

incredible news

Communicating the Value of Your Checkoff Dollars

JUNE 2015

Consumer Confidence in Eggs Remains High

When Avian Influenza (AI) was first detected in an egg layer flock in April, the industry was very concerned about potential consumer backlash. Would egg eaters be worried about getting the flu and reduce their egg consumption, or worse yet, stop eating eggs altogether? AEB is relieved to say that this hasn't happened.

One of AEB's primary functions is to maintain consumer confidence in eggs. In addition to real-time monitoring of media coverage and social media conversations, AEB has conducted two rounds of quantitative consumer research to gauge attitudes and awareness around AI and eggs. The first was done in late April, and the second was done in mid-May. A third is planned for this month.

Key findings from this research include:

- 2/3 of Americans still haven't noticed any recent news about AI. Obviously, those in the industry are very close to the situation, but most Americans aren't.
- Nearly 80 percent of Americans say that knowing about AI doesn't affect their consumption of eggs.
- Nearly 90 percent of Americans believe eggs are safe to eat.

These measures have not significantly changed over time and do not indicate a major consumer crisis.

Both World Organization for Animal Health and Animal and Plant Health Inspection Service have announced that they believe the worst of this has passed and that the virus will be under control within four months. While that may be true, clearly supply of eggs is tighter, which is creating price pressures, even with shell eggs sold at retail.

As a result, AEB has prepared messaging for egg producers and retailers to help explain the situation. This messaging could potentially be used at shelf as well. They are:

Due to a temporary national supply shortage, egg prices are rising. Egg farmers are working hard to continue to provide you one of the best values in the store, with each egg containing high-quality protein and vitamin D for 70 calories.

The U.S. is experiencing an outbreak of Avian Influenza, which has reduced the number of egg-laying hens by 12 percent and created a temporary shortage. As a result, egg prices are rising. Please know that eggs remain 100 percent safe and stand as one of the best values in the store, providing high-quality protein and vitamin D for 70 calories each. ●

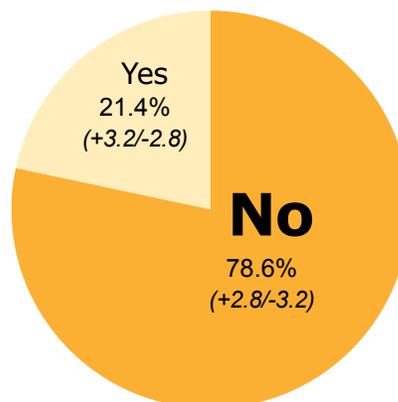


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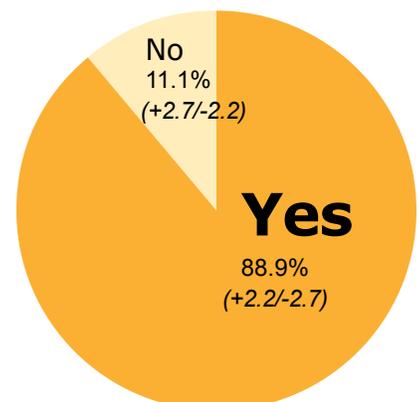
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Make it incredible!

Does knowing about Avian Influenza affect your consumption of eggs?



Do you believe eggs are safe to eat?



Results for respondents with demographics. Weighted by Age, Gender, Region. Conducted by Google Consumer Surveys and based on 768 responses.

More ENC Research Published

ENC-funded research has been published in top tier scientific journals, including the *American Journal of Clinical Nutrition*, *The Journal of Nutrition* and the *European Journal of Clinical Nutrition*. The research covers a variety of benefits of egg and protein consumption and brings forth important implications for health professionals (HPs) and their patients.

Two recently published studies examine the effects of egg consumption in people with type 2 diabetes, a population historically advised to minimize intake of eggs. Their findings suggest that those with type 2 diabetes can safely consume eggs regularly and may even benefit from daily consumption of eggs. One of these studies was funded by the Australian Egg Corp., but ENC's media pitching, in support of this newsworthy science, produced the opportunity for Dr. Mitch Kanter's interview on *Doctor Radio*. Results of another ENC-funded study suggested that for regular breakfast eaters, a higher-protein, egg-based breakfast led to better glucose control throughout the day.

In addition to strategic media pitching, ENC has shared the news of this research with hundreds of HPs, helping to develop relationships with influential individuals and encouraging them to share the news with their patients, colleagues and social media networks. These efforts have yielded more than 8 million media impressions, including related articles in *Medical News Today*, *Science Daily* and *International Business Times*, among others.

In light of the recent recommendations of the Dietary Guidelines Advisory Committee to remove restrictions on dietary cholesterol consumption, the positive outcomes of these studies are encouraging. ENC continues to spread this news. As more ENC-funded studies are published, more opportunities to showcase the benefits of eggs in the media arise, thereby expanding HPs and consumers' positive sentiment toward eggs. ●

Egg Nutrition Center



Reaching Educators & Students

The Good Egg Project's online Education Station received more than 17,000 page views in the month of April, due largely to the increase in promotion for the close of the Incredible Egg Sweepstakes.

Educators remained extremely engaged throughout April, downloading more than 1,600 resources. These resource downloads represent more than 96,000 students reached through AEB's content. The interactive lesson plan *Fresh Foods from Farm to Table* was decidedly the most popular resource.

The videos earned more than 1,200 views due to the promotion of the Virtual Field Trip archive.

