New NBC Spots Filmed

For the third year, AEB partnered with NBC Universal. This year’s segments drove home the story of America’s egg farmers’ improved environmental sustainability and overall stewardship. AEB’s two 30-second spots featured sustainability messaging and aired during key morning and afternoon times in New York, Los Angeles, Chicago, Philadelphia and Dallas. Featuring Jacques Klempf of Dixie Egg Co., the spots also ran online on NBC Universal premium platforms like NBC and NBC.com, iVillage, Access Hollywood.com and Oxygen.com.

The segments will also appear on NBC-news sites in eight top-tier cities, including: Boston, Atlanta, Houston, Detroit, Seattle, Phoenix, Tampa and Minneapolis-St. Paul. These segments promote the results of the 50-Year Environmental Footprint Study and aim to drive egg sales during the summer.

Webinar for Egg Product Industry Members

On April 30, AEB hosted a webinar for the egg products industry to learn the results of the recently completed 2013 Egg Product Volumetric Study and AEB’s Demand Dashboard on shell eggs and egg products. Strategic Growth Partners’ Jerry Smiley oversaw the Volumetric Study and participated on the webinar that detailed the 2013 volume usage by U.S. foodservice operations and food manufacturers of liquid, frozen and dried egg products as well as pre-cooked and hard-cooked eggs.
AEB’s outreach to school foodservice directors is ongoing. The white paper titled “The Incredible Edible Egg in School Meals: It’s a Natural Fit” is now available and includes insights on:

- Affordability of eggs can allow for more menu flexibility
- Weight control and satiety among students
- Trend information in foodservice and ideas to apply it to the school lunch menu.

Work continues on a hard-boiled egg brochure highlighting six recipes that demonstrate egg functionality for school foodservice. These recipes highlight multiple methods of applying eggs in a cost-effective way for school lunches and include four different preparations.

Messages created to resonate with this audience include:

- Eggs provide versatile vegetarian and gluten-free options. The better you serve the dietary needs of your students with delicious options, the more likely they will be to eat in your cafeteria rather than bring meals in.
- As a familiar food item, eggs can increase Average Daily Participation, being a transportable item, as well as a generally enjoyed breakfast/lunch food.

There are plans for a total of 16 new recipes that will include complete HAACP steps and nutritional facts.

Winning Gold Again

AEB’s 2013 Taking Back Easter Campaign won a Golden Trumpet at the Publicity Club of Chicago Awards Ceremony. The Golden Trumpet Awards recognize PR campaigns of excellence with gold being the highest honor. Last year’s Easter results were a true testament of a fully integrated marketing campaign.

State Support in Washington

Through its State Support funding, AEB is part of the Washington Agriculture in the Classroom and its Every Day is Earth Day For Washington Farmers supplement. This supplement reached an average readership of more than 830,000 on April 20 through the Sunday Seattle Times. It was also posted within the paper’s Special Online Section that receives 6.8 million unique visitors monthly. Newspapers in Education (NIE) also distributed classroom copies of the program to its 1,100 educator database and more than 46,000 students.

This supplement was a collaboration between many commodity groups in the Washington area, including Washington Egg Producers. This program is designed to bring an increased awareness of stewardship and conservation practices in agriculture to students. Together, agriscience, agribusiness and production agriculture form the largest industry in America, and environmental issues are inextricably linked to agriculture. As future leaders, students will have a better understanding of agriculture and how it affects our world.

This supplement also featured AEB’s sustainability infographic and informed tomorrow’s consumers about how today’s egg farmers care.
Iowa State honored Hongwei Xin, professor of agricultural and biosystems engineering and director of the Egg Industry Center, as its Charles F. Curtiss Distinguished Professor in Agriculture and Life Sciences. The honor of Distinguished Professor recognizes exemplary performance in research or creative activities as reflected by a national or international reputation in the faculty member's discipline. He will retain this title throughout his tenure at Iowa State. Congrats, Hongwei!

Promoting Fruits, Veggies and Eggs in Partnership

ENC's worked with the Produce for Better Health Foundation (PBH Foundation) on the photography, testing and nutrient analysis of a recipe for a Garden Frittata, as part of its Half Your Plate Fruits and Veggies program. Both the PBH Foundation and the Incredible Edible Egg's social media sites will promote the recipe this month.

An additional benefit of this partnership is that the plates are shared at various times throughout the year, which allows us to maximize the partnership and highlight eggs with other healthy foods. An example was a recipe created in 2011 Spinach Salad with Apples & Eggs that was recently posted again and received 2,700 likes and was shared via Facebook more than 2,100 times. ●
In April, AEB presented a 20-minute presentation titled “Today’s Nutrition Powerhouse: the Incredible Egg” at the 2014 Shopping for Health Supermarket Dietitian Meeting. Dietitians and Consumer Affairs Advisors employed by major grocery retail chains around the country attended, along with sponsors from food companies and organizations.

In conjunction with the presentation, the dietitian guests enjoyed a buffet breakfast showcasing egg recipes. The dishes on the buffet included:

- Ramekins of Egg, Ham and Cheddar Cheese
- Breakfast Burritos with Egg, Sausage and Peppers
- Mini Quiche
- Breakfast Biscuits Stuffed with Egg, Ham and Cheese.

