Achieved Measurable Objectives for 2013

AEB’s Strategic Plan provides a roadmap for both the staff and Board and has done so successfully during the last seven years. As part of this integrated effort to achieve the highest possible return on investment for producers, the Strategic Plan includes Measureable Objectives—some of which are quite ambitious; striving for better and better results allows AEB to provide the industry with the best possible national marketing programs.

At the July Board Meeting, AEB shared the Measureable Objectives that have already been achieved for the year. Here is a recap of those results:

The Egg Nutrition Center (ENC) has generated 98 million media impressions to date, exceeding its yearly goal due to two top-tier hits. USA Weekend covered egg nutrition and Easter. Prevention magazine then featured the latest Experimental Biology (EB) research. Dr. Katz received media hits from the Hazen study. In addition to attending EB and other technical/educational conferences, ENC had formed new partnership materials with Joslin Diabetes, American Nurse Practitioner Foundation and American Association of Family & Consumer Sciences, all of which further ENC’s visibility within the health/nutrition space.

The Good Egg Project (GEP) had already earned more than 80 million media impressions including more than 18 million NBC Universal impressions; 18 million Share Our Strength impressions; 15 million Discovery Education impressions; and 50 million from ongoing outreach. Several state promotional organizations have earned additional impressions for the Good Egg Project.

Consumer Marketing has generated more than 519 million positive media impressions for eggs via PR efforts. AEB received a large amount of impressions from the Easter Program and the ongoing News Bureau through which AEB connects regularly with the media.

Within Egg Product Marketing, AEB increased its industry presence at the IFT Annual Expo, Prepared Foods R&D Conference, Clean Label Conference and such exceeding the set goal.

Website traffic to AEB.org/ FoodManufacturers has already increased by 24.7 percent over year-to-date figures.
At AEB’s July Board Meeting, we welcomed the largest number of new Board Members and Alternates in the history of this organization. I am thrilled to see so many new producers on the Board. We look forward to working with you.

From the meeting’s presentations, I know you agree that a lot went on during the first part of 2013. Especially noteworthy updates included:

- The very successful Taking Back Easter Campaign, a result from the Board’s input and direction, yielded impressive results that made an impact within the marketplace. Plans are underway for 2014 Easter outreach.

- The Egg Nutrition Center’s recent Scientific Advisory Panel meeting reflects a robust research program that has been strengthened and continues to provide the science for both AEB and ENC’s PR outreach.

- Through the National Accounts program in conjunction with the Good Egg Project, AEB is working with Denny’s on a national breakfast promotion that will include TV advertising and a donation from America’s egg farmers.

- Egg Product Marketing successfully completed a Volumetrics Study on the use of egg products that will be added to AEB’s Demand Dashboard.

- Plans are also underway to broaden AEB’s educational efforts in the classroom and strengthen AEB’s approach within each department.

- The Egg Packaging Task Force has been developing a best practices model for egg packaging that includes the industry’s first-ever carton research.

- The Good Egg Project’s partnership with Discovery Education continues into the fall with the Good Egg Contest targeting middle schools across the country.

- Efforts are underway for a PR campaign to promote the findings of the 50-Year Environmental Footprint Study conducted by Iowa State University.

My staff works hard to receive the best bang for your buck. We emphasize and focus on our efforts around measurable metrics and how we can integrate our programs further allowing AEB’s programs to make an even larger impact. I’m fortunate enough to surround myself with people who are the best in their respective areas. I love my job, and I appreciate the opportunity to serve as your President.
Committee meets on 2015 DGAC

Last month, the initial meeting for the 2015 Dietary Guidelines Advisory Committee (DGAC) took place. With USDA approval, ENC submitted several names for potential committee members — two of which were named to the committee.

