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Editor: Matthew Butler

## Egg Producers Donate 12 Million Eggs to Food Bank

*AEB-supported initiative delivers nutrient-packed eggs to American families in need*

According to recent research by the U.S. Department of Agriculture (USDA), 12.6 million American households are food insecure and find it difficult to provide enough food for their family. Recognizing that nutritious foods are often hard to come by for these families, America's egg producers are donating more than 12 million eggs this month to America's Second Harvest – The Nation's Food Bank Network, which is the largest hunger-relief organization in the United States.

The egg donations are part of an AEB-supported initiative from United Egg Producers to have egg producers from all 50 states donate eggs to America's Second Harvest.

"We are extremely grateful to America's egg producers for their significant donation of more than 12 million eggs to our food bank members across the nation," said Vicki Escarra, president and CEO of America's Second Harvest. "This donation could not have come at a better time, as many of our food bank members are currently struggling with low inventories, while facing a sharp increase in demand for emergency food."



The donation will provide food-insecure Americans with much needed high-quality protein, which helps kids and adults build muscle strength, helps older adults prevent muscle loss, and may also promote weight management. "Protein is always the hardest food category for our food banks to acquire, and a donation of this magnitude will go a long way in helping the more than 25 million Americans we serve – men, women and children who are living on the edge of hunger," Escarra said.

Egg producers from across the country, through commitments made to United Egg Producers, will

participate in the donation, with most of the eggs delivered in the two to three weeks prior to Easter.

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## These People are Incredible!

The AEB-sponsored “Incredible People” segment on the increasingly popular “Rachael Ray” show is off to a fast start. The segment spotlights everyday viewers who are working to help kids and families eat more healthy meals and are chosen to share their healthy ways with Rachael Ray during her show.

On Monday, March 3, the “Rachael Ray” show featured Seth Bixby Daugherty, a former executive chef who gave up his high-profile job to create an organization to get kids eating “real food” by improving school lunches. His not-for-profit group, Real Food Initiatives, creates healthy alternatives to the meals being served in some school cafeterias today.

Stacey Antine is another guest who later this month will join Rachael as an AEB “Incredible Person.” Antine is the founder of HealthBarn USA, a farm program for kids ages 3-15 that gives them the chance to work on a farm, grow and harvest fruits and vegetables, and learn about nutrition by experiencing fresh, locally-grown food. Her program teaches families how to lead healthy lifestyles via workshops for parents and kids at which they grow their own food, cook what they grow, and learn outdoor exercises.



Through the “Incredible People” segment, as well as on the [www.rachaelrayshow.com](http://www.rachaelrayshow.com) website, AEB receives strong visual and verbal branding for The incredible edible egg™.

Check local listings for the “Rachel Ray” show airtime in your market to see more “Incredible People.”

## Good Morning America, Have an Omelet



To kick off National Breakfast Week, AEB’s Howard Helmer appeared March 2 on the weekend edition of “Good Morning America” to teach the show’s four hosts – and the nearly 3 million viewers watching at home – how to make the perfect omelet.

In addition to demonstrating how to make an omelet in 40 seconds or less,

Howard explained how easy and versatile eggs are to prepare, he touched on some of the many nutritional benefits of eggs, and he also took time to direct viewers to AEB’s new consumer website, [www.IncredibleEgg.com](http://www.IncredibleEgg.com).

Viewers will have another opportunity to see Helmer in the spotlight as he will appear on nationwide television stations during an April 30 segment with “Mr Food.”

## DONATION

*continued from cover page*

“Egg demand is highest during the Easter holiday,” said Joanne Ivy, president and CEO of the American Egg Board. “A donation of this size during the Easter season is a true indication of egg producers’ dedication to providing American families with the important nutrients they need to stay nourished and energized throughout the day.”

To inform the public on the egg donation, AEB distributed a press release to media at top newspapers, news wires, business magazines and philanthropy publications. United Egg Producers is handling local media outreach in cities receiving large egg donations.

# Eggciting Egg Product News

◆ AEB partnered with *Prepared Foods* magazine to produce a four-page supplement inserted directly into the March issue. The supplement helps food formulators understand that egg products can mimic the structure of gluten-containing ingredients with finesse. To request a copy of the supplement, e-mail Elisa Maloberti [emaloberti@aeb.org](mailto:emaloberti@aeb.org).



