Chaired by Greg Herbruck, the newly created Agricultural Education Committee strives to educate consumers about the good works of America’s egg farmers in several ways. The galvanizing idea of this committee is to create a call to action, invite involvement and conversation and create a social movement—all of which will be supported by a multi-million-dollar investment over the next several years.

With more than 50 attendees, AEB presented the proposed 2009-2010 integrated program recommendations. The supporting graphic illustrates AEB’s multi-pronged approach, aptly named The Good Egg Project. This large umbrella concept provides the framework to cover multiple areas and communicate all the positive efforts of the egg industry. We’re all Good Eggs and should tell our story!

On October 9, 2009, in conjunction with World Egg Day, AEB will launch this unprecedented and eggscting campaign. The Good Egg Project will focus on three main initiatives: education, participation and donation. America’s egg farmers will provide educational materials and tools for all audiences about where eggs come from, what processes farmers take to care for eggs and farm animals and how they produce nutritious, safe food. The campaign aims to ignite consumer participation by encouraging Americans to become Good Eggs and, along with America’s egg farmers, participate in community efforts against hunger.

Research shows when businesses do good—like donating eggs to food pantries—consumers’ positive perceptions increase, which can help drive egg sales. AEB hopes to take an accurate count of these already-happening donations and leverage this count into its PR efforts.

The foundation of this effort rests on education. This committee also approved a national partnership opportunity that will position The incredible edible egg™ directly in front of our target demographic. AEB will have more details to share shortly.

Plans are also underway to develop a Farmers Speaker Bureau, which involves training and placing speakers, to extend the reach of our messages locally. Please contact AEB if you are interested in participating. One social media aspect of this effort involves leveraging the award-winning Eggs 101 DVD on several online communities.

As this committee held its inaugural meeting on July 14, AEB is still working on many details of this industry-support effort. However, AEB knows our industry is full of Good Eggs and can’t wait to tell our story through this program.

American Egg Board
On July 14, the newly created Agricultural Education Committee met for the first time as part of the American Egg Board’s recent Board Meeting. The industry’s interest was evident by the record number of attendees and their excitement and energy as well as our need to physically expand the meeting room space to accommodate everyone. What a great way to kick off to this committee! Via this committee, AEB aims to spread the good news about America’s egg farmers in several ways through The Good Egg Project.

Firstly, the foundation of this effort rests on education. We must educate families and communities nationwide about where eggs come from, how farmers grow food and what good practices our eggs farmers employ as well as the pride involved to ensure fresh, safe and affordable eggs for our country. A second prong of this effort involves participation and interaction to create an on-going conversation. Lastly, AEB plans to promote American egg farmers’ year-round donations.

The Good Egg Project provides the larger framework to talk about all three areas and communicate all the positive efforts of our industry. We’re all Good Eggs and should tell our story! This committee also approved a national partnership opportunity that will position The incredible edible egg™ directly in front of our target demographic. We’ll have more details to share shortly. Plans are also underway to develop a Farmers Speaker Bureau, which involves training and placing speakers, to extend the reach of our messages locally.

By September 1, we aim to have the Egg Nutrition Center fully relocated to Park Ridge. With both AEB and ENC in the same location, we’ll better integrate our programs and leverage our nutrition experts and research more effectively and efficiently. Together AEB and ENC have made our efforts more proactive than ever. I’m very pleased and honored that Dr. Don Layman, Professor Emeritus, Department of Food Science and Human Nutrition, University of Illinois, has joined ENC as Advisor of Nutrition Research Development for at least a four-month period. I can’t imagine anyone better—as he’s already raised the bar.

Dr. Layman previously served as a five-year member of our Scientific Advisory Board and spoke on our behalf at several health professional conferences. Originally approached for the Executive Director position, he stepped down as Chair of the Department of Food Science and Human Nutrition, University of Illinois, to write his book. He is currently providing scientific expertise as we continue to search for a full-time Executive Director. His position may be extended by mutual agreement.

The first-ever Chairman’s Sport Stacking Challenge at our Wednesday night dinner was a smashing success. In March, Chairman Jacques Klempf showed the industry his sport stacking skills and set the stage for July’s Challenge. Chris Pierce took Jacques up on his challenge and actually won the Chairman’s Challenge taking home the trophy—at least until our November Board Meeting in Jacksonville, FL, with his time of 14.63 seconds. Are you up to the Challenge? If so, please let me know!

This issue of News from AEB is packed with program updates and information as to how AEB is effectively and efficiently using your Check-Off dollars. We’re energized to kick off The Good Egg Project and to continue working on existing programs to truly highlight all the benefits and value of The incredible edible egg™.

