On Wednesday, July 30, the 14th and final AEB-sponsored "Incredible People" segment on the Rachael Ray Show will air; this extended segment completes the highly successful, branded-entertainment experience for the American Egg Board.

Beginning in January, AEB partnered with Rachael Ray, 2008's Daytime Emmy winner, to feature 14 "Incredible People." These people are working to improve healthy eating and lifestyles in their communities. Inspirational people, like Louis Yuhasz with his camp for overweight teens and Chef Seth Bixby Daugherty with his healthy school cafeteria initiative, enthralled viewers.

Touched by their stories, Rachael invited several guests to participate in her Yum-o! organization, a nonprofit that empowers kids and their families to develop healthy relationships with food and cooking by teaching families to cook, feeding hungry kids and funding cooking education and scholarships. The egg-friendly integrations often featured eggs, as part of these "Incredible People" stories. Most "Incredible People" segments were followed by Rachael preparing egg dishes in her cooking segments.

This final integration will feature "Incredible Person," teacher Melissa Green. When she learned her fourth grade students mostly ate sugary foods for breakfast or skipped this meal altogether, Melissa decided to help—by creating a "healthy start" program.

While the Rachael Ray 2008 integrations are wrapping up, AEB continues its search for "Incredible People." AEB partnered with Gather.com, a popular social networking site, to create an online community to house and virally expand discussions, surrounding healthy eating. Three of Rachael's featured "Incredible People," including HealthBarn USA's Stacey Antine, will contribute to the community discussion through blog and article posting. To promote the online community, both the AEB and Gather.com have created numerous online banner ads. Banner ads will run on Gather.com and Yahoo.
President’s message

Our recent July Board Meeting was very productive and exhilarating. You could feel the enthusiasm. The agenda was filled with updates and discussions about AEB’s innovative and successful programs. We had some first-time producers at the meeting, and it is always encouraging to hear how impressed they are when they see, first-hand, how AEB is effectively using producer check-off dollars. I wish everyone in the egg industry could have attended. But since everyone could not attend, the July newsletter is dedicated to sharing the exciting AEB programs that were presented at the Board Meeting.

One major promotion presented at the Board Meeting was AEB’s partnership with 2008’s Daytime Emmy winner Rachael Ray, featuring 14 “Incredible People,” who are working to improve healthy eating habits and promote healthy lifestyles in their communities. On July 30th, the 14th and final AEB-sponsored “Incredible People” segment on the Rachael Ray Show will air. Although AEB’s 2008 partnership with Rachael Ray is coming to a close, AEB will continue its search for “Incredible People” and feature them online.

In addition, the Egg Nutrition Center reported on its deskside briefings that are currently being conducted with leading nutrition science thought leaders. These briefings provide opportunities to share the latest scientific updates on egg nutrition science including choline intake analysis, high quality protein, and dietary cholesterol. These meetings ensure that leading thought leaders are equipped with the latest science when making key decisions in nutrition guidance.

These are just two notable check-off funded programs that were reviewed at the Board Meeting. In addition, reports were provided on AEB’s impressive consumer publicity campaign, the foodservice National Accounts Program, retailer initiatives, state support program activities, egg product marketing projects, AEB/ENC’s nutrition and food safety research studies and a lot more.

Of major importance at this Board Meeting was approval of the objectives and strategies for AEB’s 2009 Strategic Plan. The Strategic Plan is the result of the Strategic Planning Meeting held in June. Program measurements are a significant segment of the Plan, providing accountability and evaluation of AEB initiatives to ensure that producers’ dollars are being used resourcefully and successfully. A final 2009 Strategic Plan will be presented for approval at the November Board Meeting. Upon approval, a copy of the Plan will be provided to all producers.

In recognition of the possible approval of an increased assessment in early 2009, the planning meeting devoted considerable time to brainstorming possible uses for incremental spending. Upon passage of the referendum, concrete 2009 plans will be developed to provide more tactical detail, on how additional funding would be utilized.

