Margaret Turk and Rae Izzo, music and PE teachers at Grovetown Elementary School in Georgia, won one of AEB’s $5,000 grants as part of the Back-to-Breakfast Challenge with Scholastic. Their robust, egg-focused program was a smashing success. The other grant winners reported similar success with the programs they brought into their classrooms.

Together, Margaret and Rae served egg dishes to 99 second graders to responses of “Oooh’s and Ahhh’s.” In the music room, the students danced and sang egg recipes, kitchen rules and egg nutritional value songs. Rhythmic notation was taught using an egg theme: scrambled eggs were two eighth notes; fried eggs were a half note followed by a quarter note; and egg fried rice was the chant ostinato for class transitions. During PE, the students egg-cercised and played games with eggs. Egg facts and nutritional values were employed as their ticket-out-of-class.

frittatas for her family’s dinner.

The entire second grade sent AEB an envelope stuffed with thank-you cards and drawings. The teachers expressed their thanks as well. The images here are a few of those cards.

GoodEggProject.org features video highlights of the Back-to-Breakfast Teacher Challenge programs, click on the button titled “See how teachers took their students Back-to-Breakfast” on the lower right of the page.

Both teachers have seen parents in their local grocery stores purchasing eggs, and both have been repeatedly thanked for such an amazing experience. One former student shared that a younger sibling who participated in the egg breakfast made egg frittatas for her family’s dinner.

The images here are a few of those cards.

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- ENC kicks off 2011 exhibits
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President’s Message

The American Egg Board opened its doors in July 1976, so it was fitting that its 35th anniversary was observed at the Board dinner earlier this month. AEB’s President for its first 30 years, Lou Raffel, was present to participate in the celebration.

It is amazing to see the transformation in programs and direction over the past 30 years to adjust with the changing times and technology. At the July Board Meeting, major program modifications and adjustments were presented to address a reduced 2012 budget while continuing to find the best value and use of your check-off dollars.

For the first time in many years, the Board made a major directional change to not have national television advertising in 2012 due to cost efficiencies. In place of TV advertising, a strong print, radio, and social media advertising program has been developed after considerable review of consumer and market research to determine the most efficient and effective means to reach more consumers and drive sales with a reduced budget. AEB is now focused on a larger consumer target—everyone—because everyone is an egg customer.

The committees were packed with lively discussion and fresh insights from our new Board Member and four new Alternates. Prior to the Board Meeting, an Orientation Session was held, and for the first time ever, this group of new members did not receive the large, cumbersome Orientation Manual like every previous Board Member and Alternate. Instead, AEB provided each with a DVD loaded with the resource and background materials in an easy-to-use, scrollable format. This is yet another example of how AEB strives to continually move forward and try new approaches.

Going beyond USDA’s Per Capita Consumption, the new AEB Demand Dashboard was introduced at the Board meeting to provide more meaningful metrics to measure demand trends in the marketplace. Agreements are in process to include ingredient figures for food manufacturing, which are the only demand figures currently not available on the Dashboard. The Dashboard also included consumer measures of egg and industry health and is available to the egg industry.

AEB reaches QSRs through print and online advertising and draws viewers to AEB.org/foodservice through updates like “30 new recipes for QSRs.”

Consumer Marketing took on the challenge of continuing the momentum started with the lower cholesterol messaging. Due to great effort on everyone’s part, USDA has approved the lower cholesterol information on all AEB’s advertising going forward, and these messages will appear as part of AEB’s Back-to-School outreach starting in August.

As the Good Egg Project moves into its second year, I am incredibly proud of what has been achieved as well as the direction we are headed. Through “Sesame Street,” we reached almost 1 billion impressions, but AEB will be looking for a new partner to reach new audiences. Two pilot tests are underway to assess online advertising that showcases the existing Farmer Webisodes. Community Breakfasts continue to help us tell our farmers’ stories as well as educate consumers about the farm-to-table process. Plans are underway for breakfasts in Joplin, Seattle and Boston with a World Egg Day Breakfast.

The Egg Nutrition Center continues to promote itself as a credible source of reliable science and work on strategic alliances. EggNutritionCenter.org/blog/, ENC’s blog, has proved useful to increase site traffic. The Registered Dietitian Advisors remain a valuable resource to promote ENC’s resources and messages.

The Foodservice and Egg Product Marketing Committee also provided an update. Quick-Service Restaurants (QSRs) show a slight uptick in traffic and remain AEB’s focus within the foodservice area. Egg Product Marketing shared the success of FunctionalEgg.org’s launch. The site focuses on the technical benefits of eggs in food formulations. Work is underway to update the Egg Buyers’ Guide and Toolkit. Opportunities are also being looked at with the American Institute of Baking.

