ENC now strives to reach health professionals (HPs) where and how they like to receive health information.

Beyond the 45,000 subscribers who read the quarterly ENC *Nutrition Close-Up* newsletter, ENC has begun networking with organizations such as the USDA Strategic Partnership for MyPlate, Nutrient Rich Foods Coalition, Alliance for a Healthier Generation, National Restaurant Association, MedAlliance, Produce for Better Health, American Association of Nurse Practitioners, Beef and Mushroom Councils and most recently, the Joslin Diabetes Center’s Clinical Education Programs.

The goals of the alliance building strategies, developed late 2011, are to promote the use of eggs where there are restrictions in place that prevent the use of eggs and to increase the use of eggs to further the health of special populations. The tactics ENC uses include:

1) Promoting the credibility of ENC as the authority on nutrition concerning eggs.

2) Informing organizational management of current scientific research which may not be recognized by the organizational management.

3) Aligning institutional goals of improving public health with those of ENC.

4) Preventing the development or to find exception to criteria that excludes the use of eggs.

5) Developing a champion who will be an unaffiliated spokesperson for the benefits of eggs.

Organizations may be considered as a research partner if they share an interest in learning more about health issues through scientific research or, alternatively, a communications partner if they offer desirable opportunities to network with thought leaders or are seen as a credible spokesperson for the health benefits of egg consumption.

To demonstrate the success of relationship building, ENC reached out to Alliance for a Healthier Generation, a founding partner of the Let’s Move program, to learn more about how eggs can be included within the criteria for healthy meals. Eggs are now considered part of the lean protein criterion within the Alliance Healthy Schools Program Framework, but this resulted from the Alliance’s own independent review. ENC is not currently in partnership with this organization.

This new criteria is now listed on their updated meal framework and can be viewed at HealthierGeneration.org/framework where eggs are included in the lean protein group under the gold award level for school meal planning.

Continued Inside...
AEB’s Community Service

Launched in 2011, AEB’s Community Service Program allows each employee up to 20 hours of community service annually during the workday. Taken in small time allotments, an employee might work at the local food bank for an hour or attend a local school for an hour of story time. In 2011, AEB staff potentially donated more than 300 hours of community service. Each employee’s service depends on his or her own interests.

For example, one employee helped transport residents to and from their rooms to the dining hall at a senior living center. Another helped with her children’s Little League activities and served on her school board. Involvement with professional and service organizations, like the Girl Scouts and the Salvation Army, also proved important throughout AEB’s office.

“I’m able to help facilitate a book chat one afternoon a month at local senior center because of this program,” said one staff member. “My alumnae group borrows a ‘book club in the bag’ from the library and then provides the interested residents with a copy of the book for the following month’s discussion. I’ve learned so much from these discussions that often involve women of four generations and leave feeling so good.”

AEB’s staff is proud to give back and personally support the Good Egg Project’s pledge to do good.

Excellence in Innovation

For the past eight years, Prepared Foods has co-sponsored the Excellence in Innovation Awards, recognizing the teamwork involved in creating innovative new food products and rewarding product development teams at companies large and small. AEB’s 2012 partnership with Prepared Foods will recognize innovation and creativity through this award.

Excellence in Innovation Awards will be presented in two categories: Retail and Foodservice; the winners will receive their awards during the Excellence in Innovation Awards Ceremony at the 30th Prepared Foods New Products Conference in September 2012.

Contest details can be found at ExcellenceInInnovationAwards.com. Deadline for submitting new product nominations is Friday, June 15.

ENC amplifies its messages

ENC hopes to leverage these criteria with other organizations concerned with pediatric nutrition. In the area of general health, ENC signed an agreement and has been accepted as a strategic partner of the USDA/CNPP National Strategic Partnership to communicate MyPlate messages. ENC developed posters and recipe booklets using eggs paired with other healthy foods to demonstrate the MyPlate healthy eating messages.

ENC currently participates in American Heart Association’s INAP program to share research and dietary guidance information included in AHA programs. MedAlliance, a group who represents meal planning using the Mediterranean diet, often includes egg recipes and healthy egg messages in its weekly electronic newsletters and website postings.

