completed and mailed to targeted college and university department heads and culinary school directors resulting in **940** copies delivered right into educators’ hands.

In February, the *Incredible People* advertising launched centering around a single, iconic prop—a 1960’s egg chair highlighting the *Incredible People’s* [unique mental-and-physical energy](#) feats. Post-wave research shows this campaign makes consumers want to eat more eggs.

State Support provided **\$1,000,000** in funding to eligible state organizations in 2009 and offered these states the opportunity to order the incredible egg chair that proved to be a great draw at state fairs and other events.

New and updated materials for the state promotion groups were made available, including new recipes cards and [Spanish brochures](#). Plans are underway to put the Materials Catalog on [AEB.org](#) shortly.

More than **400** copies of AEB’s training video on proper egg handling at retail were distributed.

Under the new leadership of Executive Director Mitch Kanter, ENC developed a new mission statement to make ENC’s goal of being an [authoritative source of credible science](#) more impactful. A complete audit of all programs resulted in cost reduction and better efficiency.

AEB IS

incredible!

BY THE



AEB partnered with The Kroger Co. and Tabasco® for an on-pack carton promotion that featured a recipe for scrambled eggs with cheese under the lid and an online coupon offer. The promotion appeared on more than **8,000,000** Kroger cartons.

During the 2009 IFT Expo in Anaheim, CA, AEB sponsored session titled “[The Power of Protein](#)” featuring Dr. Don Layman, ENC’s advisor of nutrition research, and Dr. Nikhil Dhurandhar.

A visit with the National Association of Food Distribution Programs on Indian Reservations resulted in a [pilot program to provide ESL](#) liquid whole eggs to Native American Reservations.

AEB earned **511,000,000** consumer media impressions in 2009.

AEB also partnered with the self-service, in-store kiosk company Shop-To-Cook™. In grocery stores, shoppers search for recipes and meal ideas, and our two television ads play on-screen while customers wait for the recipe to print. **62** new egg recipes and photographs have been added to the engaging kiosk units.

More than **6,000** health professionals (HPs) were reached at professional annual meetings; **42,650** HPs reached via sponsored newsletters and journal advertorials; and **6,500** HPs reach via ENC educational mailings.

Held in Washington D.C., on September 10, the [Choline Scientific Summit](#) brought together choline researchers who demonstrated the need to consider the importance of choline in human health. Requests for further information after the event were fulfilled and flash drives containing the Summit presentations were distributed at health professional conferences.

With the relocation of the ENC to the AEB’s Park Ridge, IL, office, the efforts of both ENC and AEB are [stronger and more integrated](#) than ever before.

For example, working with AEB’s printers to purge the newsletter mailing list of inaccurate addresses has already led to a savings of **25** percent of ENC newsletter printing and mailing costs.

Don Layman, Ph.D., ENC’s Director of Research, and Marcia Greenblum, MS, RD, ENC’s Senior Director of Nutrition Education, continue to build ENC’s credibility through long-standing [organizational and professional relationships](#).

A newly structured scientific review process for eliciting and evaluating research proposals by the [ENC Scientific Advisory Panel](#) led to stronger and more robust research pipeline.

ENC continues to fund more nutrition research than ever in AEB’s history. In 2009, AEB budgeted approximately **\$1,000,000** on research.

NUMBERS!

Energy bar research

The majority of the protein bars on the market use whey and soybean either alone or with a proprietary combination of additives to meet a balanced nutritional requirement; however, many don't contain eggs.

