This year, AEB is focusing its cooking education public relations efforts on showing moms how incredibly easy it is to hard-cook eggs, an affordable and healthful meal and snack. The program began in February with a popular mom blogger writing about cooking with eggs every day for a month on the site Blissfully Domestic.

The program will “get cracking” in March and April, as AEB works to educate media and moms on how to properly hard-cook eggs for the upcoming Easter and Passover holidays along with Egg Salad Week. Be sure to turn on your televisions and radios in early April, as Howard Helmer hits the airwaves to discuss hard-cooked eggs and Easter. On April 2, Howard will participate in a radio media tour, talking with DJs from across the country, and the following day, he will demonstrate how to perfectly hard-cook eggs via a segment with “Mr. Food,” which will air on newcasts across the country. On April 10, Howard will appear on the national daytime program “The Morning Show with Mike and Juliet,” where he will make his famous 40-second omelet and offer tips for the Easter holiday. Check your local listings for the show’s airtime on your local FOX affiliate.

In addition to Howard’s on-air promotion of eggs, AEB will distribute a press kit to food media that will include hard-cooking instructions, Easter tips and recipes, Egg Salad Week leftover ideas and information on eggs’ affordability and high-quality protein. AEB will also ask mom bloggers to discuss their favorite Easter egg leftover ideas. AEB will continue its hard-cooked cooking education program throughout the year. The new, fresh step-by-step images will also be used for other promotions.

### March 2009 Editor: Ashley G. Richardson

**Cooking program reaches moms**

**ADVERTISMENT**

**Want to be incredible? Eat incredible!**

Eggs are an all-natural, high-quality protein that help keep your mind and body energized throughout the day. Hard-cook a dozen for a grab-and-go breakfast or snack for 70 calories.

**Hard-Cooked (Hard-Boiled) Eggs**

**STEP 1:** Place eggs in saucepan, add water, cover, bring to boil

**STEP 2:** Turn off heat; let stand for 15 minutes

**STEP 3:** Run cold water over eggs to cool

Get more incredible edible egg recipes at www.weightwatchers.com/incredibleegg

**PERFEKT!**

Eggs All They’re Cracked Up To Be and More

Find out why Eggs are the perfect ingredient for every meal. Discover the Eggscellent nutrition facts and how eggs can help you eat better. Eggs are the perfect ingredient for every meal. Discover the Eggscellent nutrition facts and how eggs can help you eat better.

American Egg Board

- Educating nurse-midwives
- Breakfast opportunities for eggs
- Eggscellent media highlights
- RetailWire partnership is successful
Educating nurse-midwives

AEB and ENC are coordinating an upcoming presentation for the American College of Nurse-Midwives Annual Meeting on May 22, in Seattle, WA. The presentation titled, “Choline: The Unknown Essential Nutrient” will highlight the importance of choline, as well as counseling tips that nurse-midwives should use in practice.

The speakers include Gary Shaw, Ph.D., research director, March of Dimes California Research Division, and Egg Ambassador Liz Ward, M.S., R.D. Dr. Shaw will kick-off the presentation by discussing the role of choline in maternal health and fetal development. Liz will then discuss the choline consumption gap and identify leading food sources of choline and counseling techniques to help bridge the choline consumption gap. During this portion of the presentation, she will also highlight CholineInfo.org and The Choline Connection tool kit as resources for nurse-midwives to utilize to learn more about choline and help educate their patients.

Breakfast opportunities for eggs

On February 11, AEB staff participated in a Webinar conducted by NPD representatives. The program highlighted restaurant breakfast traffic data and general economic and foodservice industry trends. AEB continues to focus its foodservice marketing, national accounts and promotional efforts on the growing breakfast market, particularly at QSRs.

Year-end restaurant traffic results have recently been released from AEB’s research partner NPD. In spite of the trying economic conditions, breakfast at QSRs remained strong in 2008. The following QSR data is from The NPD Group/CREST, November 2008:

- Morning meal traffic grew 2 percent
  - Breakfast foods grew in servings by 4 percent.
  - Share of morning meal grew by 5 percent since 2001.
  - For the last two years, morning meal was the strongest contributor to QSR traffic gains.
  - Breakfast sandwiches were very popular, and wraps/burritos are a growing segment.