Wayne Campbell, Ph.D., Professor, Department of Nutrition Science, Purdue University, West Lafayette, Ind., and Frank Hu, M.D., Ph.D., M.P.H., Director, Harvard Transdisciplinary Research in Energetics and Cancer Center, Department of Nutrition, Harvard School of Public Health, Boston, Mass., were named to the DGAC. Both have done research on eggs in the past, and understand how eggs fit into a healthful diet.

During this initial meeting, discussion took place regarding the current guidelines related to cholesterol and saturated fat. Regardless of any further discussion, the fact that this topic was raised illustrates a shift in thinking — not previously seen within this committee. The Committee’s recommendations and rationale will serve as a basis for the eighth edition of the Dietary Guidelines for Americans. As appropriate, ENC can provide research-based insights to this committee.

Measureable Objectives, continued

The Foodservice Department has created and/or supported four new egg menu items at target chains.

Banner ads within foodservice continue to exceed the average click-through benchmark and cement AEB’s position as the breakfast expert.

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Reaching Nurse Practitioners

Recently, ENC exhibited at the annual conference for the American Association of Nurse Practitioners (AANP). Nawal Al-Nouri, ENC’s Dietetic Intern, assisted in exhibiting at the show, and more than 400 attendees stopped by the booth to receive the latest research and education tools from ENC. The most popular tools at this show were recipes, MyPlate materials and the Yolk Fact Sheet.

ENC experimented with a new egg-shaped handout at this show because many attendees are choosing to go “paperless” and download materials once home from the show. This small handout highlights EggNutritionCenter.org and its most popular sections, Nutrition Research and Patient/Client Education Materials. Also, a QR code allowed attendees to view the website on their mobile phone. Several people used the code during the show and saved the address to view later.

Additionally, ENC hosted a session, “Sarcopenia: Latest Updates in Nutrition and Metabolism Research and Practical Applications for Patient Care” by Barbara Resnick, Ph.D., CRNP, and Doug Paddon-Jones, Ph.D., that was recorded for future educational use. This video will be housed on AANP’s education site, as well as ENC’s website within a few months.

ENC will continue to maximize its relationships with nurse practitioners, as well as other health professionals who educate their clients with ENC’s messages and research.

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EGG NUTRITION CENTER

ENC

Egg Nutrition Center

EggNutritionCenter.org

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PRESIDENT’S MESSAGE

Incredible News July 2013

Media Outreach

AEB continues to focus on taking advantage of timely opportunities such as pitching pre-existing AEB recipes to fit into holiday-themed slide shows, such as Cinco de Mayo and National Egg Salad Week, to the media. By being timely and flexible, AEB has inserted eggs into conversations and media placements in cost-effective ways.

With the success of Easter, AEB has generated more than 519 million impressions to date and growing. The Easter Program alone received 20 million more media impressions than anticipated. The ongoing news bureau shows relationship building pays off in reach and coverage.

AEB also strives to create relevant and brand-engaging content on its social media platforms to capitalize on the fun, yet informative nature of AEB’s online personality. Recently, posts that have really resonated with fans have included key pop-culture icons or very quirky and fun facts, like the Guinness World Record for the most eggs to be carried in a single hat.

Each month, AEB continues to grow and engage its fan base. On Facebook, the Incredible Edible Egg is close to half a million Facebook fans and has already generated 12 million impressions.

A snapshot of AEB’s Social Media efforts as of the July Board Meeting.

Marketing Communications

GEP’s Recent Outreach

AEB’s partnerships through the Good Egg Project (GEP) have yielded impressive results totaling more than 80 million total media impressions. Below is a recap:

The Share Our Strength Radio Media Tour (RMT): In total, 41 RMT interviews have aired (29 radio and 12 online) reaching more than 18.8 million listeners.

Audio News Release (ANR): The ANR with Bob Krouse ran on 800+ radio shows, reaching a combined audience of 43 million listeners – three million impressions more than anticipated!