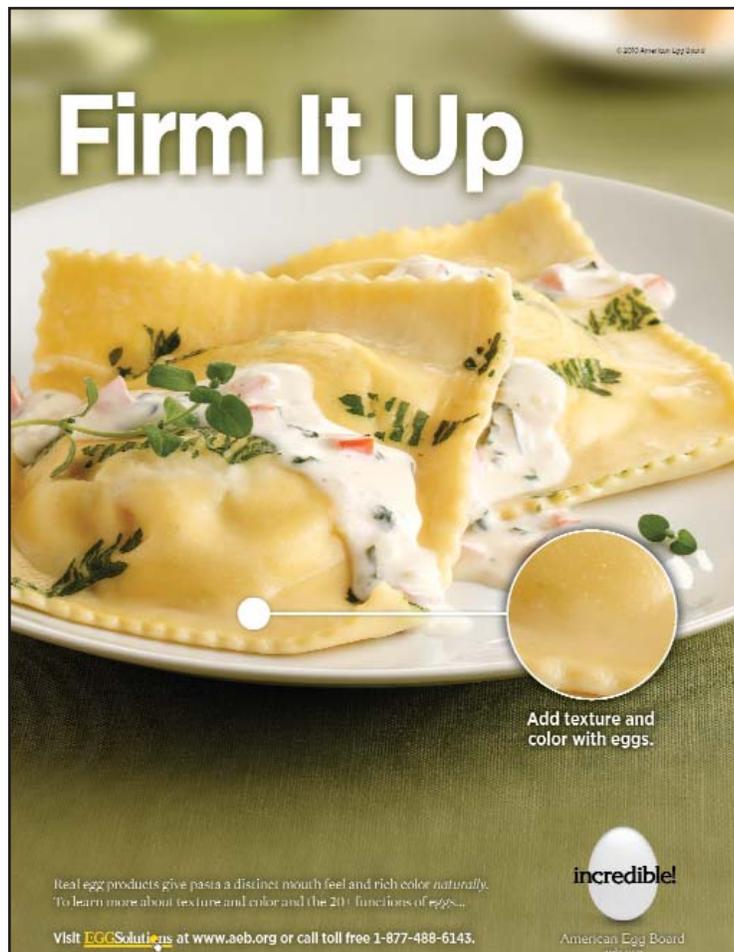
Unfortunately, there is a lack of research on the use of egg products in energy/snack bars. High-protein/energy bars are an important and growing market segment that gives special impetus to research the use of egg products as a nutritional and functional ingredient.

New snack bar research will begin with Dr. Ted Labuza at University of Minnesota to identify the optimal ratios of egg white to egg yolk for moisture, energy and nutrient content using various egg products and evaluate sensory performance.

The push for this research resulted from the Food Technology Advisory Council's input. The group also provided valuable insight on topics such as market assessment, trends, promotion, advertising, education, tactical planning and current food processing issues.

The Food Technology Advisory Council members are from various segments of the egg product industry, university professors, egg product suppliers, trade press and major food manufacturing companies.

Egg product ad campaign debuts



A new print and digital ad campaign has been rolled-out in 2010 that will focus on the 20-plus functional and performance benefits of egg products.

Big beautiful food photography dominates the ads, but a new call-out highlights eggs' role in the featured food product.

The magnifying glass enlarges a portion of the food, and the text calls out the specific

contribution eggs make to the finished food product.

These ads will run in *Food Product Design*, *Food Technology* and *Prepared Foods* and in the online versions of these as well as *Food Business News*.

Good Egg Project's BOGO in demand

On December 2, America's egg farmers offered another buy one, get one (BOGO) free coupon for a dozen eggs to the first 10,000 people who pledged to "Eat good. Do Good Every Day" on GoodEggProject.org. To promote the coupon's availability, AEB reached out to select mom bloggers and coupon forums with the news, generating more than 67 posts about the coupon and 4.4 million impressions! Before the day was over, all 10,000 coupons were downloaded and more than 26,000 people took the Good Egg Project pledge! Since the first coupon drop on World Egg Day, more than 14,000 coupons have been redeemed—a 45 percent redemption rate. Now that's incredible!



