AEB’s promotional efforts in 2013 delivered impressive results to egg farmers who pay into the checkoff and the industry as a whole. All of these results contributed to the increase of egg demand. USDA is projecting per capita egg consumption to increase to 251.7 eggs in 2013 that would mean that the egg industry has added four eggs per person in consumption over the last two years. USDA is also projecting another increase in 2014.

What’s more, egg category sales (in both units and dollars) at retail increased in 2013, despite the fact that retail prices were higher than in 2012. And eggs were named one of the fastest growing foods (in annual eatings per capita) over the last 10 years by NPD, a global market research firm. Here are a few of AEB’s top achievements that contributed to this growth.

**Easter**
AEB helped the egg industry reclaim Easter as an egg holiday by developing an integrated marketing program designed to remind consumers to buy and decorate more eggs.

Efforts included: new Easter-themed creative in print and digital media outlets; an Easter jingle for use on national radio shows; an egg-decorating integration on the national “Jimmy Kimmel Live!” late night TV talk show; national retail promotions; and PR efforts. All this helped drive a +3.8 percent increase in egg category sales (equivalized dozens) vs. Easter 2012. This equates to 8.1 million more dozens sold and $40 million more in dollar sales compared to last Easter.

**Social Media**
AEB’s social media properties continued to grow steadily throughout 2013. Amongst commodities, the Incredible Edible Egg is in the top three for fan support/followings amongst Facebook, Twitter, YouTube and Pinterest. Total reach across social networks in 2013 was 50.4 million, on average 4.2 million reached per month/ almost 1 million per week.

AEB’s “Taking Back Easter 2013” campaign won the Golden Egg Award from the International Egg Commission (IEC) for the best marketing and promotional campaign in the world.
Egg Nutrition Center
Seven ENC-funded studies were highlighted by poster and education sessions at Experimental Biology, considered by many to be the pre-eminent nutrition research meeting of the year, attracting more than 14,000 scientists and exhibitors.

The International Egg Nutrition Consortium (IENC) was launched to share egg nutrition research and information globally, under ENC’s guidance. To date, more than 50 countries have joined.

ENC co-sponsored education materials, webinars and education sessions with several health organizations, ultimately extending its health professional and researcher reach. These alliances included the Joslin Diabetes Center, which is affiliated with Harvard University; Mediterranean Foods Alliance; Produce for Better Health Foundation; and others.

Environmental Footprint
Coverage of the landmark study on the egg industry’s environmental impact has continued steadily since its release in October. The study highlights the significant reduction in the egg industry’s environmental footprint over the last 50 years and was conducted by the Egg Industry Center. To date, the study’s release has garnered more than 19 million impressions and more than 280 placements across media, broadcast and social media.

Denny’s Promo
AEB participated in its first national Good Egg Project (GEP) promotion with Denny’s in September, generating 100 million+ impressions featuring America’s egg farmers’ donation to No Kid Hungry.

Foodservice Outreach
A new school foodservice program was designed to reach more than 80 percent of the top 500 school districts in 2014. This plan includes print and online advertising, a white paper, new school foodservice recipes, articles in trade publications and a dedicated website.

The National Accounts program continued to target the top 10 QSR chains with information related to menu development, insights presentations, trend tours, test market support and strategic analysis of the industry.

Good Egg Project
In partnership with Discovery Education, GEP’s 2013 Virtual Field Trip reached 182,000 students, a 68 percent increase over 2012. The Education Station online ads received more than 8.5 million impressions. Education Station itself earned more than 299,000 total page views from January 2013 to December 2013, with more than 12,500 downloads of resources.

Promoting REAL Eggs
The first-ever Egg Products Volumetrics Study was conducted to help AEB gain an accurate assessment of egg product usage to identify trends and target egg check-off marketing dollars.

Holiday Outreach
AEB’s multi-faceted outreach during the holiday baking season included advertising, in-store signage, as well as traditional and social media outreach to remind consumers to bake their favorite pies, cookies and treats during the holidays. Egg category sales (on an equivalized dozens basis) were up a whopping +8.6 percent vs. the same period a year ago, and egg category dollar sales were up +15 percent vs. the same period a year ago.

State Programs
With AEB funding, the state promotional organizations earned more than 30 million radio impressions and 12 million media impression while reaching more than 500,000 students and teachers and more than 12 million attendees of state fairs and in-person events. A coupon program also launched for the states using AEB’s established vendors.
### ENC 2014 Exhibit Schedule

**April**

1-3  
**AMERICAN COLLEGE OF SPORTS MEDICINE (ACSM) HEALTH AND WELLNESS SUMMIT AND EXPO**  
Atlanta, Ga.