Industry Programs shared initial results of AEB’s recent promotion with Redbox and Walgreens that increased egg sales by 400 percent from the same non-promotion time period last year. The results from the recent Free-Standing Insert (FSI) are expected by the November meeting. By partnering with others, AEB keeps its costs to a minimum.

Please take time to read through the enclosed articles. And, I encourage you to attend our next Board Meeting in Scottsdale, AZ from November 2-4, 2011.
Upcoming foodservice events

To heighten AEB’s position as the breakfast expert, two upcoming events are being conducted this fall. The first of the two events takes place on October 10 in Atlanta at the DineAmerica conference, sponsored by QSR magazine.

Attendees to this major meeting focusing on the Quick Service Restaurant segment (QSR) will be able to participate in a one-hour panel discussion, “Breakfast: The Incredible Eggspaning Market.” Noted speakers on the panel include Maeve Webster, Research Director with Datassentials; and Warren Solochek, Vice President with The NPD Group. Both companies are AEB research supplier partners.

Breakfast continues to be the major growth driver in foodservice with more breakfasts and customers being served and more innovation in the segment. The panelists will focus on the expanding opportunities in the breakfast daypart, with particular emphasis on market trends, growth strategies, and innovative menu ideas.

Later in the fall, a similar program will be given as a webinar on November 16. The same speakers and breakfast market research content will be featured but the webinar format will provide contact with an even larger audience from the QSR segment. This webinar will then be archived on the QSR magazine website and sound clips will also be posted on the AEB.org/Foodservice website. For further information on either of these programs, contact AEB’s Alice Heinze.

End-of-year Desserts Book–Order Now!

More than 40 AEB recipes are featured in this new end-of-year Eggsceptionals Dessert book. Stunning photography and an array of egg-rich recipes make this the perfect gift to local contacts including members of the media and other professionals who help promote The incredible edible egg™ throughout the year.

Custom imprints are available for orders above 100, as well as the option to include your logo on the front cover.

The order deadline is Friday, September 9, 2011. Copies will only be printed for specific orders. No extras will be available. See the enclosed order form for pricing and all the details. AEB will not offer calendars for 2012.
Educator Forum outcomes

ENC hosted an Educator Focus Group in May. Those in attendance included six educators from secondary education schools, four Family and Consumer Science teachers and two Physical Education teachers. These teachers shared they do have flexibility in what they teach but must prepare for Formative Common Assessments. This group provided valuable insight towards educating children on egg nutrition, as well as current programs in place and what tools could be provided to help better educate the children.

Current methods of education: • Prostart from National Restaurant Association, problem-based program versus teacher-based education. Students are presented with a problem that requires them to research and solve problem. ENC should promote USDA oversight to give credibility to messages.
  • Textbook used in classes focuses on egg functionality with only one paragraph on nutrition.
  • A recent lesson plan which used eggs: changed an omelet recipe using one egg with egg white and vegetable fat to reduce unhealthy fat.

Insights: • Teachers reported the students do not know the restrictions on eggs – too young to remember limit to three per week.
• Teaching students about nutrition begins at grade school in first grade.
• The most successful education program of memory was “The Egg Man” who did egg demonstrations in school.
• Teachers felt that video demonstrations, 15 minutes or less, would make an impact.
• Teachers recommend electronic videos or games, i.e. I love egg YouTube, puzzles, or games. They suggested more nutrition-based activities.

• Some expressed the need to provide a balance to current negative propaganda about industrial farming practices and to explain farm-to-table process. It was noted that they liked the Good Egg Project and the concept of seeing farm and farmer.
• Some suggested providing table tents and posters with egg demonstrations for teacher lunch rooms.
• Teachers want more resources to share nutrition information. They really liked posters. They state students, especially low income, need ideas for inexpensive recipes.
• Teachers have an interest in earning CEU credits. They also prefer to contribute as professional advisors.
• The incentive is peer-learning activities, recognition as professional to school administration and peers. They felt it would be valuable to have school or student prizes (more recognition), but not material prizes.

Take-aways: • ENC can provide accurate information to be given in schools. Promote education using the whole egg and its benefits including research in a manner appropriate for teachers/students.
• ENC can reach children at a young age and potentially impact their eating habits.
• Teachers want easy-to-use materials for lesson plans/sessions.
• Children are more likely to remember information if they are engaged (i.e. games).

Back to school with eggs

Via Facebook on August 8, AEB plans to launch a coupon offer for $.55 off 2 dozen eggs for its existing and new fans. The goal? Drive more fans to the page and sustain them with continuous content – recipes, nutrition info, new news and more.

A Virtual Fridge application for Facebook fans will enable posting their incredible achievements to share with other fans and promote interaction with the Incredible Edible Egg on Facebook.