As a corporate sponsor of American Association of Nurse Practitioners, ENC is working with this organization on the development of a new website for nurse practitioners that will link messages from the ENC website. Additionally ENC is a corporate sponsor of Collegiate and Professional Sports Dietitians Association where eggs are featured in organizational messages.

Discussions have also started with the Clinical Education Manager of the Joslin Diabetes Center to develop heart-healthy eating guides and videos for health professionals. ENC continues to expand its alliance building to gain wider exposure and greater credibility which will foster acceptance of eggs as a nutritious, delicious and affordable part of the diet.
The American Egg Board & The Egg Nutrition Center's

Increased consumer agreement that egg farmers are committed to caring for their animals by 18%.

16% more Americans believe egg farmers treat their hens in a compassionate manner.

ENC became a strategic partner of USDA MyPlate program, working with other partners to develop educational materials to communicate how eggs are a part of a healthy diet.

50% more consumers agree that America’s egg farmers never feed hormones to their hens, showing a continued increase in education among egg consumers because of Good Egg Project efforts.

Worked with egg farmers to host five community breakfasts in New York, NY; Jackson, MS; Joplin, MO; Seattle, WA; and Boston, MA–more than 344,000 eggs were donated to local food banks as a result.

Held its first ever Egg Product Research Summit in February 2011 to develop the framework for a long-term planning strategy for egg product research and food science fellowship program.

The Incredible Edible Egg has more than 250,000 fans on Facebook. Recent research suggests each fan on Facebook is valued at $10.

A Summer Salad promotion with Mrs. Dash, New York Style Bagel Crisps, the Beef Checkoff and AEB reached an estimated circulation of 45 million with a summer salad recipe and coupon offers.

State Support began the process of integrating the state activities with the national messaging.

ENC met with National Restaurant Association’s Director of Nutrition and Healthy Living, who agreed to include eggs as a lean protein option as a part of its Kids LiveWell criteria for full restaurant meals.

Eggs are the most popular weekend breakfast.

A promotion with Redbox and Walgreens helped increase awareness about eggs’ availability at this growing channel and boosted egg transactions 400 percent as compared to the non-promotion period in 2010.

FunctionalEgg.org launched and contains six 10-minute videos that focus on the multi-functional benefits of egg products. Viewers can watch the videos, or sign up to test their Egg-Q through a series of quizzes for continuing education credit. Since launching in June, 2,574 visitors have viewed the online information.

ENC supported vitamin D in eggs research that may help the entire industry.

Partnered with Kikkoman and Minute Rice for a 2011 Chinese New Year promotion that appeared in 50 million Sunday newspapers across the country in January. This promotion incentivized purchase of 228K egg cartons helping to drive sales at retail.

Ganmered 30+ editorial mentions of positive egg information or availability of AEB resources in the ingredient supply press.

The Incredible Edible Egg has more than 250,000 fans on Facebook. Recent research suggests each fan on Facebook is valued at $10.
Surveyed U.S. egg processors to update their listing in the *Egg Product Buyers’ Guide* both in print and online.

The Food Manufacturer section of AEB.org has received more than **23,000 visits** in 2011, a 15 percent increase over 2010.

AEB sponsored the 2011 *Excellence in Innovation Awards* begun by Prepared Foods magazine to acknowledge outstanding product development teams and the innovation used to design and launch successful new packaged food products.

**23%** of all weekend breakfasts include eggs.

ENC held a roundtable to discuss childhood obesity and begun **developing an online community** of consumer health teachers who will help to develop needed educational materials to combat childhood obesity.

**23% of all weekend breakfasts include eggs.**

ENC funded **11 research projects at 11 different universities** as a part of its annual research grant program.

Developed **turn-key kits** for the Good Egg Project for the state promotion organizations to use—maximizing AEB’s reach locally.

**In the last year alone, 4.2 billion servings of eggs** have been seen in QSRs at Morning Meal, with 631 million more egg servings since 2006.

Two successful Good Egg Project promotions were conducted with **Subway** franchise groups in Boston and Central Pennsylvania. For each egg sandwich sold at one of the participating Subway locations, an egg was donated to a local food bank. The promotion culminated in a breakfast held on World Egg Day in Boston at the New England Center for Homeless Veterans.

