Milestone Achievements in 2012

The American Egg Board (AEB) reported a return on investment of $8.11 for the last five years, according to a five-year, independent study on generic egg advertising early last year. This illustrates the value and reach of each checkoff dollar. Below are program milestones from throughout 2012.

AEB relaunched the Incredible Edible Egg Jingle, and AEB filled magazines, newsletters, airwaves and the digital landscape with the robust program to reach as many consumers as possible with the updated Jingle. AEB earned more than 7 million traditional media impressions that included 270 media placements. This effort drew almost 80,000 Facebook fans to the Incredible Edible Egg’s page. Plans are underway to continue leveraging the iconic song to drive consumption of eggs and egg products.

The Egg Nutrition Center (ENC) continued to fund more than $1.3 million in annual research. This influx of new research allows ENC to maintain a constant pipeline of research that is the core of AEB’s PR efforts. Due in part to ENC’s efforts, Walmart’s Great for You front-of-packaging (FOP) program now includes all types of whole eggs.

Morning meal egg servings at Quick-Service Restaurants (QSRs) have increased by more than 800 million servings since 2006 according to The NPD Group/CREST.
Welcome to the American Egg Board’s (AEB) first issue of its newly designed newsletter, incredible news.

This issue of incredible news launches an updated, fresh look for AEB’s monthly flagship newsletter. The tagline Communicating the Value of Your Checkoff Dollars reflects our efforts to relate to egg producers the benefits and importance of their assessments into the American Egg Board. In addition to the monthly newsletter, AEB’s Industry Communications includes weekly Media Updates, quarterly Egg Industry Fact Sheets, Annual Report, industry trade press releases, presentations at industry meetings and more. I believe that an informed producer is a supportive producer.

Throughout the upcoming issues of incredible news, you’ll see previews and recaps of programs across AEB and the Egg Nutrition Center (ENC), but I’m especially looking forward to Easter 2013. Under direction from the American Egg Board Members, AEB started the process of reclaiming Easter as THE egg holiday in 2012. We did this through a multi-pronged approach. Key highlights included taking over MSN.com as the sole advertiser for an entire day, offering Incredible Edible Egg Facebook fans a BOGO coupon, distributing eKits to the media and more. As a result, last year’s media coverage featured a plethora of articles on Easter’s origins, traditions and egg decorating. However, this was just a small start, and we knew we needed to do more.

To continue the effort to reclaim Easter as THE egg holiday, AEB is organizing a sizeable, aggressive campaign in 2013. It will be the largest and most comprehensive Easter promotion ever organized by AEB. This year and across almost every department at AEB, Easter-related efforts are planned. You will see Easter Fashion EGG-stras as AEB rolls out a fashion forward campaign that aims to have everyone “dye-ing” for eggs. We will also implement a national Easter advertising campaign through radio and print; there will be Easter promotional displays and egg price signage in grocery stores, a coupon offer through Facebook, a cooperative retail Easter promotion with Kellogg, and a partnership with Discovery Education to conduct a second-year virtual field trip around Easter.

In addition, a major national advertising campaign has been coordinated to feature a new version of the Incredible Edible Egg Jingle with an Easter theme, which will be promoted by an egg farmer version of the new jingle, a promotional skit on the Jimmy Kimmel show, and lastly, an egg decorating contest with the potential for the winner’s egg to be the 36th Commemorative Easter Egg presented to the President and First Lady Michelle Obama. We also hope to coordinate a variety of lawn activities along with the 16-foot inflatable egg to bring additional awareness to eggs at Easter.

I’m looking forward to sharing AEB’s efforts to reclaim Easter as the egg holiday in an upcoming issue of incredible news.

AEB is poised for success in 2013 unlike any year I’ve witnessed during my tenure. The entire team at AEB is eggcited to create and implement promotions to drive the consumption of eggs and egg products on your behalf and to be involved in supporting your efforts to feed the world’s growing population with the best source of affordable, high-quality protein. Together, we will make 2013 incredible!
Egg Product Marketing continues promoting the 20+ functions of egg products through its latest ad campaign featuring 12 new RCA Chef-developed formulations using dried and liquid eggs. FunctionalEgg.org now includes 12 new videos that provide single-subject insights on one functionality benefit. More than 16,000 digital subscribers were reached with a supplement titled, “Super Powers — Simple Ingredients.”

