In May, America’s egg farmers teamed up with education powerhouse Scholastic to launch the “Good Egg Project Back to Breakfast Teacher Challenge.” As part of the Challenge, $5,000 grants were awarded to 12 teachers who submitted essays explaining how they can improve achievement, attentiveness and attendance in their classrooms – starting with the most important meal of the day, breakfast.

After reviewing nearly one hundred eggceptional entries from teachers across the country, AEB is eggcited to announce the 12 winners who were chosen for their incredible essays. Here is a taste of a few of the top entries:

• Catherine Growick—At Greenbrier Christian Academy, Chesapeake, VA, each grade level will be assigned a month to plan, organize and prepare a nutritious egg breakfast for the students and their parents. During its month of planning, each grade will participate in classroom lessons covering proper nutrition and the importance of breakfast.

• Cristelle Long—At Star Charter School, Austin, TX, “Huevos Wednesdays” will be a restaurant and weekly event where students learn the importance of responsibility, planning and good nutrition, starting with breakfast. Each Wednesday, the “restaurant” will open to students and parents prior to the start of the school day and select students will create menus with nutritional information, cook and serve the school and parents a nutritious egg breakfast.

• Amy Benjamin—At Sauganash Elementary School, Chicago, IL, the student body will celebrate the week of World Egg Day by participating in “eggucational” lessons at all grade levels. Students will work with their parents to bring in their favorite egg recipes for a class cookbook, will be keeping a breakfast journal throughout the week and will be rewarded for eating healthily. Each morning, school announcements will be dedicated to the benefits of eating eggs.

• Jaime Rodriguez—At St. Elizabeth Ann Seton School, Elk Grove, CA, students will participate in interactive school lessons about eggs and healthy breakfasts. During the lessons, the teacher will cook a healthy breakfast for the kids and establish a Breakfast Book Club... 

Continued on page 3...
AEB’s July Board Meeting was again packed full of program updates, new partnerships and lively discussions on how AEB promotes The incredible edible egg™ and drives consumption. A rematch of sport stacking skills happened with Chris Pierce maintaining his champion status (see below). With new Board members and alternates in attendance, I was struck by the passion our industry shares and by one anecdote in particular.

Our Chairman Craig Willardson shared how before joining the Board he judged AEB’s programs by what TV advertising he happened to see. Now as Chairman, he understands that TV advertising, while a considerable part of AEB’s advertising budget, is just a small part of AEB’s overall efforts. He implored the Board Members, Alternates and Industry Friends in attendance to encourage everyone in the industry to attend AEB’s next Board Meeting, especially as our November meeting will take place in Carlsbad, CA.

Recognizing that the FDA’s SE Egg Rule is top-of-mind for all egg producers, I wanted to reassure the Board that AEB would work closely with UEP, the lead organization of the industry’s SE Crisis Plan. AEB will develop a Parallel Crisis Protection Plan to directly respond to consumers and address any other contingencies that may arise. With a vast social media and Internet component, AEB is also developing a Social Media Crisis Response Plan to protect its incredible brand.

Our Board Meeting includes succinct updates on all programs including Advertising, Foodservice, Consumer Marketing, Egg Product Marketing and Industry Programs. The Egg Nutrition Center also updates attendees on its efforts. You’ll find more program updates in this and upcoming issues of News from AEB.

Advertising for the Incredible People campaign will swing into high gear with the back-to-school season later this summer and into fall. Online advertising continues to be an integral part of AEB’s efforts driving more and more consumers to our online properties IncredibleEgg.org and GoodEggProject.org.

The Good Egg Project enters into its second year of partner with “Sesame Street,” the number one brand trusted by moms. The second Community Breakfast held on the USS Porter in May was recently featured on “Mr. Food,” and plans are underway for several more this year including one to coincide with Iowa’s State Fair.

Foodservice continues its focus on the quick-service restaurant (QSR) segment and is currently working with top chains on new breakfast items, even more important as competition in this area increases. AEB is thrilled with Subway’s national rollout of breakfast and looks forward to helping this segment continue its growth.