- Joanne C. Ivy
On July 1, Dr. Don Layman, Professor Emeritus, Department of Food Science and Human Nutrition, University of Illinois, joined the American Egg Board/Egg Nutrition Center as Advisor of Nutrition Research Development for a four-month period.

Approached for ENC’s Executive Director position, he is currently working on his book and was not interested in a full-time position. His position may be extended by mutual agreement. AEB continues to search for a full-time Executive Director.

Dr. Layman previously served as a five-year member of ENC’s Scientific Advisory Board and as a spokesperson to health professionals on several occasions. Most recently, at the IFT Expo in Anaheim, he spoke as part of a 45-minute session titled, “The Power of Protein” with Dr. Nikhil Dhurandhar, Associate Professor, Pennington Biomedical Research, LA. Attendees learned the importance of high-quality protein in overall health and the effect of a high-quality protein versus a complex carbohydrate breakfast.

He will develop a comprehensive research plan and strategy for ENC/AEB; work with marketing and nutrition staff to determine research needs; integrate research results; apply research to the marketing/health claims; provide oversight of the nutrition research program including coordination and administration of research grants and fellowships; and facilitate the annual meeting of the Scientific Advisory Panel.

Recognized for his research on amino acid metabolism, nutritional requirements during exercise and work with high-protein, weight-loss diets, Dr Layman is currently the associate editor of *Nutrition and Metabolism* and serves on the editorial board of the *Journal of Nutrition Education and Behavior*.

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**Ongoing health professional education**

ENC and AEB have teamed up to sponsor three health professional continuing education conferences this year including:

- On July 8-9, the 11th Postgraduate Nutrition Symposium: “Protective Nutrients: Are they here to stay?” was hosted by the Department of Nutrition, Harvard School of Public Health. Dr. Steven Zeisel presented his research on choline, highlighting eggs as an excellent source of choline.

- **Science Matters 2009:** American Society for Nutrition Spokesperson Workshop is a two-day science workshop and cultural networking experience with its spokespeople that will be held August 19-20.

- The 2009 Friedman Symposium titled “Nutrition Agenda 2009 and Beyond” will provide the critical forum for the exchange of ideas and research findings on Sept. 11-12. This year’s focus will be on pediatric obesity and uniform nutrition labeling and scoring; the symposium can also be viewed live online.

- Additionally, on July 30, ENC will be represented at the University of Minnesota School of Public Health’s National Maternal Nutrition Intensive Course in Minneapolis, MN, by a talk titled, “Choline: The Unknown Essential Nutrient” by ENC’s Marcia Greenblum. This health professional conference is co-sponsored by USDA, U.S. Dept. of Health and Human Services, U.S. Maternal and Child Health Bureau and the U.S. Health Resources and Services Admin.
Promotions in Japan

Charismatic bakery chef Katsuei Shiga, owner of Tokyo’s Significant Signlife, shows Japanese bakers the proper technique for doing an egg wash atop brioche before the pan goes into the oven during a bakery seminar recently in Kobe. Shiga was retained by USAPEEC to give tips to bakery workers and to demonstrate to industry representatives how to make commercial baked goods using U.S. egg products. USAPEEC’s consultants in Tokyo coordinated the seminars with support from AEB, which aids similar efforts by USAPEEC worldwide. More than 140 people took part in the seminar.

Free retail training DVD available

The American Egg Board works closely with leading grocers to develop and share best practices for egg merchandising. With so much emphasis on reducing shrink, a key need voiced by virtually all retailers is for employee training materials on proper egg handling.

This five-minute DVD is a hands-on how-to guide for proper egg handling…from the delivery truck to the dairy case. It is useful to all those involved at the store level, from dairy managers to associates responsible for stocking the shelves.

And, because store associates are the most likely person to be asked a variety of egg questions by shoppers, answers to some Frequently Asked Questions are included at the end of the video. AEB will be distributing the free-of-charge video to food retailers across the country.

New foodservice ad introduced

The second in a series of new foodservice print advertisements will debut next month. Featuring the headline “Don’t just make breakfast...make it incredible,” the ad communicates AEB’s knowledge and expertise about breakfast to the quick-service restaurant (QSR) target audience. Appearing in two leading national restaurant publications, Nation’s Restaurant News and QSR, the ad features an egg-rich “Breakfast Club Flatbread Wrap” that is designed for serving in QSRs.

Highlighted in the ad are statistics demonstrating the dramatic growth of QSR breakfast over the last several years, which is an excellent opportunity for eggs. AEB’s website is referenced to locate recipes and additional breakfast expertise. The total schedule for the year includes 20 ad insertions reaching a target audience of over 430,000 QSR operators. A third print ad in the series is scheduled for debut early next year.

