In the almost 10 months since AEB announced its partnership with “Sesame Street” on the fall season premiere of the “Rachael Ray” show, the relationship is stronger than ever.

In the short time following the show’s 40th season kickoff, the Good Egg Project television spot has totaled more than 237 million broadcast impressions, and Good Egg Project content on Sesame branded websites totaled more than 22.7 million online impressions. And this is in addition to the 6 million viewers per week!

“Sesame Street” has much to celebrate in its 40th anniversary season. This year, the show has been nominated for 14 Emmys, taken on new sponsors and partnerships and in the month of February, saw its highest ratings in its core demographic in years.

Here’s a look at its success by the numbers:

• 60 percent year-over-year ratings increase in February.

• Averaging a 3.5 Nielsen rating among its core target, kids ages 2-5 since November season launch.

• Double-digit increases among 3 and 4 year-olds vs. last season.

• A Harris Interactive study showed “Sesame Street” to be the favorite show among preschoolers.

• 54 percent of moms polled feel the show is much improved.

“Sesame Street” contributes the main driver of increased viewership and likeability to new characters, longer segments, new opening and closing sequences and a new twist on their classic theme song “Sunny Days.” All of these changes helped to reinvigorate the show. And The Good Egg Project is proud to be a sponsor of this American classic.
Incredible Person, incredible story

Earlier this year, AEB conducted its Search for Incredible People to find individuals with extraordinary physical and mental energy skills. Tori Boggs, a two-time all-around world champion and world record holder in female jump roping, has been named the winner! Tori, an avid fan of scrambled eggs, hails from Parkersburg, West Virginia, and has been involved in the sport of jump rope since she was five years old. Tori also holds the world three-minute-speed record with 984 jumps as well as national speed and power jumping records in both USA Jump Rope and the Amateur Athletic Union Jump Rope. She also is the current two-time female all-around world champion.

In July, Tori will be competing in the 2010 World Jump Rope Championships in England as a member of the U.S. National Jump Rope Team and as one of the team captains.

Tori’s incredible feats are featured in the “Incredible People” section on IncredibleEgg.org. Her win was also announced in the May edition of the Breakfast Club eNewsletter, and she received a year’s supply of eggs so she can continue to eat incredible!

Eggscellent Chef Ambassadors’ publicity

A four-page publicity feature showcases AEB’s Eggscellent Chef Ambassadors in May’s QSR, a magazine distributed to over 30,000 quick-service restaurant (QSR) professionals. Based on a cooking event with the editors of QSR last fall, the article includes a number of photos and recipes of innovative egg dishes developed by AEB’s three new Eggscellent Ambassadors Keira Moritz, Jodi Hortze and Ouita Michel.

Incredible eggs take the media spotlight

Upcoming summer days have spurred a whole host of egg coverage! Most recently, eggs are mentioned in the June issue of Self as being one of the “6 Best Foods for Runners.” In addition, the “Today” show featured a segment with Real Simple Food Director Allie Lewis Clap where she made deviled eggs and suggested that viewers should add them to their picnic menus this summer.

The Chicago Tribune and Tulsa World also feature eggs in stories about healthy, affordable ways to eat. Additionally, the May 21 issue of All You features another recipe for deviled eggs, calling them a “super value.”

Finally, Zester Daily features AEB’s own Omelet King Howard Helmer in an article about his life-long career. The article raves about his world-record-setting omelet making skills, his incredible career and his one-of-a-kind personality!

White House presentation

The 33rd Commemorative Egg was presented to First Lady Michelle Obama on behalf of America’s egg farmers during the annual White House Easter Egg Roll. This egg was specially crafted by Broomfield, CO native Laura Schiller and presented to Mrs. Obama by AEB’s Chairman Craig Willardson, President and CEO, Moark LLC, Norco, CA.

Each year for more than 30 years running, AEB selects an artist to create its Commemorative Egg. Once selected, the artist creates his or her special design honoring the First Lady. Carved using a high-speed drill, the large chicken egg features 100-percent handmade adornments reflecting the First Lady’s interests and passions. Fruits and vegetables are mingled within the flowers illustrating Mrs. Obama’s White House vegetable garden and healthy eating.
At the recent Experimental Biology 2010 meeting, ENC connected with its target audience in numerous ways including presentations on AEB-funded research projects. ENC also received positive feedback on its recently redesigned Nutrition Close-Up.

This meeting provided the opportunity to meet with researchers working on ENC-funded projects, like Dr. Josh Milller, director of UC Davis Alzheimer Center, who is exploring vitamin B12 absorption from eggs.

Information was also presented on ENC-funded research at the University of Illinois on how leucine contents of isonitrogenous protein sources may predict changes in body composition and muscle mass in rats. This presentation generated dynamic discussion and elicited a number of questions from the audience – the most of any presentation.

Dr. Layman also shared data regarding the importance of meeting the muscle protein synthesis threshold by consuming 30 grams of protein at each meal and indicated that the key meal to correct protein intake is breakfast.

In general, all speakers seemed to agree that at least adequate protein intake is key in maintaining muscle mass and managing weight. Multiple speakers also commented that the breakfast meal provides the biggest opportunity to encourage additional protein intake.

Speakers’ Workshop success

The Sierra Club of North Carolina is on record as being opposed to the modern agricultural practices, but this didn't keep Trey Braswell of North Carolina-based Braswell Foods from agreeing to present information about egg production to a local chapter of the Sierra Club in Rocky Mount, NC, in April.

Braswell was trained by AEB’s Good Egg Project Speakers’ Workshop, facilitated by the Center for Food Integrity, that is designed to turn egg farmers into spokespeople to help tell the positive story of egg production.

He has given several presentations throughout North Carolina in the last 60 days with assistance from his assigned scheduler. Thirty-three speeches are scheduled around the country from May 1 to August 31. Schedulers continue to seek new and creative opportunities for giving animal agriculture a voice in the public discussion surrounding today’s food.
**Incredible People on “Rachael Ray”**

AEB’s *Incredible People* partnership with the “Rachael Ray Show” is going strong and providing a great vehicle to promote the Good Egg Project and announce AEB’s Scholastic partnership: “Good Egg Project Back to Breakfast Basics” to a national TV audience. And Rachael is cooking with eggs more than ever!

Wilma Stephenson, a culinary arts teacher at Frankford High School in Philadelphia, might just be the toughest teacher in the city but the students love her! Wilma uses a “boot camp” style of teaching with her predominantly underprivileged high school students showing them how to cook healthy meals. She says when her students sign up to take her elective class, they often don’t know how to hold a knife, let alone chop and prepare food. She works with her students to help them win culinary scholarships to major universities so they can have a chance at a higher level of education.

This show was rich with excitement and celebrity, highlighting Wilma’s classroom remodel and even a personal cooking lesson from Chef Bobby Flay – fantastic brand associations for AEB and America’s egg farmers. In order to honor Wilma’s tenure of service and devotion to her craft, AEB presented her with a $5,000 grant for her culinary program and also donated a year’s supply of eggs. She was speechless until she finally turned to the group of students by her side and exclaimed twice “We can use the eggs! We can use the eggs!”

**Mom blogger update**

On her blog The Mama Zone, Anitra posted a write-up on the farm tour at Hickman’s and last month’s National Egg Month sharing how much fun she had learning about eggs and cooking with Jeffrey and Howard. She also shares AEB’s Bacon & Egg Breakfast Grilled Cheese recipe.

In this follow-up post to her original, Anitra talks about how the tour inspired her to switch from free-range to conventional eggs. AEB is thrilled with the ongoing posts.