I think you will agree upon reading the July newsletter that your investment into AEB is being used very efficiently and effectively.
Giant opening-and-closing egg spotted next to Wrigley Field

Across the street from Wrigley Field in Chicago, McDonald’s currently features a giant egg in its parking lot, located about 30 feet in the air on top of a post. The attention-grabbing egg opens and closes during breakfast hours. On the inside, there is a giant fried egg in the middle with messaging about fresh eggs for breakfast.

*Seen a cool egg-related message? For consideration in News from AEB, submit to arichardson@aeb.org.*

Mining the possibilities with egg products

Keeping up with food formulating trends, AEB’s Reduced-Sodium print ad debuted this summer to remind food formulators that egg products can help with their reduced-sodium formulation challenges. Sodium performs many other functions, besides providing flavor to food-and-drink formulations.

Reducing sodium in certain applications can affect product integrity and stability; however, egg products can perform many of these functions with finesse.

To further extend our reduced-sodium message, the July issue of Prepared Foods magazine features AEB-sponsored insert titled *Sodium Reduction: Mining the Possibilities* that will be delivered to over 43,000 marketing, purchasing and R&D personnel. Copies of the supplement will be archived on AEB’s website and posted in a resource section of the Prepared Foods’ website.

A copy of the supplement is enclosed with this issue of News from AEB; additional copies are available by contacting Elisa Maloberti, emaloberti@aeb.org. EGGsolutions e-newsletter and the Summer issue of EGGsaminer print newsletter also features our reduced-sodium information to help keep egg products top-of-mind with food formulators. To sign up for the e-newsletter, visit http://www.aeb.org/EggProducts/enews.htm.

AEB had a strong presence at this year’s annual IFT Expo in New Orleans. In addition to distributing information at an exhibit booth, food formulators had the opportunity to attend two sessions sponsored by AEB. The first presentation was a 90-minute panel discussion that addressed the role of high-quality protein in human health. Donald Layman, Professor Emeritus, Department of Food Science, University of Illinois, discussed the nutritional benefits of high-quality protein; Jackie Newgent, AEB’s RD Ambassador provided an insight into what today’s health- and wellness-driven consumers demand; and Craig “Skip” Julius, Product Development Leader with Gordon Foodservice and also a member of AEB’s Food Technology Advisory Council, provided attendees with a better understanding of how egg products can be utilized in nutrient-dense food product development.

At a Supplier Solutions Session titled “Find True Satisfaction in Egg Products,” ENC’s Marcia Greenblum shared how eggs impressive macronutrient composition contributes to eggs’ satiety effect. Participants also learned about egg products’ excellent functionality and how they positively impact food products’ labels.
# July/August 2008 Advertising Update

## July/August 2008 TV Advertising Update

<table>
<thead>
<tr>
<th>Network TV</th>
<th>Program</th>
<th>Dates</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>Today Show</td>
<td>7/14, 7/15, 7/16, 7/17</td>
<td>7AM-9AM</td>
</tr>
<tr>
<td>ABC</td>
<td>Good Morning America (Weekend)</td>
<td>7/20</td>
<td>8AM-9AM</td>
</tr>
<tr>
<td></td>
<td>Good Morning America</td>
<td>7/14</td>
<td>7AM-9AM</td>
</tr>
</tbody>
</table>

### Syndication TV

<table>
<thead>
<tr>
<th>Program</th>
<th>Dates</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rachael Ray</td>
<td>7/9, 7/14, 7/30</td>
<td>See local listings for times</td>
</tr>
<tr>
<td>Your Total Health</td>
<td>week of 7/14</td>
<td></td>
</tr>
<tr>
<td>Tyra Banks</td>
<td>week of 7/14</td>
<td></td>
</tr>
</tbody>
</table>