A lower cholesterol advertorial is also in the works for this fall as part of the back-to-school campaign. USDA has approved using the lower cholesterol messages on all advertising.
ENC continues reaching health professionals

ENC has exhibited at two of six health professional-focused events with its newly redesigned booth and backdrop. In May, ENC exhibited at the American Academy of Physicians Assistants Conference (AAPA) in Las Vegas, and in June, ENC attended the PriMed Conference in New York. Approximately 400 health professionals signed up for the newsletter. Many asked great questions and were quite interested in cholesterol information, as well as the nutrition of the whole egg.

At each show, we have a survey available that assesses the health professional’s perceptions of eggs and nutrition. ENC will start to analyze data from the survey to see how we can best educate the different health professionals. We are also having a drawing associated with the survey. When someone completes the survey, AEB/ENC donates an egg to the local food pantry and enters the person for a chance to win free eggs for a year, as well as $400 to their local food pantry of choice. This was very popular, and the attendees felt good that they are able to give back to those in need.

Furthermore, during the AAPA conference, in addition to having an exhibit, ENC’s Dr. Don Layman and Registered Dietitian Marcia Greenblum presented “Protein It’s What’s for Breakfast.” The session and booth were highlighted in a daily conference publication and this exposure helped get people to the booth and session. The session was well attended with many people talking with our speakers afterwards for more information.

In August ENC is off to the IDEA World of Fitness to talk with personal trainers. Then we have three more shows to provide outreach to family practitioners, registered dietitians and nurse practitioners. These events help us educate many health professionals on eggs and nutrition at one time. We are then able to provide follow-up information through our newsletter and website.

Thank you to Pearl Valley Eggs
Thank you to Ben and Dave Thompson as well as all the helpful staff at Pearl Valley Egg for providing a facility tour to several AEB staff members and agency support staff. The firsthand education on how the production process works is incredibly helpful in our promotion efforts. Its location made for an easy drive from AEB’s Park Ridge office.

International visitors at AEB
Recently a group of five visitors from China spent a morning at AEB’s office for an informational presentation about its efforts to promote the incredible egg. Their goal is to start a similar organization in China.

Upcoming Community Breakfasts
On August 20 in Joplin, MO, and in Seattle, WA, on September 24, AEB will host a Good Egg Project Breakfast benefitting those in need with a warm egg breakfast and a large donation to an area food bank at each location. These breakfasts continue to be a great opportunity to tell America’s egg farmers story and educate the public about the farm-to-table process. Media outreach will support both events. Signatures for the “Eat good. Do good every day” pledge will be collected.

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Egg coverage rolls in

Throughout May, media across the country continued to talk eggs in a big way. Lower cholesterol news continues to be at the forefront, with new coverage appearing in magazines such as *Ladies Home Journal* and newspapers including the *Cleveland Plain Dealer* and the *Las Vegas Review-Journal*. Additionally, in the weeks following Easter, CBS Chicago featured the one-and-only Omelet King Howard Helmer in a cook-off with its anchor Megan Glaros that included a number of simple tips and ideas for making omelets in no time.

The July issue of *Every Day with Rachael Ray* mentioned eggs are a good source of vitamin D. Other articles also mentioned eggs’ nutrition benefits such as high-quality protein and nutrients like choline. *Competitor* magazine’s article on “Demystifying Sports Nutrition” included eggs in its healthy roundup. *Real Simple* and *O, The Oprah Magazine* featured eggs. Online *Glamour,* *Chicago Tribune,* *Woman’s Day* and more highlighted The incredible edible egg™.

In June, the media highlighted the benefits of eating a high-quality protein breakfast, as well as the affordability of eggs. “Good Morning America” and “NBC New York” both featured a segment on egg dishes. The *Arizona Republic* featured an entire section on eggs in the food and drink section including articles on simple preparation and a guide to egg terms. *MSN Delish* included eggs in an article titled “Savory snacks under 100 calories.” The Let’s Move Campaign, championed by First Lady Michelle Obama, also mentioned eggs in an article titled, “Plan a Healthy Meal.”

ENC-related coverage on blogs continues to highlight the nutritional value of eggs. For example, a July 13 post from Jessica Cassity was titled “Eat Eggs to Boost Antioxidants” under the header of Health Tip Tuesday. *iVillage* featured “Healthy Breakfast Tips from Chef Curtis Stone.” And the *Huffington Post* included eggs in an article on how to do brown baggin’ right.
**New Widgets**

As social media continues to grow, AEB reaches its vast number of users through a variety of ways. One new way traffic is being driven from Incredible Egg.org to AEB’s various sites is through the addition of new widgets to IncredibleEgg.org. These widgets or buttons are located on the lower left of the homepage and in one click, allow visitors to see AEB’s latest postings on Twitter, Facebook and YouTube. Visitors can also click to follow us on Twitter, like us on Facebook or view our videos on YouTube.