**Eggs are second only to cereal as the most popular weekday breakfast.**

**AEB’s PR machine was responsible for more than 800 million positive media impressions in 2011.**

AEB’s “**Breakfast Expert**” position was heightened through the sponsorship of two breakfast research-focused programs targeting Quick Service Restaurant operators. A Breakfast: The Incredible Eggspanding Market panel discussion was held at the QSR Dine America conference in October. A Webinar on the same topic was completed.

Menu importance of eggs has increased by **10 percent since 2006.**

AEB successfully launched the news around eggs being lower in cholesterol and higher in vitamin D. In addition to national television, print and online advertising touting this exciting message, PR coverage was **tremendous across both traditional and new media** as a result of AEB’s efforts.

ENC also got the board of the Alliance for a Healthier Generation to **include eggs as a lean protein option** in school meal offerings as a part of their Gold Level Award program.
State Support Program Spotlight

January 2012—In Pennsylvania, the PennAg Industries Association used its State Support funding to sponsor the 96th PA Farm Show that draws more than 400,000 visitors. PennAg was able to run AEB TV advertising the month leading up to the event. Pennsylvania Cable Network also featured live and taped broadcasts of the various activities and programs from the show. As a result, AEB’s “You Do Everything” commercials ran around the clock and reached millions of viewers. PennAg’s messages also appeared on digital billboards.

Funding was also utilized for exhibit space and handouts. New this year, the Today Agriculture Exhibit helped consumers better understand modern agriculture including egg production.

In 2011, angel food cake contests were held at more than 100 fairs throughout the state. From those contest winners, 82 contestants came to the Farm Show for the state competition. The Incredible Angel Food Contest awarded five bakers with honors, and this year’s Pennsylvania Poultry Princess ElleAnna Pierce, daughter of AEB Board Member and Secretary Chris Pierce, was on hand to oversee the competition.

State-Related Calendar of Events

Below is a sample of events using State Support funding to promote eggs locally. Please submit your events to Jacinta LeDonne for future listings. More details on any specific event are available from the contacts listed.

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<td>CONTACT: NANCY STEPHENS</td>
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<td><a href="mailto:bette@coloradoeggproducers.com">bette@coloradoeggproducers.com</a></td>
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<td><a href="mailto:melissamiller@kypoultry.org">melissamiller@kypoultry.org</a></td>
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<td>CONTACT: JAMES GRIMM</td>
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<td>CONTACT: KAREN FRAASE</td>
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State Support Program Spotlight

Each year, AEB allocates funding, based on a population/layer formula, for the state promotional organizations to carry out AEB’s national message to consumers on a local level through the State Support Program. The leaders of these groups have connections that help AEB extend its reach and maximize this investment. Without these local leaders, AEB would miss a vital opportunity to reach these audiences in such a targeted and, often, hands-on way. To submit your event, please contact Jacinta LeDonne, via jedonne@aeb.org, for more details.
Reaching QSRs

AEB’s 2012 Foodservice communications program focuses on the growing opportunity for eggs at Quick Service Restaurant (QSR) breakfast. In the various elements of the program, data/statistics demonstrating the dramatic growth of QSR breakfast over the last several years will be utilized. The 2012 QSR Communications program includes:

• QSRMagazine.com Breakfast microsite sole sponsor for 2012, including banner ad and Breakfast Portal Data section.
• Five banner ads on QSRMagazine.com appearing in January, May, July, September and November providing a total of 300,000 impressions to the QSR target, including one no-charge, value-added banner ad.
• Blog and Twitter program continuing throughout the year
• Four issues of the Breakfast Beat newsletter to be distributed in February, May, August and November.

New blog targets producers

AEB kicked off the New Year with a new blog targeted at producers to spotlight the numerous ways AEB promotes The incredible edible egg™. To bookmark the site, visit AmericanEggBoardBlog.org. This blog is another avenue to help keep AEB’s producer community and interested parties informed about how checkoff dollars are being spent effectively and innovatively to drive U.S. egg and egg product consumption.

The updates here will be short and sweet while spotlighting incredible information you might have missed in AEB’s other communications. Our positive working relationships with the producer community creates the foundation of our successes at the American Egg Board, and we hope you’ll bookmark this page to learn even more about what we do on your behalf and the staff’s efforts to be Good Eggs!

Enclosures

ENC’s Nutrition Close-Up, Speakers’ Workshop Registration Form & Egg Industry Center Issues Forum Information