NBC Launch: The GEP NBC segments have garnered 18.3 million impressions – approximately three million impressions above the goal for the program. Following is the breakout by market:

- Los Angeles: 1,900,000
- San Diego: 539,500
- Philadelphia: 1,700,000
- Chicago: 1,790,000
- New York City: 2,480,000
- Washington, D.C.: 1,670,000
- Miami: 824,900
- COZI TV: 250,900
- Social Impressions: 6,800,000.

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A snapshot of AEB’s Social Media efforts as of the July Board Meeting.

influencers who, in AEB’s case, tend to be journalists and health professionals, including registered dietitians.

If you haven’t connected with AEB on social media yet, visit IncredibleEgg.org, and look in the upper right corner for each icon to easily connect with each.
Updated Version Available

AEB surveys U.S. eggs processors every other year to update the print and online version of the Egg Product Buyers’ Guide. Production of the 2013 edition is complete and is accessible at AEB.org/food-manufacturers/egg-product-buyers-guide, or by requesting a printed copy through Sheryl Slagle at s slagle@aeb.org.

AEB’s Egg Product Buyers’ Guide is one of the most visited sections on AEB.org/FoodManufacturers and typically has more than 18,000 page views annually.

Enhanced Recipes Online

Pinterest

AEB’s Incredible Egg Recipes on Pinterest, the virtual bulletin board site, are now “rich.” Rich Recipe Pins include at-a-glance information like ingredients, cooking times and serving sizes. This will help engage the Incredible Edible Egg’s followers on Pinterest, one of the fastest growing social media sites. This update to the site’s features transforms Pinterest into a legitimate recipe platform.

AEB’s recent Easter Egg decorating contest helped increase followers. In fact, Sabrina Soto’s egg decorating pins for the contest received the most repins to date. Currently, the Incredible Edible Egg on Pinterest has more than 2,550 followers and 20,000+ repins of AEB content.

Pinterest explains itself as a “tool for collecting and organizing things you love.” Users follow various boards like those from the Incredible Edible Egg that their connections can see and then repin.

New Resource on Egg Products

A new egg product brochure is available that details applications, availability and storage info for dried, refrigerated/frozen and value added products. A special call-out section boasts a 40-plus year stretch of food safety for U.S. egg products. The back section addresses how egg products fit today’s trends of clean label, increased protein and gluten-free food formulations. Complimentary copies are available; contact Sheryl Slagle at s slagle@aeb.org.
Dr. Tia Rains Joins ENC

On July 8, Tia Rains, Ph.D., joined the Egg Nutrition Center (ENC) as Senior Director of Nutrition Research & Communications. Dr. Rains will serve as an integral member of the ENC team and will be responsible for providing strategic support to ENC’s Executive Director on matters related to clinical research and health professional marketing efforts.

Most recently, Dr. Rains was Senior Director of Metabolic Sciences for Biofortis North America, a global contract research organization. In that role, she was responsible for hiring, training and managing scientific staff; and overseeing the preparation of proposals, protocols and manuscripts for leading food, beverage and supplement manufacturers around the world as well as other responsibilities.

She will have the direct responsibility of overseeing many aspects of ENC’s research program including making site visits as necessary; forging relationships with leading researchers in key areas of strategic importance for ENC; ensuring the timely completion and publication of ENC-funded projects; writing/reviewing ENC position papers; and developing scientific programs at leading technical conferences.

Dr. Rains will also be involved in the development of concepts and programs aimed at ENC’s health professional audiences and serve as a spokesperson at select technical and industry conferences. Over time, she will also develop relationships with key government agencies and will provide research and education updates on an as-needed basis.

She graduated from the University of Illinois with her Ph.D. in Nutritional Sciences and her bachelor’s degree in Food Science and Human Nutrition from Arizona State University.