The Egg Product Marketing department recently awarded its 2010 Food Science Fellowship to Brennan Smith from Kansas State University who will focus on the “Use and Modification of Egg Albumin for Enhanced Quality of Gluten-Free Bread.” Energy bar research that involves eggs is also underway.

Additionally, AEB and ENC co-sponsored a symposium titled “Breakfast Is More Than Timing: Research Shows the Importance of High-Quality Protein in the Breakfast Meal” at the recent IFT Show, which attracted over 110 food technologists and health professionals (HP).

Encompassing State Support, Industry Communications and Retail Programs, the Industry Programs department presented an overview of what the State Support Program involves and its great value in delivering AEB’s national messages on a local level. Ongoing retail meetings have and continue to occur, but retail promotions are an increased area of focus. A new partnership with Phil Lempert, more commonly known as The Supermarket Guru, is gearing up. This opportunity is one way AEB is turning insights into actions.

ENC is quickly moving toward final approval on its 2010 research grants. A redesigned and updated EggNutritionCenter.org launched and has become the virtual home for all of ENC’s published research as well as various tools aimed at educating HPs. Most recently, this includes The Protein Tool Kit, which will be actively promoted as well.

An “Egg-A-Day” Cookbook aimed at HPs is also underway for this year.

As you can see, AEB and ENC are working hard to promote The incredible edible egg™, and I hope to more new faces at our November Board Meeting.
In an effort to reach Spanish-speaking consumers, who are also strong egg consumers, AEB now offers Spanish recipes on IncredibleEgg.org increasing the usability and appeal of this site. Increased placement within search engine results due to Spanish words like huevoes, which are now part of the site, is another benefit. The U.S. Census Bureau predicts this demographic will continue to grow, and AEB hopes to educate this group about The incredible edible egg™.

State Promotional Meeting

Last month AEB’s annual State Promotional Meeting brought together state directors from across the country to receive updates on AEB and ENC’s programs and training for the Good Egg Project Speakers’ Workshop as well as presentations from the Egg Farmers of Canada and the United Egg Producers. State directors also shared how they spend their AEB State Funding and paid tribute to their decades of memories with Howard Helmer. Highlights from each attending state include:

• IL holds workshops and omelet demos at events and conferences.
• IN worked with a local radio station, sponsoring egg trivia and Q&As.
• IA is on social networks like Facebook and YouTube with how-tos.
• MI’s Breakfast on the Farm brought more than 2,500 consumers to the farm.
• MN showcased its Egg Chair at the State Fair and hosted Luke Myers at its booth.

Back to Breakfast Teacher Challenge

...Continued from Cover

IncredibleEgg.org & Spanish recipes

...at which once-a-week, parents will sign up to lead sessions about health and nutrition. Finally, students will take a trip to the supermarket to learn how to shop for healthier foods, including eggs, and put together a breakfast recipe book with their findings. Additional winners included:

Susan Gliniecki, Westside Elementary School, Roanoke, VA
TraLisha Strambler, Centerville Elementary, Garland, TX
Denise Ganz, Fairview Elementary, Mora, MN
Amy Anderla, The Young Women’s Leadership School, Astoria, NY
Kelly Gates, Pride Avenue Elementary, Madisonville, KY
Brenda Turney, Muraco School, Winchester, MA
Dana Comstock, Oscar F. Mayer Elementary School, Chicago, IL
Margaret Turk, Grovetown Elementary School, Grovetown, GA

Join AEB in congratulating all of the teachers on their incredible ideas! Stay tuned for updates on the 12 winning programs as teachers will be documenting their success and sharing them via videos from their FLIP Cameras.
ENC’s redesigned website launches

Continuing to update its look, ENC recently redesigned its website and refreshed its content. The result: a very fresh, streamlined design that incorporates easy-to-navigate features. The website’s design now correlates to ENC’s overall look, and its content helps establish ENC as a source of credible, nutrition research to health professionals. ENC can easily update the site and hopes to increase both visitors’ time on the site and the number of unique visitors.