**May**

19-22  
**COLLEGIATE PROFESSIONAL SPORTS DIETITIAN’S ASSOCIATION (CPSDA)**  
Scottsdale, Az.

24-28  
**AMERICAN ACADEMY OF PHYSICIAN ASSISTANTS (AAPA)**  
Boston, Ma.

**July**

10-13  
**NATIONAL NURSE PRACTITIONER SYMPOSIUM**  
Keystone, Co.

**October**

18-21  
**ACADEMY OF NUTRITION AND DIETETICS FOOD & NUTRITION CONFERENCE & EXPO (FNCE)**  
Atlanta, Ga.

25-29  
**OSTEOPATHIC MEDICAL CONFERENCE & EXPOSITION (OMED)**  
Seattle, Wa.

Catch up on ENC’s Nutrition Unscrambled Blog:

EggNutritionCenter.org/Health-Professionals/Nutrition-Unscrambled/

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### National Advertising Update

**JANUARY ISSUES**
- Cooking Light
- Dash
- Eating Well
- Every Day with Rachael Ray
- Food Network Mag
- Prevention
- Shape
- Southern Living
- Weight Watchers

**February Issues**

**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 Jan. 1 - Jan. 31, Apr. 1 - Apr. 30
- Facebook/Twitter Jan. 1 - Dec. 31

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### Additional Materials Now in Korean

AEB’s new brochure “REAL Egg Products, Simply Incredible” is now available in Korean and can be downloaded from USAPEEC Korea’s website. The brochure contains information about U.S. processed egg products – including product varieties, applications and usage suggestions.

USAPEEC allied industry relations manager Jennifer Geck Ott said the brochure will be distributed to the hotel and restaurant industry, food manufacturers, importers and distributors at all promotional events and trade shows in which USAPEEC Korea participates.

In the past, USAPEEC has produced Korean language versions to several of AEB videos and other technical brochures. USAPEEC also has plans to translate and produce this brochure into Japanese, Arabic and Spanish in 2014.
Eggs, One of the Fastest Growing Foods

Unlike most other food commodities, egg consumption is growing. In fact, the NPD Group, a leading global market research company, recently reported that eggs are one of the fastest growing foods (in annual eatings per capita) over the past 10 years.

2014 Research Program Update

ENC received a total of 53 letters of intent for the annual Research Grant program — a 50 percent increase from last year! Following an internal review, a subset of submitted projects will be selected and investigators will be asked to submit a full proposal. Priority areas for 2014 include protein in an optimal diet; cardiometabolic health; and nutrient density, nutrient function and nutrient interactions.

ENC Develops New Education Tools

In partnership with the Mediterranean Foods Alliance, ENC produced a co-branded educational brochure What is the Mediterranean Diet? In partnership with the MyPlate National Strategic Partners — Share Our Strengths’ Cooking Matters Program, USA Rice Federation, Canned Food Alliance and Alliance for Potato Research and Education — an online educational guide, Meeting Your MyPlate Goals on a Budget was created.

A Spanish version of ENC’s The Better Breakfast Infographic was developed and recently made available to health professionals. The new education tools will be housed on EggNutritionCenter.org.
ENC participated in the recent Dietary Guidelines Advisory Committee (DGAC) meeting in Washington, D.C. Select industry representatives and other individuals were invited to speak to the Committee. Mitch Kanter provided ENC’s comments reminding the DGAC members about the:

- Latest research on protein and health
- Recent sustainability study indicating that the egg industry has decreased its carbon footprint dramatically over the past 50 years
- Newer cholesterol research that has prompted many countries across the globe to do away with daily dietary cholesterol intake recommendations.

Earlier this year, ENC submitted nominations for DGAC, and two of the individuals that ENC nominated are on the committee. ENC will continue to provide input on the health benefits of eggs to the committee throughout the DGAC process.

International Baking Promotions

USAPEEC, AEB and the Hong Kong Bakery and Confectionery Association (HKBCA) recently teamed up to organize the Trendy Dessert Competition with U.S. Eggs in conjunction with the Hong Kong International Bakery Expo. Contestants were recruited by announcements in HKBCA’s official magazine.

The organizer of the Hong Kong International Bakery Expo promoted the event for several months through various channels, and the competition attracted several hundred bakery fans. Six contestants were selected from the entries for the final competition. Contestants were required to prepare three dessert dishes including one hot/warm, one cold and one in glass. One element of the dessert combination must be made with U.S. fresh shell eggs; the other element with U.S. liquid egg products and the last element with U.S. dried egg products.