Good Egg Project (GEP) messages reached TV viewers in Chicago, New York, Los Angeles, San Francisco, Dallas, Miami, Philadelphia, Washington, D.C. and San Diego. GEP also partnered with Discovery Education to host the first-ever Egg Farm-to-Table Virtual Field Trip reaching 108,000+ students and teachers. The Be A Good Egg Contest received more than 21,000 contest entries.

In 2012, the state promotional organizations earned more than 39 million media impressions through promotion and advertising programs executed with AEB funding.

For World Egg Day, Subway’s month-long promotion included a BOGO offer on egg sandwiches. It included 2,000 stores, and 350,000 eggs were donated to food banks on the East Coast. Due to its success, the promotion has already been expanded for 2013.

Almost three years ago, AEB started talking about increasing vitamin D in eggs. This would allow eggs to be marketed as an excellent source of vitamin D. Given that eggs are one of the few foods to naturally contain what has become a “hot” nutrient, AEB surveyed the industry to gauge interest. To date, 82 percent of the industry responded in favor of adding vitamin D to feed. Additional outreach is ongoing, and next steps are being planned.

The “Wake Up to Eggs” advertising campaign challenged consumers to rethink their weekday breakfast. This approach to leverage “new” news kept eggs top-of-mind and drove purchases. Together with online, AEB advertising reached almost 90 percent of adults, ages 18-49, 10 times — a significant increase in both reach and frequency.

These results illustrate AEB’s vision to execute a results-oriented marketing program that achieves success through integration of all AEB marketing initiatives for increased impact and efficiency. All of these programs help achieve AEB’s mission: to increase demand for eggs and egg products. •
Launched in 2011, ENC’s Dietetic Internship Program has hosted five interns. Before sitting for the exam to become a dietitian, each future Registered Dietitian (R.D.) must successfully complete 1,200 hours of supervised practice. This program boosts ENC’s reputation within the health professional community by giving back to the profession. And these future health professionals are exposed to the role checkoff programs can play in this field. Plans are underway for additional interns in 2013.

Julie Rothenberg, a Ft. Lauderdale native who is a student in the Masters of Science in Dietetics Program at Loyola University Chicago, recently spent one week interning with ENC. She helped with blog posts, website updates and other tasks that came up during the week. Julie also completed Chicago’s Hot Chocolate 15K race in November. This race proved popular throughout the office of AEB and ENC. AEB’s Kristin Livermore and Kevin Burkum’s wife Karen also completed the 15K. Sue Saltsberg completed the walk for Little City, a local foundation helping children and adults with autism and other intellectual and developmental disabilities. ENC’s Anna Shlachter completed the 5K.

This program boosts ENC’s reputation within the health professional community by giving back to the profession. And these future health professionals are exposed to the role checkoff programs can play in this field.

During the December holidays, AEB offered two coupons via Facebook. The offer was for $.55 off two dozen eggs. The first offer launched a week before Thanksgiving. AEB gained 21,287 new fans who printed nearly 60,000 coupons. The most recent offer launched 12/13, and so far there have been more than 38K coupons printed, and we’ve gained more than 11,000 fans.
With a renewed focus on extending national and Good Egg Project (GEP) messages locally, the state promotional organizations earned incredible results across their programs through AEB’s State Support Program.

Using a combination of radio spots for the “Wake Up to Eggs” campaign and the newly re-launched Incredible Edible Egg Jingle, these organizations earned more than 39 million impressions on behalf of America’s egg farmers.

Print media garnered approximately 3 million impressions through quarterly state-focused press releases, recipes developed exclusively for the states, advertising and more. More than 250 local papers and magazines receive press releases and recipes regularly.

Value-added advertising resulted in more than 5 million impressions from non-paid radio and TV spots.

State directors participated in both on-air live cooking demos and pre-recorded spots.

