Focusing on Foodservice

AEB’s foodservice efforts continue. Breakfast remains the most vibrant daypart, and during the last decade, more than 1 billion servings have been added within foodservice, equaling a growth of 27 percent. According to NPD, an international research firm, in commercial foodservice, 89 percent of eggs are eaten at breakfast, at lunch 6 percent and at dinner and late night 5 percent.

Away-from-home breakfast consumption is dominated by Quick-Service Restaurants (QSRs). AEB recognizes the tremendous volume sold and future opportunities at QSRs and will continue to heavily focus on this daypart and segment.

Many QSRs still are promoting and/or introducing breakfast all day. The National Restaurant Association has stated that 70 percent of consumers, and 79 percent of millennials want to have breakfast foods at other times of day. As momentum increases, this opportunity will provide the egg industry with increased servings of eggs and egg products.

In 2015, AEB will continue its positioning as The Breakfast Expert, supported by quarterly Incredible Breakfast Trends and bi-monthly issues of Breakfast Beat. Work will continue with National Accounts as AEB wants to keep the momentum going and support promotional plans already in place. Continuing promotional efforts with key chains is an important strategy as the industry recovers from Avian Influenza. To date, availability of eggs and egg products remains good for QSRs.

Within school foodservice, AEB sees steady interest in the EggPops and continues reaching those in this sector with the information and tools they need to put more eggs on school menus. Initial exploration of opportunities with colleges and universities was slated for 2015, but due to budget cuts, AEB will pursue this potential growth area in 2016.
For the first time, AEB’s July Meeting was held downtown Chicago – to such rave reviews that the Executive Committee decided to schedule next July’s meeting downtown as well. We had excellent attendance, which included 100 percent of the Board Members – and considering vacation schedules, this is not always the case for the summer meeting.

During Wednesday’s dinner, we announced that AEB won its first-ever Cannes Lion that acknowledges the best work and brightest thinking in the marketing and public relations industry and sets the global benchmark for what excellent creative looks like.

Winning a Lion Trophy is widely considered the greatest accolade in the marketing industry. There were more than 2,000 entries from around the world in the PR category. Only three percent of those were awarded Lions, including AEB’s Wake Up To Eggs with (Kevin) Bacon campaign.

I am beyond proud of our marketing team, staff and agencies for winning this prestigious award. Winning such an honor only solidifies what I know to be true: AEB truly has the strongest marketing team in its almost 40-year history.

At the Board Meeting, I shared the latest Demand Dashboard. For almost five years, AEB’s Demand Dashboard has looked beyond Per Capita Consumption. Eggciting updates are happening within retail egg sales. Through June 6, retail figures show a 1 percent increase by volume; dollar sales are up 7 percent. Consumers are willing to pay more for eggs to make sure eggs remain a part of their diets.

This is truly incredible news. In years past, egg sales typically slowed as prices increased, but both AEB and ENC’s messages have saturated the marketplace about the important dietary roles eggs play.

I also shared that by the month’s end, all egg producers, handlers and processors will receive an updated Frequently Asked Questions brochure, outlining who pays AEB’s assessment and other questions regarding the assessment collection process.

While the last few months with the AI situation have been challenging, I am very appreciative of how the industry organizations have truly worked together to tackle our new reality.
A ‘hot’ success story for AEB’s Foodservice team is that after many years of working with McDonald’s to encourage and show the benefits of an all-day breakfast, its new President announced last week that their operations will start all-day breakfast nationwide in October.

This is huge news for increasing egg sales at QSR. The growth during the last decade in foodservice illustrates how AEB delivers on its mission to drive sales and consumption of eggs and egg products.

Over the weekend, AEB exhibited at the Institute of Food Technologists’ (IFT) Annual Meeting & Food Expo and met with numerous representatives in both foodservice and food manufacturing.

For the latter audience, AEB’s Egg Product Marketing team has done an extraordinary job working 24/7 to maintain egg product markets so that when supply returns, as much of this market can be captured as possible.

