Recently, AEB proactively updated its Incredible Egg social media networks, developing the Twitter and Facebook pages into complete egg resources for consumers – featuring new capabilities, fresh looks and content that engages viewers.

For the first time ever, the Incredible Edible Egg Facebook page features a “landing page,” which includes links to the Good Egg Project, recipes and information on the latest lower cholesterol news and encourages potential fans to “like” the page. While fans who have already “liked” the Incredible Edible Egg can always view this page, the most important feature of this new addition is that it helps introduce the Incredible Edible Egg to new visitors to the page.

Additionally, a new update to the Facebook “Questions” application has allowed AEB to ask questions about eggs to a broader number of Facebook users. Now, when a fan answers one of our questions, the question will then be asked of everyone in his or her network, providing more data, driving more fans to the page and giving AEB an even larger presence on Facebook in general.

Beyond Facebook, AEB’s YouTube channel has also recently undergone a makeover, having been rebranded with a new, Incredible Egg skin and reorganized to improve user experience.

Lastly, AEB and ENC recently conducted its first ever Twitter party! Teaming up with Registered Dietitian Ambassador Serena Ball to promote egg tips and nutrition, AEB engaged more than 50 users over the course of an hour, many of whom were RDs as well, netting more than 700 total tweets. For reference, the average Twitter party has about 30 participants.

In all, the party helped elevate the @IncredibleEgg page’s status within the Twitter community, created good will with current followers and increased awareness.
The April issue of the Journal for Nurse Practitioners (JPN) features an article from ENC titled, “Are our Beliefs Regarding Dietary Cholesterol Outdated?” that was written by Dr. Mitch Kanter.

Every issue of JPN reaches 50,000 nurse practitioners (NPs) across all specialty areas. Its supporting e-newsletter reaches more than 28,000 opt-in subscribers. This article will also be posted on NPJournal.org that receives more than 12,000 monthly visitors.

Reaching this audience with this message helps ENC establish itself as a credible source of reliable science.

This is one example of how ENC is actively working toward making ENC a more visible, respected entity among health professionals, which supports its mission.

NRA event draws editors

AEB was one of six co-sponsors of the Multicultural Cuisine event that took place on Sunday, May 22 in Chicago during the National Restaurant Association Hotel-Motel and Restaurant Show (NRA). This event drew editors from all the major foodservice publications and was a great networking opportunity.

Other sponsors of the event included: California Avocado Commission, Dole Packaged Foods, Idaho Potato Commission, National Mango Board and Wisconsin Milk Marketing Board. Sharing sponsorship of this editor-focused opportunity with other food organizations kept the cost down for all involved parties. AEB printed materials were also distributed to the attendees.

During this morning event, editors had the opportunity to sample sponsors’ recipes that were featured at four “multicultural” cuisine stations: Latin American, Continental European, Asian and Contemporary American. AEB’s two breakfast-focused recipes were highlighted at the Latin American and Contemporary American stations. The recipes included: “Anytime Sausage, Egg, Cheese and Biscuit Casserole” and “Spicy Steak & Eggs Breakfast Tacos,” both from Eggscellent Chef Ambassador Jodi Hortze with the Griddle Café in Los Angeles. This networking event kept AEB’s product and message in front of this influential group of editors.

Food pantry donations

In honor of Easter, AEB used fines from the March Board Meeting, along with staff donations, to purchase 90 dozen eggs for the Maine Township Food Pantry. Eight boxes of food were also donated, and the Township employees could not have been more pleased. In December, AEB and ENC staff also contributed via food pantry donations and toys for a local children’s hospital. Fines collected at AEB’s November Board Meeting and Mulligan sale were also put toward the food pantry donations. The donations easily totaled more than $750, half of which resulted from the mulligan sale. AEB and ENC are proud to show the Park Ridge community what good eggs we are! In addition to AEB staff, Julian Madeley, director general of the International Egg Commission, is pictured above.
AEB wins!