◆ The tenth meeting of AEB's Food Technology Advisory Council took place in February in Richmond, VA. A number of research projects were suggested here, including the creation of a soluble dried egg product (one that easily dissolves in liquids) for the beverage industry and the new applications of egg whites as a foaming agent in non-traditional foods. AEB will investigate these possibilities and prioritize the projects based on available funding. At the recommendation of the council, AEB will proceed with the cost comparison of egg products and egg replacers in industry standard formulations of angel and yellow cakes, pasta, ice cream and mayonnaise by The Food Processing Center at University of Nebraska-Lincoln.

◆ USDA is planning to purchase \$8 million worth of liquid whole egg product for the school lunch program. To have better participation in the program, USDA is looking at potential new products containing eggs that school systems could have prepared with the donated liquid. The liquid egg program has steadily grown over the last few years as further processors have worked with school systems to develop heat-and-serve items such as omelets and sandwiches. At a recent United Egg Association meeting, a committee of further processors was appointed to explore with USDA ways to further expand the bulk liquid program and add other egg products to the USDA purchase program.

## AEB Reaches Online Gamers

Believe it or not, research shows that 56 percent of moms (20.6 million in total) are playing online games. This is just one reason why AEB is allocating a portion of its online media buy to online gaming, which provides an additional avenue to reach and engage moms at various touch points in their life.

The term **casual game** is used to refer to a category of electronic or computer games targeted at a mass audience. They require no long-term time commitment or special skills to play. Casual games appeal to people of all ages and demographic groups but the typical player is a 45-year-old female with an average household income of \$75,000. Approximately 65 percent of casual gamers play more than one hour per game session. Women gravitate toward puzzle and strategy games, citing stress relief, fun and rewards as primary reasons to play.

Casual Games are:

- easy to learn and play;
- easy to pick up but hard to put down;
- can be played in a series of micro time slices;
- work well on any platform but are predominately web based;
- are fun and addictive; and
- are Primarily word trivia, puzzle, card and casino games such as Mahjong, Backgammon, Solitaire, Bejeweled, etc.

AEB is utilizing two gaming sites for casual gamers – Wild Tangent and Yahoo Games. Wild Tangent is designing a custom game just for AEB, featuring eggs. This scrolling egg catching game will give consumers 45 seconds to catch as many eggs as possible in a basket.

## Monthly Eggspression

*"What we have done for ourselves alone dies with us; what we have done for others and the world remains and is immortal."*

*- Albert Pike*

# Top Publication Highlights AEB's Breakfast Ad and Chef Ambassadors

The February 2008 issue of *Restaurant Hospitality* shines its spotlight on American Egg Board (AEB) with an egg-focused story, featuring AEB's Eggscellent Chef Ambassadors, as well as AEB's new foodservice advertisement.



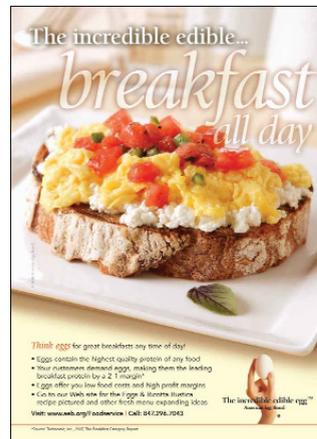
This edition of *Restaurant Hospitality* features a breakfast-focused article which highlights the culinary craftsmanship of AEB's Eggscellent Chef Ambassadors.



AEB provided the title photo/recipe for the feature article, "Wake Up Morning Menus," which includes Eggscellent Chef Ambassador Jennifer Jansinski's "Poached Eggs and Artichokes Barigoule." Jansinski is chef/owner of Rioja in Denver, CO.

Yet another egg-rich breakfast entrée spotlighted in the article is "Creamy Polenta with Poached Eggs and Crispy Pancetta" (AEB photo supplied) from Chef Ambassador Heather Terhune of Atwood Café and South Water Kitchen in Chicago, IL.

Targeting midscale/family and casual restaurants, as well as hotels, AEB's "The Incredible Edible Breakfast All Day" foodservice ad makes its debut in February's *Restaurant Hospitality*. The ad focuses on the emerging trend of serving breakfast foods throughout the day and showcases "Eggs & Ricotta Rustica," developed by AEB Eggscellent Chef Ambassador Cindy Pawlcy of Mustard's Grill in Napa, CA.



As a value-added benefit based upon the print advertising schedule, the egg safety ad, "How Egg Savvy is Your Staff?" will appear twice without a media insertion charge in *Restaurant Hospitality's* sister publication, *Food Management*. This ad will reach an estimated 47,000 foodservice operators in the non-commercial segment of the industry (schools, healthcare, etc.).