The Egg Nutrition Center (ENC) has seen a record-shattering 13 research studies published this year. ENC has benefited from a lot of press coverage from the universities regarding these studies.

For the first six months of this year, ENC has earned 208 million media impressions; in 2014, ENC earned 130 million media impressions for the entire year.

This type of growth shows how ENC’s credibility continues to grow with the positive egg nutrition news reaching a much larger audience of health professionals.

As always, free feel to reach out with any questions or comments related to AEB’s programs.

Reaching Consumers on Social Media

Through the Good Egg Project (GEP), AEB has continued to identify influential bloggers that can drive conversations around and about eggs, both from an industry perspective and related to egg usage occasions.

AEB has worked with the GEP Ambassadors on editorial content though the whole year that focuses on farming, innovation, egg nutrition, types/variety of eggs and recipes. These relationships will also amplify AEB’s outreach for the remainder of the year, including Back-to-School, World Egg Day and Holidays.
Why I Farm Video Series

Before and after this month’s Board Meeting in Chicago, AEB filmed a video series to give consumers a firsthand look at farming and put a face to the farmers who produce eggs. This partnership with the Tribune Co. and Mashable allows for a great hybrid of broadcast coverage and online presence. The micro-documentary segments will air on TV in select markets and nationally online.

Mashable is a leading online source for news, information and resources earning 42 million unique visitors worldwide and 21 million social media followers. The segments will appear this fall and will earn an estimated 14 million media impressions. This content will also be leveraged on AEB’s social media properties.

Three videos will be selected and prepared for on-air (TV) spot delivery that will reach viewers in 16 Tribune markets on 19 affiliates. Six videos will be shared on AEB’s social media starting in September via a #FarmerFriday series. Each Friday, we’ll upload a new video (with paid promotion) to Facebook and cross promote on Twitter.

Thank to everyone — Bob Krouse, Tom Hertzfeld, II, Paul Sauder, Mindy Truex, Steve Herbruck, Mark Oldenkamp, Bruce Dooyema, Brent Nelson, Jacques Klempf and Dick Patmos — who arrived in Chicago early or stayed late to film a segment and contribute to AEB’s efforts to promote America’s egg farmers.

REAL Eggs Made an Appearance at IFT

AEB had a presence at the largest annual food science forum and exposition in the world promoting the 20-plus unique functional benefits REAL Eggs supply on a daily basis to food manufacturers. Attendees of the Institute of Food Technologists’ Annual Meeting & Food Expo in Chicago had the opportunity to learn about the 20-plus unique functional benefits REAL Eggs supply, taste product samples, and pick up our latest white papers the newly updated Egg Product Buyers’ Guide. Dr. Shelly McKee was on hand to answer egg product and formulating questions and participated in eight media interviews.
Ivy Honored

At the Southeast Regional Conference in Myrtle Beach, S.C. on June 17 and on behalf of the North Carolina Egg Association, Alex Simpson awarded Joanne C. Ivy The Richard Simpson Award, so named to honor his late father. This award recognizes those who have Richard’s same qualities of faith, kindness, hard work and commitment to excellence.

“In North Carolina, Joanne began her egg career under the leadership of my Grandfather Leroy, who was on the Board when she was hired as Executive Director of the North Carolina Egg Association,” said Alex, “And then, she accepted a position at the American Egg Board (AEB), where my father served on the Board and was Chairman. And now I am a Board Member of AEB, and she is retiring!”

He noted the room’s collective appreciation for all that she has done for 40 years to lead state, national and international organizations that promote and help grow demand for the Incredible Edible Egg.

“We are very pleased — and I know Richard would be proud — to present The Richard Simpson Award to our American Egg Board President and CEO, Joanne Ivy,” added Alex. “I have enjoyed working with you, and you will be greatly missed, but we wish you all the best in your retirement!”