The Chicago chapter of Public Relations Society of America (PRSA) announced its Skyline Awards last month to honor the best communications practitioners, campaigns and tactics in the Chicagoland area.

AEB is thrilled to announce that the Good Egg Project won a Skyline award, the top honor, for the category of Reputation and Brand Management for Associations.

In addition, AEB took home an “Award of Excellence,” an honorable mention, for the category of Issues Management.

Please let us know if you have any questions.

Free on-demand egg-ucation

FunctionEgg.org is a new microsite that hosts a variety of educational videos and key facts for food product developers focusing on the multi-functional benefits of egg ingredients. The science behind egg attributes is explained during six 10-minute videos using product demonstrations and computer-generated graphics. Food technologists can accrue free continuing education credits via follow-up quizzes.

A special mailing to the registered attendees of the 2011 IFT Expo in New Orleans extended an invitation to a press conference on Sunday, June 12, to announce the availability of FunctionEgg.org to the food formulating community. Elisa Maloberti, Director of Egg Product Marketing; Shelly McKee, Ph.D., Auburn University; and Deana Jones, Ph.D., Research Food Technologist, USDA Agricultural Research Service, shared their involvement with the project and presented a guided tour of the site, highlighting key areas pertinent to food formulators. Attendees were also encouraged to stop by AEB’s booth #5600 for their own incredibly egg-ucational guided tour of FunctionEgg.org.

Egg products help formulations

AEB partnered with the editorial staff of Prepared Foods magazine to produce a four-page supplement titled “The Secret’s Out of the Shell: Egg Ingredients Create Better-For-You Foods” that was distributed to 15,000 digital subscribers of Prepared Foods on Monday, May 23. This piece focuses on the new egg and egg product nutrient information and highlights how egg products are an attractive choice ingredient when it comes to formulating food products with positive nutritional messages and a cleaner ingredient statement. Prepared Foods is one of the premier product development magazines providing information on global new product introductions, culinary trends, ingredient technology and practical applications for food product developers.

If you’d like to receive a complimentary subscription to Prepared Foods, visit PreparedFoods.com.

In addition to digital circulation, the supplement will be archived in a digital library and accessible on the websites of Prepared Foods and AEB. This will be housed under AEB.org’s food manufacturers’ tab too.
Programs target culinary students

The last couple months have been a busy time for reaching culinary students and their chef instructors with relevant and informative egg resources and materials. Some of the timely topics that have been presented to these professional chefs of the future include: egg handling/preparation, breakfast trends/statistics, egg production information, the Good Egg Project, nutrition, production types and egg industry overview. These topics supplement and highlight egg specific information that may be limited in the curriculum at many culinary schools.

A good example of this is the program given to 90 students at the Culinary Institute of America in Hyde Park, NY, the most prestigious U.S. culinary school, on May 2. Students in the Skills I and Breakfast classes had the opportunity to participate in the “Making Your Kitchen Incredible with Eggs.” Each participant was provided with a wealth of egg materials and recipes. Following the presentation, each student had to write a paper on eggs and had to reconfigure a classic egg dish of their choice from the great French chef Escoffier into an updated egg dish with a modern interpretation.

To date in 2011, close to 1,000 culinary students have been reached including students at the Art Institute of Phoenix, Le Cordon Bleu Scottsdale, College of the Desert, the Art Institute of Atlanta & Charlotte, Johnson & Wales Charlotte, Le Cordon Bleu Atlanta, University of Nevada Las Vegas, the Art Institute of Las Vegas and Le Cordon Bleu Las Vegas.

Additional programs will be scheduled when the schools gear up to the busy fall education season.

Walgreens’ egg promotion

AEB’s recent promotion with Walgreens and Redbox was designed to promote the availability of eggs in the drug store category. This sign was a great reminder to everyone who drove past it.

Results of the promotion will be forthcoming.