AEB’s focus on QSRs continues

Capitalizing on the growing opportunity for eggs at QSRs, a new foodservice print ad will be introduced in May. Featuring the headline “Don’t just make breakfast … make it incredible,” this ad is the first in a series of three targeting QSRs. Throughout the year the print ads will be appearing in Nation’s Restaurant News and QSR magazines.

This new print ad targets key decision makers at QSRs’ headquarters. Including research from NPD/CREST, the ad highlights the growth in breakfast traffic, which is an excellent opportunity for eggs. AEB’s recipes, ideas and information will be emphasized in the ads—helping to make a successful breakfast menu with eggs.

A supporting online advertising program with QSR and Nation’s Restaurant News includes 64 online appearances throughout the year, including banner ads, e-newsletters, recipe ideas, breakfast briefs and a breakfast micro site. Tracking information for the online program will also be gathered and analyzed.

“Courage is the most important of all the virtues ... You can practice any virtue erratically, but nothing consistently without courage.”

Maya Angelou
Eggscellent media highlights

The March 9 issue of Woman’s World recommends eating eggs in a story on improving heart health, encouraging readers to “raise their good cholesterol with eggs.” The magazine states that eggs can help raise “good” (HDL) cholesterol, help reduce blood clots and aid in weight loss, citing last year’s egg weight management study from Dr. Nikhil Dhurandhar at the Pennington Biomedical Research Institute.

The March issue of Prevention features eggs in an aisle-by-aisle shopping guide story, “Go power shopping.” In the article, registered dietitian Dave Grotto touts eggs as a “low-calorie protein powerhouse” and notes eggs’ affordability and nutrient-rich yolk.

In February, an article on the Reader’s Digest website highlighted Dr. Dhurandhar’s weight management study and called eggs an “excellent and inexpensive source of protein and the most nutritionally complete of all protein sources.”

In January, “Oprah” praised eggs in a segment about childhood obesity. During the show, which featured Dr. Oz and David Zinczenko, editor-in-chief of Men’s Health and author of “Eat This Not That for Kids,” Zinczenko said that “eggs are the magic bullet of weight loss” and cited the results of Dr. Dhurandhar’s study.

Food Technology Advisory meeting

As a result of last month’s Food Technology Advisory Council meeting, AEB is investigating a number of research projects; those suggested include increasing the solubility and nutrient content of egg whites especially for beverage applications, and snack bar nutrient content and sensory perception performance using various egg product blends.

AEB will also develop a search engine for the aeb.org website to make application formulations and egg product research more accessible.

Through collaboration with Dr. Pat Curtis at Auburn University, AEB plans to develop a food manufacturers’ version of the National Egg Products School that will emphasize functional benefits and applications. The council also recommended an update to the EGGSolutions Took Kit, a folder containing egg product application formulations, nutrient information, and functional information.
RetailWire partnership is successful

AEB’s initial partnership with RetailWire, a well-known, daily e-newsletter for retailers, ended in December 2009.

AEB’s two Business Tips, which ran on RetailWire sequentially, generated approximately 150,000 banner views and marketing exposures to approximately one third of its retailers and 887 educational exposures, as well as an estimated 250 retail views via click-thrus. The click-thru rate for AEB’s tips was 2.5 times the Internet average. The eBlast was sent to 22,702 individuals and for a 20.4 percent open rate, one third of which were retailers.

The Business Tips and eBlast resulted in 85 downloads of AEB’s materials, including downloads by Affiliated Foods, BI-LO, C & S, Dollar General, H E B, Kroger, Marsh, Publix, Stop & Shop, SuperValu and United Supermarkets. There were also downloads from some major international retailers including Tesco, Woolworth’s and Reliance Retail.

This partnership provided marketing exposure for the egg category, promoted the category in an educational fashion and encourage the download of AEB’s information. RetailWire’s current sponsors include Nestle Purina, Nielsen, Unilever, P&G and more.

International egg promotion

During the Gulf Food Show, Feb. 23-26, 2009, AEB’s booth featured a chef who cooked U.S. eggs for sampling. Some 30 Middle Eastern traders visited the AEB booth, receiving information about U.S. Eggs and direction toward exhibiting members at the show. Orders placed for processed U.S. Eggs exceeded $250,000.

Enclosures

• Spring Eggscetera