**White House Easter Egg Roll**

The 34th Commemorative Egg was presented to First Lady Mrs. Obama on behalf of America’s egg farmers by AEB’s Chairman of the Board Craig Willardson. Atlanta artist Luanne White Faulkender, President and CEO, Theatre Techniques for Executives LLC, created the 34th Commemorative Egg that took 65 hours to create from concept to finish. Belonging to a military family herself, Faulkender depicted military families, a cause championed by Mrs. Obama through her newly announced “Joining Forces” initiative, on the egg.

This large chicken egg is finished in gold leafing with Swarovski’s aurora borealis crystal and pearl chains. A picture of Mrs. Obama is framed on the outside of the center door with the National Military Family Association logo placed on the door to her left with depictions of the five branches of service. The finial is created with a sterling silver and gold bald eagle’s head, aurora borealis crystal and red, white and blue ribbons with “God Bless our Military Families” written on them.

AEB continued its tradition of supporting the White House Easter Egg Roll by donating 14,000 hard-cooked and dyed eggs for April 25’s event. Volunteers also received hats and aprons from AEB. America’s egg farmers enjoyed an incredible presence at the 133rd White House Easter Egg Roll. This year’s theme “Get Up and Go!” focused on promoting health and wellness. The Giant Good Egg Project Egg stole the show on the South Lawn.

**QSR egg growth continues**

Datassential is an AEB research supplier providing bi-annual egg menu trend updates based upon a database of menus from 5,000 restaurants across North America. A summary of this information as it applies to eggs and breakfast was presented at AEB’s July meeting. Listed below are several highlights of the research as of mid-year (June) 2011.

- When considering share of breakfast, Quick Service Restaurants (QSRs) maintain the largest share overall at 84 percent. There was also an 11 percent increase in this share of breakfast since 2007 (from 76 percent to 84 percent), and this share has increased by 1 percent just in the last year.
- In terms of the penetration of breakfast items, there has also been dramatic growth in the QSR segment. With consideration for the number of units in a chain, there has been a 30 percent increase in the breakfast item penetration, from 37 percent in 2007 to 48 percent in 2011. This has been driven by chains like Subway, who introduced national breakfast in April of last year.
- Breakfast item Penetration Growth Rate (PGR) has increased across all restaurant segments over the past four years. In the QSR segment, the 4-Year PGR has increased by 4 percent from 2007 to 2011.

Demonstrated in this research is the dramatic growth in breakfast that has occurred in the Quick Service segment over the last several years and provides confirmation of AEB’s focus in this area.

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**Eggspression MONTHLY**

“There are 86,400 seconds in a day. It’s up to you to decide what to do with them.”

Jim Valvano, co-founder, The V Foundation
Ace Important Days with eggs

The American Egg Board recently conducted a survey of more than 1,000 moms and teachers investigating the role of breakfast at home and in the classroom. The results emphasized the critical role breakfast – and, in particular, eggs – play on the most important mornings. Press materials for AEB’s back-to-school outreach will include an e-kit with survey fact sheet, press release with survey results and new microwaveable recipes, along with information on why important days should start with eggs.

Key findings include:

The Best Way to Start Important Days: More than four out of five moms (83 percent) and teachers (79 percent) agree that a high-quality protein breakfast of eggs is the best way to start important days.

So what is an Important Day, Anyway?
Here are the top six days or events that moms and teachers consider to be important days (defined as a day that requires extra preparation, extra effort, etc.): test days (83 percent), first day of school (82 percent), project/speech presentation (66 percent), math competition (55 percent), sporting events/practices (49 percent) and band concert/musical performance (45 percent).

Eggs Beat Other Breakfast Foods: More than half of all moms and teachers (57 percent) think eggs are “the best breakfast for important days,” making eggs more than twice as popular as other breakfast items, such as oatmeal (22 percent), cold cereal (4 percent) and waffles (2 percent), combined.

Less is Not More When it Comes to a Breakfast of Eggs: More than four out of five moms (83 percent) and three out of four teachers (74 percent) agree that more kids should start their day with eggs.

Eggs Help Kids Rise and Keep Shining: More than 1 in 3 moms and teachers notice that, when their kids or students eat eggs for breakfast, they feel more energetic, are more mentally alert and they don’t feel hungry until lunch.

Convenience Already in the Kitchen: Despite the fact that microwaves can be an incredible time-saver during hectic mornings, two-thirds of moms (66 percent) say they never use a microwave to cook eggs.

Visit IncredibleEgg.org or Facebook.com/IncredibleEdibleEgg for more back-to-school egg recipes, tips, nutrition information and more.