ENC’s Health Professional Outreach & SAP Meeting

Last month was a great month for ENC health professional (HP) outreach, and exhibit season continues in full swing. The Collegiate & Professional Sports Dietitian Conference (CPSDA) in St. Louis offered great education sessions and exhibiting time to discuss current research and resources for Sports RDs working with college, professional and Olympic athletes as well as military groups.

The Sports RDs appreciate eggs, an affordable and nutrient-packed whole food option to promote with their clients for proper nutrition and recovery.

Along with ENC, Health Professional Advisor Chris Barry exhibited at American Academy of Physician Assistants (AAPA). As a Physician Assistant, Chris was able to talk with attendees about how he uses ENC tools and messages with clients and was a great addition to the booth.

ENC also hosted a Product Showcase breakfast and meeting at the AAPA conference. More than 200 people attended the session “Dietary Approaches to this session. Participants commented that it was wonderful to receive research-based nutrition education.

This month, ENC met with its Scientific Advisory Panel to discuss potential research projects for 2013-2014. These experts from various universities help ensure ENC funds areas that align with AEB/ENC’s overall objectives and areas that will keep ENC’s research pipeline well stocked. This research lends credibility to AEB/ENC’s marketing messages. Grant awardees will be announced soon.

Diabetes: Resources from the Joslin Diabetes Center” by Registered Dietitian Gillian Arathuzik. ENC also previewed the co-branded health professional material “Eating Well with Diabetes: A Teaching Guide for Health Professionals” during the session. Participants commented that it was wonderful to receive research-based nutrition education.

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ENC’s Internship Program

Launched in 2011, ENC’s Dietetic Internship Program continues its support of future Registered Dietitians (RDs) with rotations throughout the year.

This June, Nawal Al-Nouri interned at ENC for four weeks. She studies nutrition and dietetics at the University of Illinois at Chicago and will be eligible to sit for the registered dietitian (RD) exam in December of 2013. To be eligible for this exam, she must complete 1,200 supervised practice hours in clinical dietetics, community nutrition, foodservice and other areas.

During her internship, Nawal wrote for ENC’s Nutrition Unscrambled blog, enhanced areas of EggNutritionCenter.org, monitored research sites for new information regarding egg nutrition and helped with any additional tasks that came her way. She also worked at ENC’s booth at the American Association of Nurse Practitioners (AANP) conference in Las Vegas, Nevada. She shared that working for ENC has been an invaluable experience exposing her to a unique field of dietetics she may have otherwise never explored.

She recently completed another rotation working for both the Greater Chicago Food Depository (GCFD) and the Chicago Partnership for Health Promotion. She worked on revising a curriculum published by the latter for all Kids Cafes of the GCFD.

“I cannot relay how excited I am to have worked with the Egg Nutrition Center,” says Nawal. “I have always wanted to tackle the ‘Are eggs healthy?’ question with accuracy and credibility and am confident now in my answer after this experience. I am looking for as many ways as possible to expand my knowledge with this rotation.”

This program boosts ENC’s reputation within the health professional community by giving back to the profession. And these future health professionals are exposed to the role checkoff programs can play in this field.

Foodservice Outreach

AEB’s Breakfast Beat newsletter, available in print and digital, underwent a facelift, and readership continues to grow. More than 30,000 readers received the April issue. In fact, one reader — the corporate chef from the only bagel bakery chain in the country that freshly bakes New York style bagels in each of its 300 locations in 26 states — recently called AEB for additional information after reading Breakfast Beat. This publication helps cement AEB’s position as THE breakfast expert.
Red & Eggs Promotion

Tabasco developed a first quarter promotion titled Red & Eggs devoted to recipes that feature eggs and Tabasco sauce that prominently displays AEB branding. The promotion generated more than 1.4 million impressions in foodservice publications, Restaurant Business, Restaurant Hospitality and Nation’s Restaurant News. The promotion was so popular that it is being scheduled for the second quarter of 2014. Best of all, because of the importance of eggs, AEB paid nothing for this opportunity.

Virtual Field Trip Gains Online Views

The archive views of AEB’s 2013 Virtual Field Trip with Discovery continues to draw viewers’ eyes to AEB’s online Education Station that is hosted by Discovery.

By chapter, views total: The Egg From Farm-to-Table: 2,237; Welcome and Henhouse: 269; Aviary: 262; Egg Processing: 313; & Further Processing: 188.

An Eggs-cellent Promotion

Port Huron, Michigan-based Woman’s Life Insurance Society decided to incorporate National Egg Month and the Good Egg Project (GEP) into an egg-themed employee recognition event last month. The organization has chapters all over the country, and its national cause is fighting homelessness and hunger that prompted sharing of the GEP with its members across the country on its Facebook pages.

The event included a dozen blown-out eggs that contained the day’s Grade A Egg Winners. All attendees received AEB recipe cards and information as well as an egg-shaped paperclip holder.
Virginia — As part of a Sysco Focus Workshop, the Virginia Egg Council (VEC) presented to foodservice professionals from across the state on food safety; nutrition/wellness and protein cost analysis showing eggs as the most affordable source of high-quality protein. Ideas to bring egg-ucation into the cafeteria were presented. The VEC also presented its Wake up to Eggs School Foodservice Contest. Contest rules and information were then sent across the state through the foodservice managers’ listserv. The objectives of the contest included:

- Encourage service of egg entrees for lunch (served once a week for a month).
- Tap students’ creativity and egg knowledge by having them create posters, including any or all of these points: Breakfast is important for learning; protein for breakfast is important; eggs are an incredible protein food.
- Encourage students to eat eggs for breakfast by hanging student created posters in the cafeteria.
- Create an egg environment in the cafeteria, with four displays, changed weekly, about egg knowledge; nutrition; and fun facts including hand-outs, games and more.

A third grader created the winning poster that featured a race track with several breakfast items running in a race, with an egg crossing the finish line first. The winner’s classroom also won 35 coloring books, and the winning student won four theme park tickets.

The Cafeteria Manager Winner created egg entrees for lunch that included: Egg & Shrimp Wrap, Grilled Cheese & Egg Sandwich, Egg & Veggie Quesadillas and Scrambled Eggs & Cheese on Whole Wheat Biscuit.

Weekly in-school displays called out eggs as brain food, showcased incredible egg facts and more. Prizes for the School Foodservice Manager included: $100 cash; $100 in AEB bucks and AEB materials including 350 egg pencils, Kids in the Kitchen brochures and bookmarks. This program incorporated AEB’s national Wake Up to Eggs messages and reached students, foodservice professionals and teachers.