Goody bags with AEB’s printed materials and flash drives were hand delivered to the supermarket guests who attended the conference including representatives from Meijer, Safeway, Weis Markets, United Supermarkets, HAC Retail, Whole Foods, Hy-Vee, Kings Food Markets/Balducci’s, Mrs. Green’s Natural Market, Wegmans, Loblaw’s Stores, Inc., Big-Y, Raley’s, Ingles Markets, Redner’s Warehouse Markets, Hannaford Brothers Supermarkets, Wakefern Food Corporation, King Soopers/City Market and Schnuck Markets.

After the Shopping for Health Conference, dietitian guests filled out evaluation forms, giving sponsors feedback and providing additional information on how they can better work together to communicate product messages to consumers.

The following are comments received about the Shopping for Health meeting in general and about AEB’s presentation:

EGGCELLENT! I already utilized material on Fox 25 TV segment! I loved that it easily incorporated science and the shoppers. I enjoyed the discussion afterwards about current consumer concerns. –Alyson Dykstra, HAC Retail

This was probably my favorite “presentation.” I thought both presenters did a great job, even though there was some research, it was presented in a practical way and again gave us SOLUTIONS that we can use with our customers. On the breakfast, no complaints here! I love eggs and was happy to have them (again!) –Meredith Mensinger, Redner’s Warehouse Markets

I truly enjoyed the presentation and learned a lot about different labels for eggs (cage free/free range) that are typically asked in store. Eggs are a perfect food especially for pregnancy and protein needs. –Kristen Johnson, Mrs. Green’s Natural Markets

I’ve visited a few egg farms and heard egg nutrition presentations, this was one of the best. –Cheryl Good, Kings/Balducci’s

Great presentation and information provided. The handouts at the breakfast and in the goody bag will be very beneficial. –Andrea Luttrell, Big Y

This was one of my favorite sessions. I had not realized that one large egg was a good source of vitamin D! It was also interesting to learn that one large egg has 14% less cholesterol than previously thought. I am curious to see what kind of messaging they develop for consumers regarding eggs in light of the new AHA blood cholesterol guidelines. –Trish Kazacos, Wegman’s

The handouts were very helpful to go along with what we learned about eggs. It was great to have all the differences in the eggs laid out and summarized. –Brenda Duby, United Markets

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Health Professional Outreach

ENC hosted breakfast omelet stations for the first day of education sessions at the Collegiate & Professional Sports Dietitians Association (CPSDA) conference in Scottsdale, Az., for the more than 200 attendees. ENC talked with attendees during exhibits and networking sessions and attended educational sessions. Sports dietitians fuel all level of athletes and report offering eggs and omelet stations as part of their training tables and using ENC tools to educate athletes.

The recent American Academy of Physician Assistants (AAPA) Annual Conference in Boston is the largest physician assistant (PA)-focused continuing medical education event in the world. Tia M. Rains, Ph.D., spoke to 200-plus PAs on “New Directions in Macronutrient Intake & Weight Management: From Science to Solutions.” Chris Barry, PA and member of ENC’s Health Professional Advisory Panel, kicked off the event. ENC also talked with more than 300 PAs in the exhibit hall and shared a variety of research and education materials. This year, ENC was also the sponsor of an education grant for the cardiology track of the conference, as a commitment to research and nutrition information in the cardiovascular area. PAs continue to value ENC’s education offerings with many of them stating it helps keep them abreast of current nutrition trends.
PROMOTING EGGS

Sizzling Summer Egg Recipe Series Launches on Facebook

Summer is heating up and so is talk about summer-inspired recipes and grilling. By listening in on what people have been talking about on Twitter, Facebook, Pinterest and in online forums, the Incredible Egg discovered that light salads, grilled eggs and deviled egg flights are the latest egg trends for summer. To capitalize on the social conversation all season long, AEB is dishing out on-trend egg recipes developed by popular food bloggers and chef partners like What’s Gaby Cooking, Chef Billy Parisi and egg cookbook author Mike Ruhlman.

First to debut in the Sizzlin’ Summer Egg Recipe Series was a recipe for Cowboy Caviar with a Poached Egg – a vegetable quinoa salad – from What’s Gaby Cooking. The recipe posted before Memorial Day weekend, where salads and sides ruled the picnic. Fans loved the recipe, generating more than 1,800 Facebook “likes” and “shares” and pages of positive comments.

Leading up to Father’s Day, Chef Billy Parisi helped fans master the “grilled egg” by sharing tips and tricks for grilling eggs in vegetables like a Portobello mushroom and also showed how easily it can turn into a mouth-watering burger topped with Gruyere cheese.

For the 4th of July, Mike Ruhlman, recently featured in the New York Times, will celebrate with a custom deviled egg flight for Incredible Egg Fans. The flight will showcase 3-5 different deviled egg fillings lined up on one plate.

Visit the Incredible Egg on Facebook to continue seeing what our chefs come up with next for the Sizzlin’ Summer Egg Recipe Series.

Published ENC-Funded Studies

This recently published research will be leveraged in both AEB/ENC’s PR and marketing efforts when appropriate.


Eggucational Resources

AEB will be exhibiting at Institute of Food Technologists (IFT) Annual Meeting and Expo in New Orleans, June 21-25, and at the School Nutrition Association (SNA) Annual Meeting and Expo in Boston, July 13-16. At both of these events, attendees visiting AEB’s booths will have the opportunity to taste products and take home an egg-shaped card containing AEB links to access appropriate online materials. Samples of both cards are enclosed with this mailing. A limited supply of cards are available free of charge by contacting Amanda Ferencz, aferencz@aeb.org.