AEB Advertising Update

Jan./Feb. 2010 TV

Network TV	Program	Dates	Time
NBC	Today Show	1/25, 1/27, 2/10, 2/25, 2/26	7AM-9AM
ABC	Good Morning America	1/18, 1/19, 1/25, 1/29, 1/31, 2/8, 2/9, 2/22, 2/24, 2/27	7AM-9AM
	America this Morning	1/29, 2/8, 2/22, 2/25	6AM-6:30AM
	The View	1/27, 1/28, 1/29, 2/10, 2/11, 2/12	11AM-12PM
CBS	The Early Show II	1/26, 1/27, 2/11, 2/12, 2/23, 2/24	7:30AM-9AM
	Saturday Early Show	1/30, 2/13, 2/27	7:30AM-9AM
	CBS Morning News	1/25, 2/22	6:30AM-7AM

Syndication TV

Program	Week of	Time
Dr. Oz	1/18, 1/25, 2/22	See Local Listings for Times
Rachael Ray	1/18, 1/25, 2/8, 2/22	
The Doctors	1/18, 2/8, 2/22	
Martha	1/18, 1/25, 2/8, 2/22	
Tyra Banks	1/18, 2/8, 2/22	
Live With Regis and Kelly	1/18	
Disney Movies	1/18	

Cable TV

Cable TV	Week of	Time
Animal Planet	1/18, 1/25, 2/8, 2/22	Early Morning, Daytime, including "Animal Zone," "On the Wild Side"
Discovery Health	1/18, 1/25, 2/8, 2/22	Early Morning, Daytime, including "All About Babies," "Babies: Special Delivery," and "Adoption Stories"
Entertainment	1/18, 1/25, 2/8, 2/22	Early Morning (7AM-12PM)
FOX News	1/18, 1/25, 2/8, 2/22	Morning (5AM-12PM)
Great American Country	1/18, 1/25, 2/8, 2/22	Morning (6AM-8AM), Daytime (8AM-4PM)
Hallmark Channel	1/18, 1/25, 2/8, 2/22	Hallmark Day (8AM-2PM), Hallmark Saturday Morning (6AM-12PM), Morning (8AM-12PM)
Hallmark Movie Channel	1/18, 1/25, 2/8, 2/22	Hallmark Movie Channel Daytime (8AM-12PM)
HGTV	1/18, 1/25, 2/8, 2/22	Morning (7AM-9AM), Daytime (9AM-3PM)
Lifetime Movie Network	1/18, 1/25, 2/8, 2/22	Lifetime Movies (6AM-4PM), Lifetime Movies Weekend (6AM-6PM)
Oxygen	1/18, 1/25, 2/8, 2/22	Daytime (8AM-12PM)
Soapnet	1/18, 1/25, 2/8, 2/22	Early Morning (6AM-9AM), Daytime (9AM-3PM)
Style	1/18, 1/25, 2/8, 2/22	Morning (6AM-12PM)
TBS	1/18, 1/25, 2/8, 2/22	Daytime (6AM-10AM)
The Food Network	1/18, 1/25, 2/8, 2/22	Daytime (9:30AM-3PM), including "Barefoot Contessa" and Weekend (7AM-8PM), including "In the Kitchen 3"
TNT	1/18, 1/25, 2/8, 2/22	Primetime in the Daytime (6AM-4PM)
USA	1/18, 1/25, 2/8, 2/22	Early Morning (6AM-8AM), Daytime (8AM-4PM)
Weather Channel	1/18, 1/25, 2/8, 2/22	Early Morning, includes "First Outlook," "Weekend View," "Day Planner" and "Your Weather Today"

Jan./Feb. 2010 Online

Site	Week of
Vibrant Media	1/18 - 2/28
Wild Tangent	2/1 - 2/28
Weight Watchers	1/18 - 2/28
BlogHer	1/18 - 2/28
Yahoo!	1/18 - 2/28
Hulu	1/18 - 2/28
About.com	1/18 - 2/28
All Recipes	1/18 - 2/28
Facebook: Incredible Search	1/6 - 2/17

First Quarter 2010 Media Schedule

	January				February				March				
	28	4	11	18	25	1	8	15	22	1	8	15	22



Rachael Ray Incredible People Integration TBA: Wilma Stephenson, a culinary arts teacher at Frankford High School in Philadelphia, might just be the toughest teacher in the city, but the students love her! Wilma uses a "boot camp" style of teaching to teach her predominantly underprivileged high school students how to cook healthy meals. She says when her students sign up to take her elective class, they often don't know how to hold a knife, let alone chop and prepare food. Many of her students go on to become professional chefs at exclusive private clubs and restaurants as well as pastry chefs at Four Seasons Hotels. Wilma works with her students to help them win culinary scholarships.