ENC also aims to promote its relationship with the Egg Ambassadors and Scientific Advisors while gaining feedback from its target audience via this site. Visitors will also be able to download resource materials and view all ENC-sponsored research results in one place. Researchers will also be able to learn about ENC research programs and apply for grants.

The site will be continuously updated with links to other important nutrition-related sites, interact via social networking communication tools about egg-related research findings and address other opportunities as they arise.

Egg Product Marketing web updates

AEB-sponsored egg product research summaries are now available on the Food Manufacturing section of AEB.org. A new button marked Research contains links to summaries of AEB-sponsored egg product research. Our goal is to make the research accessible and easy-to-use. A quick summary. Also included are links to search for additional egg-related research on a number of scientific journal websites. Visit AEB.org/food-manufacturers/research.

On the same page, visitors also see a link to the online Hazard Analysis and Critical Control Points (HACCP) course that was designed by AEB Food Science Fellowship Recipient, Laura Bauermeister. The Online Egg HACCP is a scientific-based program created by Auburn University, according to the HACC 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. Its goal: help the egg industry create a working HACCP program that can be implemented at their facility.

Partnering with The Supermarket Guru

AEB has partnered with Phil Lempert, distinguished author, TV and radio news reporter, and columnist, who is more commonly known as The Supermarket Guru. Phil is a food marketing expert with more than 25 years of experience on consumer behavior, marketing trends, new products and the changing retail landscape. He can often be seen on television shows such as NBC’s “Today Show,” “The View” and “Oprah.” He is a regular guest and contributor to Doug Stephan’s nationally syndicated “Good Day” national morning radio broadcast. Phil’s one-hour weekend show offers topical discussions, interviews and listener call-ins.

His audience is AEB’s target audience. AEB’s sponsorship package includes 60-second live segments and 15-second live billboards on both the weekday morning radio show and the one-hour weekend show, “Good Day Weekend with Phil Lempert.” Banner ads and links to IncredibleEgg.org will appear on Doug Stephan.com and the Supermarket Guru’s e-newsletter. Live interviews with AEB staff, gift certificates and prize giveaways will occur quarterly.
NRA Panel highlights innovation

More than 100 restaurant operators attended the AEB-sponsored panel discussion at the National Restaurant Association Hotel-Motel in Chicago on May 24. Leading foodservice experts participated in the discussion titled; “Create New Menu Wins: Breakfast Innovation Success Stories.”

Panelists represented QSR magazine, Denny’s, Datassentials Research and Pacci Ristorante and provided examples of how innovation has been used at the morning daypart to drive sales and traffic. For example, Denny’s used the Super Bowl give-away days and a 2-4-6-8 value menu while Pacci Ristorante developed a “Scramble Gamble” brunch promotion and a breakfast-in-a-bag egg sandwich for busy hotel guests on the run. Datassentials highlighted the increase in breakfast menu penetration.

This educational forum highlighted breakfast innovation from a number of perspectives as well as new product launches, product quality enhancement, menu expansion/development and promotions—all aimed at attracting customers and expanding sales.

“Mr. Food” showcases the Good Egg Project

On Wednesday, June 30, a fantastic TV spot aired across the country on “Mr. Food.” AEB hosted a Good Egg Project Community Breakfast aboard the USS Porter in May, where soldiers on the ship received an incredible egg breakfast. In addition, the one-and-only Mr. Food was on hand to capture our salute to the troops for a segment! Mr. Food was able to interview a number of the sailors, midshipmen and officers aboard (who raved all about eggs!), as well as our very own Chris Pierce, who did a wonderful job presiding over the festivities. As Mr. Food would say, “OOH IT’S SO GOOD!”

incredible! Egg Product Reference CD

Introduced at the IFT Expo in Chicago, version 3 of this popular egg product resource now includes summaries of the latest AEB-funded egg product research, Egg Science & Tech Lesson Plan presentation, the “Eggs 101” DVD that highlights the modern egg production practices and scientific-based technical information, new product formulations, nutritional information, reference data, trend information and more.