### Cable TV

<table>
<thead>
<tr>
<th>Network</th>
<th>Dates</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discovery Health</td>
<td>week of 7/14</td>
<td>Early Morning, Daytime, including “All About Babies,” “Babies: Special Delivery,” “Baby Building Blocks,” and “New You”</td>
</tr>
<tr>
<td>Entertainment</td>
<td>week of 7/14</td>
<td>Early Morning (7A-12N)</td>
</tr>
<tr>
<td>FOX News</td>
<td>week of 7/14</td>
<td>Fox n’ Friends (6A-9A)</td>
</tr>
<tr>
<td>Great American Country</td>
<td>week of 7/14</td>
<td>Early Morning (6A-8A), Daytime (8A-4P), Weekend (8A-3P)</td>
</tr>
<tr>
<td>HGTV</td>
<td>week of 7/14</td>
<td>Early Morning (7A-9A), Daytime (9A-3P)</td>
</tr>
<tr>
<td>Lifetime Movie Network</td>
<td>week of 7/14</td>
<td>Daytime Movies (6A-4P)</td>
</tr>
<tr>
<td>Hallmark Channel</td>
<td>week of 7/14</td>
<td>Daytime (8A-3P), Saturday Morning (6A-12N), Sunday Morning (8A-12N)</td>
</tr>
<tr>
<td>Oxygen</td>
<td>week of 7/14</td>
<td>Daytime (8A-12N), Fringe (12N-6P), Weekend Daytime (8A-2P)</td>
</tr>
<tr>
<td>Soapnet</td>
<td>week of 7/14</td>
<td>Early Morning (6A-9A), Daytime (9A-3P)</td>
</tr>
<tr>
<td>Style</td>
<td>week of 7/14</td>
<td>Early Morning (6A-12N)</td>
</tr>
<tr>
<td>Food Network</td>
<td>week of 7/14</td>
<td>Daytime (9:30A-3P), including “Iron Chef America” and “In the Kitchen”</td>
</tr>
<tr>
<td>TNT</td>
<td>week of 7/14</td>
<td>Primetime in the Daytime (6A-10A)</td>
</tr>
<tr>
<td>Weather Channel</td>
<td>week of 7/14</td>
<td>Early Morning, includes “First Outlook,” “Weekend View,” “Weekend Overnight,” and “Your Weather Today”</td>
</tr>
<tr>
<td>ABC Family</td>
<td>week of 7/28</td>
<td>Daytime (7A-3P)</td>
</tr>
<tr>
<td>Entertainment</td>
<td>week of 7/28</td>
<td>Early Morning (7A-12N)</td>
</tr>
<tr>
<td>Great American Country</td>
<td>week of 7/28</td>
<td>Wake Up Call (6A-8A), Wake Up Tips (8A-10A)</td>
</tr>
<tr>
<td>Hallmark Channel</td>
<td>week of 7/28</td>
<td>Daytime (8A-3P), Saturday Morning (6A-12N), Sunday Morning (8A-12N)</td>
</tr>
<tr>
<td>Style</td>
<td>week of 7/28</td>
<td>Early Morning (6A-12N)</td>
</tr>
<tr>
<td>Food Network</td>
<td>week of 7/28</td>
<td>Daytime (9:30A-3P), including “Iron Chef America” and &quot;In the Kitchen&quot;</td>
</tr>
<tr>
<td>TNT</td>
<td>week of 7/28</td>
<td>Primetime in the Daytime (6A-10A)</td>
</tr>
<tr>
<td>Weather Channel</td>
<td>week of 7/28</td>
<td>Early Morning, includes &quot;First Outlook&quot;, &quot;Weekend View&quot;, &quot;Weekend Overnight&quot;, and &quot;Your Weather Today&quot;</td>
</tr>
</tbody>
</table>

---

### Second Quarter 2008 Media Schedule

(Network, Syndication & Cable)

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>28</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>25</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>8</td>
<td>15</td>
<td>22</td>
</tr>
</tbody>
</table>

* Rachael Ray  Incredible People  Integration dates:  June 27, July 9, July 14, July 30
# July/August 2008 Advertising Update (continued)

## July/August 2008 Print Advertising Update

**Publication** | **Issue**
--- | ---
Family Circle | July 2008
Everyday with Rachael Ray | August 2008
Parenting | August 2008
Scholastic Parent and Child | August 2008
Woman’s Day | August 2008
Working Mother | August 2008

