AEB teamed up with NBC 5 to create a 4.5-minute foodie segment that will air in nine major markets on NBC 5’s nonstop channels in Chicago, New York, Los Angeles, San Francisco, Dallas, Miami, Philadelphia, Washington, D.C. and San Diego.

Filmed in June in Chicago, incredible spokesman Chef Jeffrey Saad and Pearl Valley Eggs’ Ben Thompson joined together to bring home the message about the health benefits of eggs and how eggs are produce. Jeffrey introduces the segment showing consumers how to make AEB’s Coffee Cup Scramble.

The segment then transitions into Ben’s insights about the eggs’ journey from his farm to the dinner plate; he discusses what it takes to have healthy hens and produce quality eggs. Filming took place inside the hen house as well as outside the barns. The segment ends with Jeffery in the kitchen discussing another quick-and-easy egg breakfast that he cooks while delivering AEB’s key messages on cholesterol and vitamin D. These placements will run up to 400-plus times, depending upon the market, over several weeks.

Additionally, in Chicago, New York, Los Angeles, San Francisco and Dallas, a custom content piece—pre-recorded one-minute segments—will air multiple times.

To drive home the local message, a local egg farmer appears in this one-minute segment. New York, Los Angeles, San Francisco and Dallas will also incorporate a food bank donation and footage filmed at the donation site. These segments will spotlight the donation taking place at the local food bank. Depending upon the market, these custom spots will run up to 18 times.

Tweets and Facebook posts will drive consumers to IncredibleEgg.org and Incredible Edible Egg on Facebook page and enhance the key messages provided by the TV content. With a potential reach of 11 million, AEB is thrilled with this program.
In May, ENC held a two-day meeting with the Health Professional Advisory (HPA) Panel, formerly ENC’s Registered Dietitian Advisors. This year, the panel diversified beyond Registered Dietitians and includes a nurse practitioner, personal trainer and physician assistant. This inaugural comprehensive meeting proved an overall success!

The first day of the meeting included research presentations on protein and cholesterol by Dr. Don Layman, ENC Research Director, and Catherine Anderson, a doctoral student from the University of Connecticut. ENC overviews and open discussions were also part of the agenda. These sessions spurred HPA members to think outside the box, providing ENC with fresh ideas on targeting its outreach to critical audiences.

On the second day, attendees toured Pearl Valley Eggs in Pearl Valley, IL. Ben Thompson led the tour of the farm that included egg production and compost recycling areas. The HPA members enjoyed the real-life experience of seeing a hen house, and many related how the tour has helped them to discuss egg farming more effectively.

The HPA members are vital to spreading ENC’s messages about healthy, nutritious food through presentations, newsletter articles, blogs and more. ENC appreciates their time and enthusiasm!

Recently, ENC exhibited at the 4th Annual Collegiate and Professional Sports Dietitians Association’s (CPSDA) Conference. These Registered Dietitians (RDs) work with college, professional, Olympic and tactical (military and law enforcement) athletes and are uniquely positioned to enhance and advance public perception and understanding by other registered dietitians.

The sessions were varied and included talks on protein, performance, different types of athletes and much more. More than 200 members came through the exhibit hall, and many participants commented that they appreciated ENC’s efforts to promote a whole food with many health benefits.

Attendees found ENC’s materials helpful and shared a specific interest in the MyPlate materials.

The European Egg Processors Association (EEPA) has contacted USAPEEC to help EEPA’s members find U.S. suppliers of egg products and breaking stock.

Because of the European Union (EU) directive banning egg production from hens housed in battery cages, which took effect on January 1, prices for eggs and egg products on the continent have dramatically increased. The EU price for breaking stock is now 10 to 20 percent higher than the price for table eggs.

Even though U.S. table eggs are not eligible to be shipped to the EU, the new rules have dramatically increased demand for U.S. breaking stock, and the Poultry Programs branch of AMS has been working with the European side to develop certificates for several EU member states including Spain, Germany, the Netherlands and Denmark, and the two sides are beginning discussion on possible certificates for Italy and France.

Currently, all processed egg products, such as liquid, dried and frozen, are eligible for export to the EU.