Working in conjunction with our print advertising partners, an online campaign targets QSRs. The campaign consists of 64 online events including banner ads, e-newsletters, recipe ideas and breakfast briefs. Providing over 250,000 impressions to the target audience, the campaign continues through the rest of the year. To continually review program success, monthly evaluation summaries are gathered and analyzed.
At the request of UEA and USDA, AEB participated at the National Association of Food Distribution Programs on Indian Reservations (NAFDPIR) annual conference in Rapid City, SD, on June 29. Over 350 Tribal members involved in food distribution efforts on all U.S. Indian Reservations attended. In the past, USDA has provided Native Americans with all-purpose dried egg mix. However, as refrigeration equipment and distribution systems have improved, NAFDPIR can now utilize more fresh and frozen foods. AEB demonstrated the convenience and versatility of extended-shelf-life (ESL) liquid whole eggs and provided cooked samples for tasting. This product would be a very versatile, basic product that could be utilized by the recipients. Overwhelmingly, the comments were positive. As this is a new product under consideration, USDA will survey the NAFDPIR members to determine if ESL liquid whole eggs will be added to the items in their food package. For more information, contact Howard Magwire at UEP.

Howard wows school nutrition audience

Howard Helmer wowed the school foodservice audience at an AEB-sponsored demonstration, “What's on the menu for a healthy breakfast.” More than 75 enthusiastic participants were in attendance at this special event that took place on July 2, during the School Nutrition Association Annual National Conference held in Las Vegas, NV. As a program sponsor, AEB’s incredible logo was prominently displayed on the demo stage.

Howard began the program with an omelet demo using healthy fillings appropriate for school foodservice. Next on the program were two healthy “to-go” egg sandwiches ideal for the School Breakfast Program. Recipe cards of these items and more were distributed to participants. Throughout the demo, eggs were positioned as healthy and convenient.

In addition to the program, AEB staffed an exhibit booth reaching key decision makers in school foodservice operations, with estimated attendance of over 3,000. Egg recipe cards, food safety materials and the Eggcyclopedia proved to be the most popular items at the exhibit.

Food Science Fellowship update

Laura Bauermeister, AEB’s 2006-2009 Food Science Fellowship recipient, presented a brief update of her research, “Validation of SSOPs Used in the Egg Industry and Developing an Online Egg Hazard Analysis and Critical Control Points (HACCP) Training Course” during the Egg Product Marketing Committee meeting. This is a scientific-based program designed by Auburn University, according to HACCP principles to help the egg industry develop a risk-based system to identify and control food-borne pathogens during the production of shell eggs and further processed egg products.

Bauermeister explained this program is divided into individual learning modules that guide a company through the steps necessary to create a HACCP program as well as the supporting programs, such as Good Manufacturing Practices (GMPs) and Sanitary Standard Operating Procedures (SSOPs). The learning modules will contain PowerPoint presentations with audio lectures.

Each learning module is also followed by an assignment that can be used in the development of a company's pre-requisite programs and HACCP plan. The learning modules also include quizzes to monitor the effectiveness of the course. Provided supplemental information offers many reference materials, useful in the developing HACCP programs.

For more information, contact Laura Bauermeister, bauerlj@auburn.edu.
Egg products help formulate comfort foods

As economic challenges continue, all indicators point to consumers seeking comfort foods. Spending more wisely, they are still stocking the pantry and still need prepared food solutions to make meal preparation easier. AEB created a new print ad featuring a mouth-watering quiche to remind food formulators that functional egg products can help formulate foods to meet current consumer demands.

To further extend our comfort food message, the July issue of Prepared Foods magazine features AEB-sponsored insert titled, “What’s Old is New Again: There’s Comfort in Eggs” that was delivered to over 39,000 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. An online web banner featuring similar imagery is on Prepared Foods and Food Product Design magazines for the months of July, August and September directs readers to AEB’s website to read or download the supplement. An estimated 25,000 web impressions are expected. An additional 11,000 copies of the printed insert will be directly mailed to an AEB-owned mailing list of food manufacturers.

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, or visiting Aeb.org/comfort_foods.html.

How eggscellent is this car?