## July/August 2008 Online Advertising Update

**Site** | **Placement** | **Flight**
--- | --- | ---
RachaelRayShow.com | Co-Branded Run-of-Site (ROS) | 7/1-7/31
Custom Mini-Site | 7/1-7/31
E-mail Club Blast | 7/1-7/31
Homepage Custom Unit | 7/1-7/31
ROS | 7/1-7/31

FoodNetwork.com | Quick & Easy | 8/1-8/31
Recipe Search Results Targeting | 8/1-8/31
Recipes Targeting | 8/1-8/31
ROS | 8/1-8/31
ROS: 15 Pre-Roll | 8/1-8/31
Homepage and ROS Text Link | 8/1-8/31
Advertorial Traffic Driver | 8/1-8/31

WeightWatchers.com | Advertorial Traffic Drive | 7/1-7/31
Advertorial Road Block | 7/1-7/31
Branded Platform | 7/1-7/31
Community Daypart | 7/1-7/31
Feature Showcase | 7/1-7/31
Fitness & Health | 7/1-7/31
Food & Recipes | 7/1-7/31
Interpolls | 7/1-7/31
Newsletter Ad | July TBD
Recipe Sponsorship | 7/1-7/31
Advertorial Road Block | 8/1-8/31
Brand Platform | 8/1-8/31
Community Daypart | 8/1-8/31
Feature Showcase | 8/1-8/31
Fitness & Health | 8/1-8/31
Food & Recipes | 8/1-8/31
Interpolls | 8/1-8/31
Newsletter Ad | 8/11/08
Recipe Sponsorship | 8/1-8/31
Food & Recipe | 8/1-8/31

Yahoo! | Food & Recipe | 7/1-7/31

QInteractive.com | E-mail Drop | July TBD
The USA Poultry & Egg Export Council (USAPEEC) represented the U.S. egg industry with booths at four top international food shows, over the past few months in the Middle East, Singapore, Korea and Mexico. Members of the foodservice, retail, bakery and confectionary industries flocked to the booth at the shows, requesting various types of U.S. table eggs and egg products for a combined total of nearly 200 inquires.

At each egg booth, USAPEEC distributed AEB brochures and posters translated into the local languages and held cooking demonstrations with samples provided by U.S. egg companies. Some of the egg dishes created by the chefs included muffins, French toast and local favorites, like Singapore’s popular Roti John.

Egg Product School
AEB sponsors the annual National Egg Product School, which will take place September 29 to October 2, at Auburn University. This four-day school provides a unique opportunity to learn about the production, packaging, safety and functionality of egg products. An informational brochure has been enclosed with this newsletter to share with your staff. Visit www.ag.auburn.edu/poul/neps/.

AEB is thankful for an opportunity extended by Deb-El Foods’ Elliot Gibber to film his production facilities to produce a virtual video field trip of an egg breaking facility for the School. The footage was also part of a segment that was aired on the Food Network, see top right.

Eggs and the Food Network
On July 21, the Food Network’s “How’d That Get On My Plate” featured eggs. The show will air again on August 3, at 4:30 p.m., Eastern Standard Time/Pacific Standard Time.

The footage from Jerry Wilkins’ Rocky Mountain Egg Farm in Platteville, CO, shows his high-tech, clean facility and provides a nice visual of cage-free hens. Viewers learn how shell eggs are gathered, graded and packaged.

The show then illustrates classic egg dishes, like fried eggs and omelets prepared at a local diner. The chef notes the hundreds of eggs they go through in a single day. The overall message—Everyone loves eggs! In another short segment, the host debunked the white-egg-versus-brown-egg nutrition myth.

At Elliot Gibber’s Deb-El facility in Newark, NJ, host Sunny Anderson illustrates the latest technology used to create pasteurized egg products. Anderson also tackles how eggs are transformed into final products at LaMars in Broomfield, CO; Fatboy’s Cookie Dough in Fairlawn, NJ; and Miss Meringue in San Marcos, CA. Overall, these segments discuss the important role eggs place in making these foods.

Eventually, AEB will receive a DVD of the episode; please contact Ashley Richardson, arichardson@aeb.org, if you are interested in receiving a copy.