The State Support Program also targets children and young adults. Combined efforts reached more than 500 schools and 12,000 students and teachers. Omelet demos, educational materials, teacher trainings, school nutrition health fairs and bookcover advertising are only a sampling of how through the State Directors AEB reached students, teachers and parents.

In-person events include state fairs, cooking contests, health fairs, agricultural expos and other venues reaching more than 500,000 consumers. The 16’ inflatable Incredible Egg made its way across the country. Information booths at fairs and baking contests made for great opportunities to share egg messages directly with a wide range of consumers.

Several states held GEP events that benefited food banks, local hospitals and other local groups in need. Social media was leveraged to promote local farmers and events.

State GEP events led to the donation of more than 1 million eggs to various food banks. In 2013, AEB plans to double the number of states promoting GEP.
Incredible Edible Eggs’ Facebook Fans

AEB grew its number of fans for the Incredible Edible Egg’s Facebook Page in 2012. Content, such as the Incredible Jingle Facebook Contest, the Jingle Farmer Video and holiday coupon offers, attracted more fans toward yearend.

Who are AEB’s incredible fans? By using Facebook insights, AEB knows the Incredible Edible Egg’s fans are overwhelmingly female with approximately 341,500 female and 88,790 male fans. Twenty-five percent fall into the 35-44 age group, followed closely by those 25-34. Fans in the 45-54 age group account for 17 percent, followed by those in the 18-24 age group.

The Incredible Edible Egg fan base extends outside of the U.S. border with fans in Canada, Mexico, United Kingdom and other countries; however, the top 10 cities for fans are Chicago, Phoenix, Houston, Atlanta, Los Angeles, New York City, Orlando, Salt Lake City, Jacksonville and Oklahoma City.

AEB’s top performing content, meaning what content fans “liked” or engaged with the most, includes:

- The Farmer Jingle video was the top performing single post ever on the page, with an unprecedented number of likes/comments.
- Recipes consistently perform well on the page – each month at least one recipe ranks highest among content for the month, especially with an accompanying visual.
- Coupons consistently drive the most new likes in a short period of time.
- Lifestyle questions generally perform high on the comments scale, as fans engage.

Approximately 51,651 fans find us from their mobile devices, and 40,872 find us on page. Other traffic comes from third-party apps; ads and sponsored stories; page browsers; friend referrals and Facebook recommendations.

A PowerPoint with all this information and additional insights is available by request. Please contact Sheryl Slagle by email, SSlagle@aeb.org, to request a copy.

Facebook uses “insights” to show page performance – key indicators include: Likes, Impressions, Reach, Talking about this.
Second Virtual Farm Field Trip Planned

AEB has partnered with Discovery Education to host a second virtual field trip featuring Willamette Egg Farms’ Greg Satrum. His cage-free facility and aviary housing system will showcase different methods of modern egg production. To capitalize on the momentum of Easter, AEB is exploring a March air date.

This field trip will once again be tied into lesson plans and additional educational opportunities. Working with Discovery, AEB is creating a contest for the second half of 2013 driving additional visitors to the online education hub, Education Station, to view the field trip and answer quiz questions related to the contest. Based on farmers’ feedback, AEB is focused on older students, including middle school students.

Both AEB and Discovery Education will promote this effort. Last year’s inaugural field trip shattered previous records and came in second only to President Obama’s discussion after the capture of Osama Bin Laden. 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. Thank you to the Satrum family for saying yes to this opportunity.

Reaching Attendees of IFT Wellness

A session titled “Protein Needs for Physical Performance” will be co-sponsored by AEB/ENC on February 27 during IFT Wellness 2013 in Rosemont, Ill. Drs. Don Layman, ENC’s Research Director, and Heather Leidy, Assistant Professor, Nutrition & Exercise Physiology, University of Missouri, will provide food formulators with the latest science about the importance of high-quality protein foods in promoting lean muscle-building, preserving lean body mass and the additional benefits for casual and serious athletes.

Food formulators who attend IFT Wellness 2013 are looking to discover new, innovative ways to create and market healthful products, while maintaining a focus on sustainability, taste, safety and compliance.

For more information or to register to attend IFT Wellness 2013, visit http://www.ift.org/meetings-and-events/wellness.aspx.