Spotted at AEB’s July Board Meeting, Creighton Brothers’ VW Beetle left no question as to Brian Hayward’s favorite source of high-quality, affordable protein. The reaction from the meeting’s attendees ranged from, “I want my car to look like this,” to “Did he really drive here in this car?” and more. They’ve used the car in local parades, and he says the reaction is always great. Note the cute dog on the back seat; his thought bubble reads, “Dogs love eggs!”
Choline education for women’s nurses

In June, ENC exhibited at the Association of Women’s Health, Obstetric and Neonatal Nurses annual meeting in San Diego, CA. More than 3,000 healthcare professionals attended the meeting to get the latest information about promoting the health of women and newborns. Prior to the meeting, ENC distributed an e-blast to registered attendees that promoted choline and the choline resources available at the ENC booth and at CholineInfo.org as well as a book giveaway and survey opportunity available at the booth. The first 100 attendees to fill out a choline survey at the booth received a free copy of Liz Ward’s new pregnancy book that promotes eggs and choline.

Egg conversation on social media

This month, The incredible edible egg™ continues to engage moms online via the social networking site Twitter and a photo sharing site called Flickr in addition to Facebook and Gather.

AEB’s Twitter account, @IncredibleEggs, already has hundreds of followers and continues to gain popularity. On Twitter, AEB “Tweets” offer cooking tips, links to recipes on incredibleegg.org and other sites and responds to positive dialogue about eggs on a daily basis.

The incredible edible egg™ is also on Flickr, a popular photo-sharing site. The Incredible Eggs group invites users—amateur and professional photographers—to upload their egg photos to an album of images, all dedicated to cooking with eggs. You can also check out our Flickr group for photos from popular AEB recipes, the White House Easter Egg Roll, the World Sport Stacking Association Competition, Science Olympiad and more.

And, you can continue to find us on Facebook (Facebook.com/IncredibleEdibleEgg) and Gather (Incredible.gather.com/), which is updated with egg stories, “Rachael Ray” viewing parties, images and videos that provide eggscellent information to our fans and group members. Follow AEB’s conversation with these growing social networks.

Breakfast highlighted at NRA

AEB sponsored a well-attended panel discussion on Sunday, May 17, during the National Restaurant Association Restaurant Hotel-Motel Show held at Chicago’s McCormick Place. Over 90 attendees participated in this program that highlighted the growth in the breakfast segment over the last several years contributing to the success that many foodservice chains are having, even in these economic conditions.

The panel included: Dunkin’ Brands’ executive chef Stan Frankenthaler; Washington D.C.’s Open City and The Diner’s chef Courtney Parks and AEB Eggscellent Chef Ambassador; the NPD Group’s Michele Schmal; and AEB’s National Account Advisor Steve Solomon. Panel members conveyed the importance of breakfast and shared their vast experience in the development of innovative breakfast programs and menu items. The audience was quite engaged with the discussion and posed a number of breakfast-focused questions. Currently, a program is under development to further extend and market this breakfast special event.

An article summarizing the event appeared in the June 8 issue of Nation’s Restaurant News, a publication reaching over 97,000 restaurant operators. The article was entitled: “Wake up to the profit potential of the a.m. daypart,” appeared in the “Special Report: NRA Show 2009” section of the publication.

Eggspression

“Do the things we do the best they’ve ever been done.”

-Frank Carroll
Eggs in the national media spotlight

The June issue of *Men's Health* promotes Dr. Wayne Campbell’s satiety research that found those who eat high-quality protein breakfasts feel fuller throughout the day. In the article, “The perfect day of weight loss,” the author suggests men should start their day with two scrambled eggs and lean Canadian bacon. Also from *Men’s Health’s* David Zinczenko of and Matt Goulding, “6 Essential flat-belly foods” ran online last month on Yahoo! Health and encourages readers to “wake up with a protein-rich breakfast of scrambled eggs.”

The July issue of *Cooking Light* featured an incredible four-page spread about the versatile, nutrient-packed and budget-friendly egg. The article, “How to buy the best eggs,” praises eggs by saying, “eggs are an adaptable, quick-cooking food that offers an abundance of nutrients–protein, vitamins, minerals and antioxidants–all in one handily self-contained package.”

In *Redbook*’s “Four easy ways to live healthy in July,” readers are encouraged to “embrace the egg.” The article debunks egg’s cholesterol myth and notes, “the American Dietetic Association says that healthy folks can have them every day without raising their cholesterol levels.”

*USA Today* also ran an online article by Nanci Hellmich that featured Egg Ambassador Elizabeth Ward, R.D., titled, “How to feed your baby right, even before birth.” Ward suggests two hard-cooked eggs as a way for healthy pregnant women to consume the additional calories needed in the second and third trimester.

Coverage continued in the July/August issue of *Fitness* magazine where they encourage readers to add “a good egg” to their salad.

**Enclosures:** Eggscetera, Spring Nutrition Close-Up, eggstra! Vol. 2, Comfort in Eggs supplement & AEB’s 2010 Calendar Order Form.