She previously worked as in Research & Development for Kraft Foods in Glenview, Ill., for seven years and as an instructor and adjunct professor at various universities. Dr. Rains has served as a co-author on more than 35 published technical articles and publications, and she is an accomplished public speaker.

national advertising schedule

July Magazines
Better Homes & Gardens eNews Listing  Eating Well Bookazine
Eating Well Promo Listing  Everyday Food
ESPN  Men’s Health
Men’s Health Table Hotlink  Women’s Health
Women’s Health Table Hotlink

August Magazines
Better Homes & Gardens  Men’s Health App
Kraft Food & Family  Kraft Edit Integration
Parade  Parade AV Tweet
Parade Accountability  Parents
Southern Living Accountability  Prevention
Southern Living Promo Listing  Parents Mom
Working Mother Accountability  Working Mother

Search/mobile campaign with egg-specific keywords, recipes and copy is on all year.

Livestrong Blog Post July 14; Aug 4; Aug 18; Breakfast and Egg Content Ownership July 1 - Oct. 27.
eHow Breakfast Sub Navigation Sponsorship July 14 - Oct. 27.
Recent Egg Mentions in the Media

June’s Good Housekeeping called out the vitamin D in eggs in an article titled “You need these, too!” that covered what strong bones need besides calcium. The same issue listed an egg sandwich in a list of breakfast items with 1,000 milligrams of calcium or more. Blade Magazine noted eggs as an incredible option to feel full when on a diet because of the protein found in an egg. An online article from The San Francisco Chronicle also mentioned eggs in an article on weight loss.

Additional online articles in June from Shape, AARP and U.S. News also featured eggs. The latter debunks the myth of healthy processed food. The writer states, “Eggs are incredibly nutritious, loaded with vitamins B12 and B2, choline and the antioxidants lutein and zeaxanthin.”

In July a special health report put out by the magazine Prevention, a section on eggs was particularly interesting and stated: “Research found that individuals who ate two eggs for breakfast as part of a low-calorie diet lost 65 percent more weight and had a 61 percent greater reduction in body mass index than their counterparts who started the day with an equal-calorie bagel breakfast.”

The “Why do you pig out after you work out?” article from the July/August issue of Fitness mentions Dr. Heather Leidy’s recently published and ENC-funded study on the benefits of eating a high-quality protein breakfast. It also suggests that readers top their salads with an egg for an extra boost of protein.

The July 5 issue of USA Today featured a popular doctor of internal medicine saying he rarely speaks to his clients about calories when discussing weight loss. Instead, he recommends they eat lean meat, eggs, low-fat dairy, seafood, beans, fruits and vegetables in place of carbohydrate-heavy food items.

The August/September 2013 issue of Fine Cooking in an article titled “10 Things You Didn’t Know” mentions eggs as one of the surprising foods that can be cooked over a grill to give them a smoked flavor. Eating Well includes a recipe for sunny side beans in its August issue.
SNOW Day in the Summer?

Hillshire Brands marketing, nutrition and product development staff meets every month for a day-long new product brain storming session they call SNOW Days. SNOW is Hillshire Brands’ acronym for Searching New Opportunities to Win.

AEB’s foodservice and egg product marketing staff were invited to participate in Hillshire Brands’ June SNOW Day dedicated to learn more about egg products and current marketplace trends. Bob Swientek, Editor-in-Chief, Food Technology magazine, presented “Major Influences on America’s Eating Habits” and AEB’s Foodservice National Accounts Director Steve Solomon presented “What’s on the Plate - Trends, Drivers and Influences.”

Mid-day break included a create-your-own egg sandwich luncheon that served as inspiration for the afternoon new product innovation brainstorming session. All together 45 Hillshire Brands’ staff members participated in the day-long event.

White House Easter Egg Roll

On April 1 before the White House Easter Egg Roll, the 36th Commemorative Egg was presented to First Lady Michelle Obama on behalf of America’s egg farmers by AEB Chairman Roger Deffner, Vice President, National Food Corp., Everett, Wash., and AEB President & CEO Joanne C. Ivy. President Obama attended the presentation. For the first time, White House Easter Egg Roll’s logo is featured on the Commemorative Egg.