John Howeth Joins the AEB Team

On January 1, John Howeth joined the AEB team as Vice President of Ingredient & Commercial Marketing. John will serve as an integral member of AEB’s senior management team and will be responsible for the Egg Product Marketing, Ingredient Marketing, Foodservice, National Accounts and other related programs. With John’s background and expertise, he’ll bring visibility, direction and attention to these areas of the industry.

Armed with more than 25 years food manufacturing, marketing and communications experience, John ran his own agency, IOI Communications, for the last five years and worked with AEB as a consultant and others leaders in their respective fields including Purac, Ventura Foods, Edlong and Vegetable Juices Inc. Prior to running his own business, he worked for several nationally known agencies dedicated to promoting foodservice and ingredients. He worked on accounts for General Mills, Sara Lee, Borden, Schwan’s, Kraft Foods and others.
Press Release Spotlights Top Egg Trends for 2013

To leverage itself as the breakfast expert, AEB partnered with trend experts at NPD Group and registered dietitian Kathleen Zelman for a fourth-quarter press release on a number of trends to watch in 2013 from the role protein will play in healthy eating to the innovative egg preparations people will see in restaurants and more.

Kathleen is also one of ENC’s Health Professional Advisors, and in the release, she predicts the role protein will play in healthy eating next year. Below is an excerpt that appeared under the header Protein Powerhouse:

Protein at all meals, especially breakfast, will be the power play of 2013. High-quality protein, found in foods like eggs, is the secret to staying fuller longer, helping people trim calories and their waist lines. In fact, several studies have shown that 25-30 grams of high-quality protein eaten at each meal may be best when it comes to maintaining healthy muscles and bones for adults. With breakfast still being the most important meal of the day, here’s what a power-packed one could look like: one whole egg and egg white, a slice of Canadian bacon and low-fat cheese on an English muffin, fruit, tomato and non-fat milk – all for approximately 350 calories.

The release earned 66,000 media impressions in the restaurant and food industry press including coverage on QSRWeb.com, FastCasual.com, QualityAssuranceMag.com, PreparedFoods.com, FoodProductDesign.com, FoodProcessing.com, PoultryTimes.net and QSRMagazine.com. The latter noted ethnic-inspired breakfast items, and Quality Assurance included the release while adding in their own trends, including natural functionality and labeling luminary. The Supermarket Guru Phil Lempert also weighed in on the protein trend in SupermarketNews.com.

national advertising schedule

February Magazines
- Cooking Light: On-Sale Date: 12/28
- Country Living: On-Sale Date: 1/3
- Dash: On-Sale Date: 1/2
- ESPN: On-Sale Date: 1/25
- Everyday with Rachael Ray: On-Sale Date: 1/2
- Food Network Magazine: On-Sale Date: 1/8
- Men’s Health: On-Sale Date: 12/25
- Redbook: On-Sale Date: 1/15
- Weight Watchers: On-Sale Date: 1/3
- Weight Watchers eNewsletter Listing: On-Sale Date: 1/21
- Women’s Health: On-Sale Date: 12/25

March Magazines
- Better Homes & Gardens: On-Sale: 2/19
- Cooking Light: On-Sale: 2/15
- Eating Well: On-Sale: 2/26
- Everyday Food: On-Sale: 2/18
- Everyday with Rachael Ray: On-Sale: 2/12
- Food Network Magazine: On-Sale: 2/12
- Men’s Journal: On-Sale: 2/8
- Parenting: On-Sale: 2/12
- Parenting Live App: On-Sale: 2/12
- Real Simple: On-Sale: 2/8
- Real Simple Mobile Tablet: On-Sale: 2/8
- Redbook: On-Sale: 2/12
- Shape: On-Sale: 2/25
- Southern Living: On-Sale: 2/22
- Southern Living Mobile Tablet: On-Sale: 2/22
- Working Mother: On-Sale: 2/12

Digital campaign launches on March 1.

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

Facebook/Twitter Campaigns will run:
- March 24-April 13
- April 28-May 18
- November 3-November 23
- December 8-December 28.