The contestants were judged by a who’s who of pastry professionals; Swiss pastry chef Griegoire Michaud (co-founder of Bread Elements); HKBCA Vice President Johnny Chan; pastry chef and bakery shop owner Jeffrey Koo; and Hotel Nikko pastry chef Daniel Law.

The winner was Chef Wong Kai Yi from Hong Kong International Theme Parks Ltd., who prepared ginger mousse with berries and mint filling (dessert in glass), mango and passion fruit pistachio sable with vanilla sauce (warm dessert), and black sesame and black soybean parfait (cold dessert).
Recent AEB marketing efforts put eggs as star of the show for holiday baking and entertaining last month with a multi-faceted program including traditional and social media outreach. Key activities included AEB’s first-ever Holiday Helper Hours hosted on its Incredible Edible Egg Facebook page to help fans that were in the kitchen get first-hand tips and tricks from our egg experts. AEB’s partnership with Share Our Strength (SOS) provided an opportunity for the Incredible brand to align itself with SOS’s Holiday Bake Sale, one of the organization’s most successful fundraisers. Traditional media outreach included a Holiday Fails and Fixes list, highlighting eggs as the ultimate holiday helper when it comes to baking.

Additionally, AEB put out a holiday baking video that featured MasterChef Junior winner Alexander Weiss demonstrating the ease of a simple sugar cookie recipe. Overall, the video has been viewed/shared 10,817+ times (9,149+ YouTube views and 2,241+ Facebook shares) and sparked interest with Huffington Post and The Daily Meal – both resulting in articles featuring Alexander.

In total, holiday activities generated more than 40 million impressions. AEB’s Blog Ambassadors helped the Incredible Edible Egg reach 222,638+ people. Bloggers shared their favorite AEB holiday-themed recipes and announced AEB’s partnership with SOS for the holidays, encouraging readers to sign up for the Bake Sale. For the holidays, egg category sales data shows (4 weeks ending Dec. 21 and on an equivalized dozens basis) sales were up a whopping +8.6 percent vs. the same period a year ago, and egg category dollar sales were up +15 percent vs. the same period a year ago. AEB’s holiday baking program was a big success!

Recapping Holiday Outreach

Sweepstakes Winner Named

From August to November, AEB ran its second Be a Good Egg Contest as part of its GEP partnership with Discovery Education. The dedicated contest microsite prompted visitors to take a five-question quiz to enter their school to win the grand prize of a $5,000 grant and a local egg donation to be made in their school’s name. Five schools won a $1,000 grant. The winning schools included the Grand Prize winner St. Mary’s School in Bonnots Mill, Mo. and the winners of the $1,000 grants include:

- SS Peter and Paul School in Wellston, Ohio
- Good Shepherd Day School in Punta Gorda, Fla.
- Page Street Elementary in Troy, N.C.
- Peoria Christian School in Pella, Iowa
- Liberty Elementary School in Buckeye, Az.

Ohio, Florida and North Carolina finished with the highest number of votes. The promotional materials for the sweepstakes also drove traffic to the Good Egg Project Education Station that includes the field trip archives, activities and lesson plans.

This year’s contest received 48,229 entries, compared to 2012’s total of 23,943. AEB looks forward to expanding this partnership in 2014. •

AEB’s video featuring MasterChef Junior winner Alexander Weiss’ demonstration of a simple sugar cookie recipe proved successful during holiday outreach efforts.
Focusing on Healthy Living in the New Year

AEB is currently in the middle of a Fresh Start program encouraging people to start the New Year off right with eggs. Working with Dave Ellis, R.D., certified strength and conditioning specialist and one of ENC’s Health Professional Advisors, AEB put out a list of five tips targeting men and challenging them to become stronger and healthier in 2014.

Dave hosted a “Manly Monday” hour on AEB’s Incredible Edible Egg Facebook page answering diet and fitness related-questions to spark conversation about the excellent benefits of a protein-rich breakfast, like eggs and help followers stick to their 2014 health, diet and fitness goals.

Fresh Start outreach thus far has garnered 5.4 million impressions in outlets such as Yahoo! Finance and New York Business Journal. However, AEB looks forward to providing a final report on its success.

Promoting REAL Eggs

In November, AEB met with the sales team of Batory Foods to share a customized presentation detailing application and trend information related to liquid and dried egg products. Batory Foods is a leading national distributor of high-quality food ingredients for a broad range of food manufacturers and suppliers throughout the United States.