The CD is free and will be promoted through web banners on all major ingredient supply publications websites as well as on AEB’s website. To request a complimentary copy, contact Elisa Maloberti, emaloberti@aeb.org.
Summer continues to cook up great egg hits in the media! The July 12 issue of Woman's World features eggs as a great way to kick start the day noting protein for breakfast helps increase alertness by producing chemicals that boost energy, motivation and focus!

Fit Pregnancy touts the nutritional benefits of eggs, noting pregnant women should consume 60 to 70 g of protein daily, especially during the last trimester. The article mentions protein helps maximize fetal growth by providing important amino acids that form a baby’s muscle and organs.

Eggs are also an important part of older adults’ healthy diets. Prevention magazine includes eggs as a good source of anti-aging fats. The article also features breakfast sandwich recipes!

SAP meeting

On June 16 and 17, ENC hosted their annual Scientific Advisory Panel (SAP) meeting in Chicago, IL. Each year ENC gathers the SAP to discuss emerging nutrition science and trends relevant to the egg industry and provide perspective on how this science can be leveraged. Another primary function of the meeting is to review grant proposals and evaluate their scientific merit and strategic relevance to aid ENC in prioritizing how to spend research dollars. ENC Senior Research Advisor Don Layman, PhD, and Executive Director Mitch Kanter, PhD, will make final decisions on grant awards based on SAP feedback.

The panel members also provided feedback on how to refine the grant application process for future cycles. Tentative dates for the 2011 grant funding cycle include:
- Research announcement (RFP)—October
- Letter of Intent (LOI)—December
- Invitation for full proposals—January
- Deadline for Proposals—April
- Scientific Advisory Panel (SAP) meeting—June
- Contracts and start dates—August.

Retail shopper research proves insightful

In January, AEB conducted a comprehensive shopper research survey in order to gain insights on how egg shoppers think and behave. Specifically, AEB wanted to identify opportunities to stimulate egg sales and to provide a platform for new retail strategies and tactics. More than 1,400 geographically representative shoppers completed the online survey.

The research revealed several key factors that limit purchases. Shoppers:
- don’t know that eggs contain important nutrients (66%)
- are mixed on the health benefits of eggs (34%)
**Fellowship Awarded**

AEB annually awards a three-year $75,000 fellowship to PhD degree-seeking student in food science or a related field of an accredited nonprofit U.S. institution offering a PhD degree. Eligible research includes functional properties, food safety, egg composition, innovative approaches for improving quality or utilization of egg products.

Brennan Smith from Kansas State University has been selected as the 2010 Food Science Fellowship recipient. Smith’s three-year project focuses on “Use and Modification of Egg Albumin for Enhanced Quality of Gluten-Free Bread.” According to *Baking Management* magazine, sales of gluten-free foods is about $1.6 billion today and is expected to grow to $2.6 billion by 2012. This growth is in part because of a growing awareness of gluten intolerance or celiac disease; and non-celiac consumers are seeking gluten-free products for overall well-being, digestive health, weight loss and nutritional value.

**New foodservice ad debuts**

To take advantage of the growing opportunity for eggs at quick service restaurants (QSRs), the fourth in a series of new print ads debuted in June. With the headline “Don’t Just Make Breakfast…Make It Incredible,” the ad communicates AEB’s expertise and insights about breakfast to the QSR target audience. Appearing in two leading restaurant publications, *Nation’s Restaurant News* and *QSR*, the print ad features an egg-rich and mouth-watering “Hot and Sweet Sandwich” (an egg, sausage and cheese sandwich on cinnamon-raisin bread) that is on-trend.