Recent research found that AEB’s consumer marketing efforts, including paid, owned and earned media programs, is responsible for 15 percent of retail egg sales, equating to 381 million dozens and $825 million annually. The study, conducted by Starcom Mediavest Group, examined 2.5 years of data. Other findings include:

- Paid search, paid social and native content (sponsored editorial headlines or content imbedded in third-party websites) can drive purchase of up to 34 dozen eggs through every $1 spent on these areas.
- IncredibleEgg.org and owned social (Facebook, Twitter, Pinterest, YouTube and Instagram platforms) are key assets that convert visits to egg sales.

AEB plans to use this research to optimize marketing plans and further drive egg sales in 2015 and beyond.
ENC Research & Resources Gaining Attention

ENC funds $2 million in nutrition research annually at colleges and universities across the country; two recent events speak to the credibility that ENC has built with the research community.

Firstly, researcher Christian S. Wright, a PhD student in Purdue’s Department of Nutrition Science, was selected as a finalist in the American Society for Nutrition Clinical Emerging Leader Competition. ENC supported his research, conducted in collaboration with Jing Zhou, Richard D. Sayer, Dr. Jung Eun Kim and Dr. Wayne Campbell. Recognition like this furthers ENC’s reputation within the scientific community.

Secondly, the IGA USA, founded as the Independent Grocers Alliance, has leveraged ENC’s educational offerings with its shoppers and recently communicated to ENC the following: “We have researched various sources to provide helpful tools to guide our shoppers, and the articles and resources found on your website would help IGA provide the best information possible.”

New Infographic Reaches Patients Directly

ENC’s latest infographic helps health professionals (HPs) educate their patients and clients about the role of eggs as part of various plant-based diets. The infographic showcases research in a consumer-friendly way and features eggs as a part of numerous different healthy eating patterns. The purpose of the infographic is to position high-quality protein sources, like eggs, within plant-based diets, which are being promoted by public health agencies. This is one example of ENC capitalizing on information end-users are already looking for.

Promoting ENC Research

ENC-funded research at Purdue University earned more than 71 million media impressions. The study, published by The American Journal of Clinical Nutrition, showed that eggs enhanced the absorption of carotenoids from a vegetable-based salad.
Reaching Industry Professionals

AEB.org reaches professionals interested in foodservice, egg products, education and the industry in general. Since launching with the new look last year, AEB has seen an increase of 62 percent in the total number of site visitors, who spent an average of 1 minute and 37 seconds on the site.

The most popular pages include the industry pages, *Egg Product Buyers’ Guide*, foodservice pages and education pages, like those for the Virtual Egg Farm Field Trip and lesson plans.

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Egg Mentions

AEB’s weekly *Media Update* recaps egg mentions in the media each Friday straight to your inbox.

Need to add someone from your company to this eblast? Please contact Ashley Richardson arichardson@aeb.org or 224.563.3715.
Make it incredible!

State Support Grants

At the start of 2015, AEB planned for a two-cycle grant period to allocate State Support Funding. The first cycle of projects successfully ran from January to June. AEB received more than $600,000 in grant submissions from state promotional organizations for the first six months along! In total, $280,000 was awarded. Innovative ideas included a: Food Truck Contest, College Sports “Fowl” line Sponsorship, Selfies with the Giant Egg with minor league baseball team on Egg Day and radio contest. Due to budget cuts, the second cycle of grants was cancelled.

Connecting with Teachers

After re-entering the educational landscape as part of the Good Egg Project, AEB knows its materials resonate with teachers. Attendees of the National AG in the Classroom and the American Association of Family & Consumer Sciences repeatedly expressed appreciation for AEB’s ready-to-use, Common Core-aligned lesson plans and eggsperiments. At each, AEB was able to present its resources and engaged one-on-one with the teachers. Highlights include teach-the-teacher events, where the number of classrooms reached multiplies drastically as teachers return to their school districts and educate large numbers of additional teachers, and an omelet throwdown by the Beekman Boys, two Cooking Channel’s chefs and farmers. Both conferences confirmed that AEB’s strategy is on track and meeting the needs of today’s educators.