AEB members who have not been in touch with USAPEEC and are interested in selling breaking stock to the EU should contact USAPEEC (Jennifer Geck, 770.413.0006, jgeck@usapeec.org) for a complete list of requirements needed to export.

“When you’ve seen beyond yourself, then you may find, peace of mind is waiting there.”

-George Harrison
Targeting Quick Service Restaurants

The Foodservice Communications Program focuses on the growing opportunity for eggs at Quick Service Restaurant (QSR) breakfast. This program utilizes data and statistics to demonstrate the dramatic growth of QSR breakfast over the last several years.

One example of this is the banner ads for the online program with QSRmagazine.com. Three new banner ads are under development, the first of which will debut this month. It focuses on the growth in servings of breakfast sandwiches at QSRs over the last five years. Photos of on-trend egg breakfast sandwiches are featured in the banner and the last frame links to the new recipes section of the website, one of the most popular areas of the site. Similar banner ads will be featured on AEB.org/foodservice. Other elements of the communications program include:

- Five banner ads on QSRMagazine.com in January, May, July, September and November providing a total of 300,000 impressions including one no-charge, value-added banner ad.
- QSR Magazine.com Breakfast microsite sole sponsor for 2012, including two banner ads plus Breakfast Portal Data section.
- Four issues of the Breakfast Beat newsletter—February and May issues have been distributed and August and November issues are to come. E-versions have also been tested.
- Blog and Twitter programs continue throughout 2012.

Tokyo Event

USAPEEC took part in Tokyo’s FABEX Food and Beverage Expo with a booth and display focusing on U.S. egg products funded by the American Egg Board.

The booth was a popular stopping point for show-goers, who looked over the display of U.S. products and sampled breads made with U.S. dried egg products.

Based on a survey conducted by USAPEEC at the booth, more than 50 percent of the booth visitors had limited knowledge about egg products although they are currently using table eggs in their production.

As a result, opportunities remain to expand the use of U.S. egg products to this important market.

Safeway Workshop

On May 22, AEB conducted an egg product workshop at Safeway’s Culinary Kitchen in Pleasanton, CA. The workshop was presented by AEB accompanied by Dr. Shelly McKee, Auburn University, Auburn, AL, and Walter Zuromski, AEB’s research chef, Lincoln, RI.

The meeting was attended by 20 Safeway staff members involved in product development in the areas of ice cream and frozen novelties, shelf stable foods, deli foods, bakery, salad dressings and sauces, frozen foods, and cereal bars under various Safeway private labels.

During this 1.5-hour workshop, AEB shared functional egg product information related to specialty egg products at Safeway’s request.

The science behind each egg product’s functional attribute was presented, followed by a product tasting that included those egg products as an ingredient. Based on the types of questions asked of all presenters, Safeway product developers were very interested in the information presented along with the product samples prepared for observation and tasting. AEB has plans to conduct additional workshops with food formulators in 2012.
Virtual Field Trip

One classroom appreciated AEB’s Virtual Field Trip with Discovery Education so much that they sent hand made cards with pictures and notes to the Hickmans.

Follow Incredible Eggs on: Pinterest

State Support Program Spotlight

Visiting family and consumer science classes in high schools and junior highs, the Illinois Department of Agriculture is introducing students to eggs. From making their own omelets to egg experiments, the students learn where eggs come from and the farm-to-table process. Using AEB’s State Support Funding to purchase materials and supplies, outreach personnel goes into classrooms around the state reaching the all-important consumers of tomorrow.

Younger students looked at the pores in the shell and spun their eggs to determine its status as cooked or raw. The students were amazed to learn that vinegar can disintegrate the shell of the egg in 24 hours and received AEB’s Egg Reader, geared at students in third through sixth grades.

Thrilled to have learned how to make an omelet, older students vowed to go home and show their families how easy it is to prepare a quick egg breakfast in the morning. AEB’s State Support Funding allow the outreach personnel to teach everyday skills, like cooking, while emphasizing the healthy eating aspect and how eggs play a pivotal role in their health.

Key talking points from AEB were integrated into each presentation, and participants received take-home materials to further drive home the message.