Statistics in the ads demonstrate the dramatic growth of QSR breakfast over the last several years, which create an excellent opportunity for eggs. For example, a data point included in the ad is: “Egg-related servings at QSR morning meal increased 82 million in 2009” (Source: The NPD Group/CREST, Year Ending November 2009). The foodservice section on AEB.org is referenced in the ad for easy location of breakfast knowledge/facts as well as breakfast sandwich recipe ideas. The complete print schedule for 2010 includes seven ad insertions reaching a target audience of over 300,000 QSR operators.

**ENC hosts Cholesterol Roundtable**

ENC hosted a roundtable discussion about dietary cholesterol and its impact on heart disease risk June 3-4, 2010 in Chicago. The invited guest experts included leaders in cholesterol-related research and health and nutrition policy including:

- Jo Ann Carson, PhD, RD, University of Texas Southwestern School of Health Professions
- Eric Hentges, PhD, International Life Sciences Institute (ILSI)
- Dave Klurfeld, PhD, United States Department of Agriculture Economic Research Service (USDA ERS)
- Penny Kris-Etherton, PhD, Pennsylvania State University

During the discussion, the experts noted that current dietary cholesterol recommendations are based on research that established the recommended limit based on an estimated number rather than a safe upper limit for dietary cholesterol intake. On the topic of nutrient density, the experts agreed that members of the scientific community accept that the positive attributes of eggs balance out the perceived negative attributes. However, consumers are still confused regarding the difference between dietary and serum cholesterol and may still avoid eggs due to dietary cholesterol despite other positive attributes.

The experts participated in brainstorm activities to generate research questions yet to be answered as well as topics and trends that ENC should monitor for future opportunities. ENC is utilizing the intelligence gathered at the Cholesterol Roundtable to establish strategy for the immediate and long-term future.

**Eggspression**

“I was asked to act when I couldn’t act. I was asked to sing ‘Funny Face’ when I couldn’t sing, and dance with Fred Astaire when I couldn’t dance—and do all kinds of things I wasn’t prepared for. Then I tried like mad to cope with it.”

—Audrey Hepburn
Top researchers highlight egg products

AEB continues to use the IFT Annual Conference as a vehicle to promote egg products and the benefits of using them. Earlier this month, AEB and ENC co-sponsored a symposium titled “Breakfast Is More Than Timing: Research Shows the Importance of High-Quality Protein in the Breakfast Meal.” This comprehensive session featured experts in their fields discussing the breakfast daypart from three unique positions. Dr. Douglas Paddon-Jones of University of Texas Medical Branch commented on “The Nutritional Benefits of High-Quality Protein.” He discussed his recent research that demonstrates 25-30 grams of protein per meal is optimal for maximally stimulating muscle protein synthesis in both younger and older individuals. He also examined physiologic differences following consumption of a carbohydrate-rich breakfast versus a protein-rich breakfast.

Additionally, Dr. Paddon-Jones reviewed evidence supporting the positive effects of protein at breakfast including satiety, lean body mass preservation, weight management and nitrogen balance. In her presentation, “Macronutrient Composition of Breakfast and Weight Loss,” Marie Spano, MS, RD/LD, FISSN, CSCS, of the International Society of Sports Nutrition, shared consumer trends related to protein rich foods and high-quality protein as ingredients in food formulations. As a registered dietitian and contributor to the product development process, she brought a unique perspective about consumer choices and healthy food selections. Ms. Spano also discussed practical application of the latest protein research into dietary selections.

Finally, Craig “Skip” Julius of Pierre Foods, Cincinnati, OH, spoke about “High-Quality Protein: Emerging Trends and Benefits to Food Formulators.” He commented on the role of protein in the nutritional landscape and the ever-changing consumer demand. There is increasing national focus on the quality of protein and attention to how and when it is served. With price an ever constant challenge how can product developers craft a craveable product that satisfies stringent nutritional mandates and yet enjoys a reasonable margin? Chef Julius shared strategies gleaned from many years of global product development.

Also during the IFT expo, visitors had an opportunity to learn from three other poster sessions related to AEB-funded research and fellowships.

Enclosures

• ENC’s Nutrition Close-Up
• ENC’s Credible Science
• 2011 Calendar Order Form