

incredible news

Communicating the Value of Your Checkoff Dollars

JANUARY 2014

The Beyond Incredible Results of 2013



incredible!
American Egg Board
PO Box 738
1460 Renaissance Drive
Park Ridge, IL 60068
O 847.296.7043
F 847.296.7007
IncredibleEgg.org
AEB.org

Make it incredible!



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.

continued on page 2

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.

The Beyond Incredible Results of 2013, cont.

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/](http://EggNutritionCenter.org/Health-Professionals/Nutrition-Unscrambled/).

Egg Nutrition Center



eggnutritioncenter.org

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

AllRecipes
Better Homes & Gardens
Country Living
Esquire
Men's Journal
Real Simple
Scholastic Parent & Child
Sports Illustrated
Working Mother

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

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. ●

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. ●

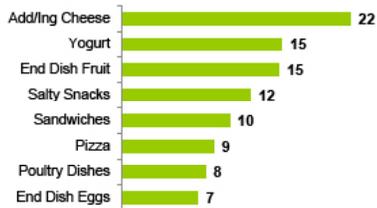


NPD FOOD FACTS

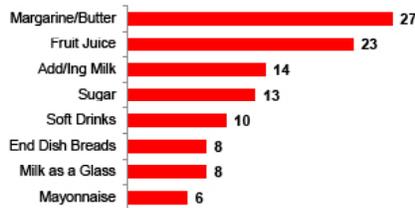
DID YOU KNOW...

The average American consumed an additional 16 billion eatings* of cheese, yogurt, and fruit in the last ten years. However, foods that used to be staple items in household pantries have lost momentum in the same decade:

Fastest *Growing* Foods and Beverages
Change in Annual Eatings Per Capita, 2003 vs. 2013



Fastest *Declining* Foods and Beverages
Change in Annual Eatings Per Capita, 2003 vs. 2013



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. ●



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. ●



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). ●



Comments Presented

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. ●



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. ●

Recapping Holiday Outreach

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! ●



AEB's video featuring MasterChef Junior winner Alexander Weiss' demonstration of a simple sugar cookie recipe proved successful during holiday outreach efforts.



American Egg Board

PO Box 738
Park Ridge, IL 60068
O 847.296.7043
F 847.296.7007
IncredibleEgg.org
AEB.org

Make it incredible!

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. ●



Dave Ellis, R.D., certified strength and conditioning specialist, is also one of ENC's Health Professional Advisors.



AEB presented several food manufacturer workshops in 2013 providing education about the functional benefits of egg products.

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. ●