Breakfast Beat targets QSRs



incredible! BREAKFAST BEAT

Vol. 02 • August 2009 / An Official Newsletter of the American Egg Board

Where Are We Going With This?

It should be no surprise that QSR breakfast is one of the few areas of foodservice that isn't declining. Here are a couple of things to keep in mind as you contemplate your own breakfast program:

- Tasty food is as important as ever, but healthfulness is increasingly affecting more consumers' choices and chains are responding.
- Portability and convenience continue to be of great importance in the minds of consumers. According to The NPD Group, for the quarter ending May 2009, servings of breakfast sandwiches grew by 9%.
- Dunkin' Donuts locations are often open 24/7, but no other chain serving breakfast wants to be left out of the action:
 - Many McDonald's locations are open 24/7 and most that are not, are open by 5:00 a.m. or earlier.
 - Approximately 13% of Burger King stores are open 24/7



and most locations that are not are open by 6:00 a.m.

– Chick-It-A locations are usually open at 6:30 a.m.

DID YOU KNOW?

- Eggs contain the highest-quality protein available.
- Your customers demand eggs, making them the leading breakfast protein by a 2-1 margin. (Technomic, 2007)
- One large egg has only 72 calories.
- Eggs are a nutrient-dense food; lots of nutrients for relatively few calories.
- Eggs provide many vitamins and minerals. With a few exceptions, these nutrients are largely contained in the yolk.
- Eggs provide many vitamins and minerals. With a few exceptions, these nutrients are largely contained in the yolk.
- Consumer concern over cholesterol is at an all-time low. (Russell Research 2008)

Value Menus, a Sign of the Times

Value used to mean good quality at a reasonable price, but value has now become a critical factor for diners when deciding whether or not to "cut out." QSR chains are focusing on the value meal like never before, and that includes marketers that have traditionally avoided them.

- Burger King announced in June that it would freeze communications on value items to counter discounts/coupons from other QSR chains.
- McDonald's is well-positioned with its popular Dollar Menu.



- Wendy's "3countains" promotion offers three sandwiches at .99 cents each.
- Starbucks began its \$3.95 "breakfast pairings" in March, saying the concept was more brand appropriate for it than a value menu.

Industry watchers don't expect things to end up with Whoppers and Big Macs selling for \$1 because chains are focusing much of their value menus on new items instead of their signature products. But there are chains that still avoid discounting and coupons. CKF Restaurants (Carl's Jr., Hardee's) state that discounting trains customers to buy only discounted items and they plan to continue to avoid that strategy.

Thirty-two percent of consumers say that they'd like to see Quick Service Restaurants (QSRs) offer breakfast throughout the day and 35 percent say they'd be likely to order breakfast foods during non-traditional breakfast hours. Information like this appears in the *Breakfast Beat* newsletter and reaches key decision makers at QSRs. Its objective: communicate AEB's expertise

in providing the data, information and ideas that would encourage QSR operators to start or expand their breakfast program.

Designed to be a brief, concise, and easy-to-read newsletter providing late-breaking breakfast information, four issues of the newsletter are scheduled for 2010 in February, May, August and November. Some of the potential topics include: growth of breakfast sandwiches, all-day breakfast, dining in vs. take-out, who is the QSR breakfast consumer, the latest in innovative breakfast products and breakfast promotions.

Banner ads on several websites promote *Breakfast Beat* and AEB.org includes a newsletter sign-up as well as an archiving of past issues. The newsletter works in conjunction with the foodservice print and online campaigns, which provide over 385,000 targeted impressions to QSR operators. These efforts demonstrate the dramatic growth and importance of QSR breakfast over the last several years, which is an excellent opportunity for eggs.

Enclosures

- *Everything you want to know about the incredible! AEB*