Monthly Eggspression
"Don’t bother just to be better than your contemporaries or predecessors. Try to be better than yourself."
-William Faulkner
Taking Crack 300 Messages ‘to the street’

ENC is planning upcoming sessions at two leading health professional associations this fall – the American College of Nutrition and the American Dietetic Association. These events will provide opportunities to communicate key messages, resulting from key Crack 300 program activities; the sessions include:

- American College of Nutrition (ACN) Annual Meeting: “Improving Compliance with Dietary Guidance: Time for New, Inventive Approaches?” October 4, 2008, Arlington, VA. The discussion will explore the idea of prioritizing dietary risks based on those with the greatest impact on public health. This message gets across the fact that factors, such as dietary cholesterol, posing an insignificant public health risk should be de-emphasized. This is an important step in reducing or removing nutrition guidance barriers to egg recommendations and consumption. ACN members are leaders in the nutrition science community who engage in dialogue on nutrition guidance issues.

- American Dietetic Association’s annual Food and Nutrition Conference and Expo: “The Choline Gap: A Public Health Issue Among Special Populations” October 26, 2008, Chicago, IL. The session will explore current science on the role of choline in optimal health, including its role in public health, especially among special populations, like pregnant and lactating women, and its role in normal fetal development. Attendees at this session will learn about the choline consumption gap and outline public health interventions for closing the gap, including diet tips like the importance of consuming choline-rich foods.

Accolades for school promotion

During the 2007-08 school year, close to 4,000 promotional kits, featuring Kristine Lilly and the “Kick It Up with Eggs!” theme, were distributed to U.S. school foodservice operations. Each kit contained a poster, bookmarks, stickers and breakfast recipe cards.

An evaluation survey was recently sent to determine the usefulness and effectiveness of the promotional kit. Highlights of the survey include:

- 80% of the respondents rated the kit as a 4 or 5 out of 5, with the latter being the highest available
- 25% ran a promotion, over various time schedules
- 23% added a new egg item to the menu as a result
- 21% reported the students enjoyed the menu, which included eggs
- 30% reported an increase in egg usage

Survey participants responding also provided information as to the types of materials they would like to receive from AEB in the future. Items mentioned include recipes, promotional materials and downloadable graphics/fact sheets.
Promoting school and healthcare foodservice

During July, AEB exhibited at two trade shows, reaching important audiences in school foodservice and nursing-home healthcare foodservice. Trade shows provide visibility for the egg industry and are a cost-effective way to reach foodservice decision makers with our egg message and materials.

Over 3,000 school foodservice professionals were in attendance at the School Nutrition Association Annual National Conference, July 21 to 23 in Philadelphia, PA. AEB distributed egg recipes and promotional materials for the School Breakfast program to assist in menu planning for the upcoming school year. AEB staff members were also on hand to interact one-on-one with the foodservice decision makers in this important segment of the foodservice industry. AEB’s new edition of Eggcyclopedia was also quite popular.

Philadelphia was also the location for the Dietary Managers Association Annual meeting, July 28 to 30. Over 500 foodservice supervisors from healthcare facilities, largely nursing homes, were in attendance. Egg handling and safety educational materials were distributed to this audience working in this “high-risk” foodservice setting. Information concerning the egg safety DVD The Special of the Day: The Eggsceptional Egg was also distributed and specific egg preparations.

Article accepted for publication

Resulting from December’s interactive workshop titled, “Improving Compliance with Dietary Recommendations: Time for New, Inventive Approaches?” in partnership with Baylor College of Medicine, ENC announces a peer-reviewed article with the same title of the workshop was accepted for publication in Nutrition Today. Schedule for the September/October issue, this paper sets the stage for reducing or removing nutrition guidance barriers to egg consumption.

The workshop was a high-level scientific meeting, where top-tier speakers and steering committee members fostered a dialogue to begin shifting the focus of future dietary recommendations.

Enclosures:

- 2009 Egg Recipe Calendar Order Form
- Nutrition Close-Up, Summer ’08
- Eggscectera, Summer ’08
- National Egg Products School brochure
- Sodium Reduction: Mining the Possibilities insert