AEB's messages and available resources were featured in banner ad campaigns that appeared throughout DiscoveryEducation.com. The *In the Spotlight* feature and carousel on the *Teacher and Teacher K-5* homepage, featured a related blog post. Social media also reached Discovery Education's network of educators. ●

Keep up with the latest in breakfast trends from AEB



incredible breakfast trends from the American Egg Board

The New Consumer

We're in the midst of a seismic generational shift. In 2015 Millennials, many of whom share Hispanic roots, will rise to the top of the population hierarchy, elbowing out Baby Boomers. Take a look below to see what lies ahead.

Millennial Evolution
How will Millennials change our morning foodscape? It's already begun. Researchers say this first-ever 'foodie' generation has brought a sea of change to how all of us think about our food and where it comes from...
[Read Full Trend >](#)

Boomers on a Mission
While their population numbers may be shrinking, Baby Boomers still hold a lot of economic sway. Boomers spend more on breakfast...
[Read Full Trend >](#)

Hispanic Table Stakes
The Hispanic influence at breakfast can't be ignored. Hispanics are the largest ethnic demographic in the U.S., and they have brought a multicultural...
[Read Full Trend >](#)

If you received this email as a forward, but you'd like to receive future issues in your own inbox, then please [subscribe here](#)

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Food Technology Advisory Council Meeting

Twelve food formulating professionals, representing 11 different companies, along with egg industry staff met in Chicago April 30 - May 1 for AEB's 15th Annual Food Technology Advisory Council Meeting.

Bob Swientek, editor-in-chief, *Food Technology* magazine, kicked-off the meeting with his presentation "Five Food Trends Reshaping Product Development." Roundtable discussions centered on AEB's egg product resources including workshop opportunities, potential research projects and the current challenges. ●

For a copy of Bob Swientek's presentation, contact Elisa Maloberti, emaloberti@aeb.org or 224.563.3711.



Latest Foodservice & Retail Breakfast Trends

The latest quarterly installment of *Incredible Breakfast Trends* focuses on three demographics, Baby Boomers, Millennials and Hispanics and their influence on the morning foodscape.

Visit AEB.org/foodservice/breakfast-trends to learn which group is the first-ever 'foodie' generation that desires food to be fresh and flavorful while meeting their social agendas, which group has the most spending power and what trends are on the horizon that will make their way to a breakfast menu or retail outlet near you. ●

AEB BOARD MEETINGS

board meetings

Wednesday/Thursday
July 15-16
Downtown Chicago, Ill.

Contact:
Gwen Ramirez
224.563.3712
gramirez@aeb.org

Wednesday/Thursday
November 11-12
Rosemont, Ill.

Wednesday-Friday
March 9-11, 2016
Napa, Calif.





New White Papers

As an ingredient, proteins can supply flavor and function. REAL egg ingredients provide formulators with a protein ingredient choice that delivers both excellent flavor and a wide range of functional properties that help improve product texture, form and appearance.

AEB has published two white papers with selected research from multiple studies for a comprehensive look at the nutritional qualities of egg proteins and their functional benefits.

REAL Eggs: Not All Proteins Are Created Equal highlights the amino acid profile and bioavailability of egg proteins. The paper examines some of the health benefits derived from high-quality protein. To download the paper, visit AEB.org/Protein.

REAL Eggs Make a Real Difference takes a look at a few food categories where replacer ingredients have a negative impact on product quality, texture and taste. To download the paper, visit AEB.org/REAL. ●

USDA Seeks Nominees

The U.S. Department of Agriculture (USDA) is seeking nominations for individuals to serve on the AEB for the 2016-17 term.

Any non-exempt egg producer within the 48 contiguous United States and the District of Columbia can be considered for nomination. All eligible individuals are invited to express an interest in being nominated by July 31, 2015.

For more information, please contact the Caucus Chairman for your area listed below:

Area 1 - North Atlantic States: Melissa Sankey, PennAg Industries Assoc.

Area 2 - South Atlantic States: Ray Hilburn, Alabama Poultry and Egg Assoc.

Area 3 - East North Central States: Jim Chakeres, Ohio Poultry Assoc.

Area 4 - West North Central States: Ken Koelkebeck, Illinois Poultry Industry Council

Area 5 - South Central States: Randy Olson, Iowa Egg Council

Area 6 - Western States: Debbie Murdock, California Egg Industry Assoc.

Composed of 18 members and 18 alternates representing six regions, AEB administers an egg research and promotion program authorized by the Egg Research and Consumer Information Act of 1974. Terms are staggered, so half of the membership is appointed each year in order to provide policy continuity. The Secretary of Agriculture selects appointees from producers nominated by USDA certified organizations representing the egg industry.

USDA encourages board membership that reflects the diversity of the individuals served by its industry. Diversity includes gender, race, disability, length of service and size and type of operation. ●

States are divided into six areas and are broken out as follows:

Area 1 - North Atlantic States: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia and West Virginia

Area 2 - South Atlantic States: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma and South Carolina

Area 3 - East North Central States: Kentucky, Michigan, Missouri, Ohio and Tennessee

Area 4 - West North Central States: Colorado, Idaho, Illinois, Indiana, Minnesota, Montana, North Dakota, South Dakota, Wisconsin and Wyoming

Area 5 - South Central States: Iowa, Kansas, and Nebraska

Area 6 - Western States: Arizona, California, Nevada, New Mexico, Oregon, Texas, Utah and Washington