Craig Willardson elected Chairman

On Thursday, March 11, AEB proudly shared USDA’s approval of its 2010 Board Members, Alternates and Executive Committee at its Board Meeting. After the election of the new Executive Committee, Immediate Past Chairman Jacques Klempf graciously passed the gavel to AEB’s new Chairman Craig Willardson of the Norco, CA-based Moark LLC. Having served on AEB’s Board for the past seven years and most recently as Vice Chairman, Craig encouraged the Board to be more proactive than ever before.

“If we can get the word out about all the things AEB does and we can be transparent, then with an informed industry, the referendum will pass,” said Craig, when addressing the full Board. “We have a great brand in the incredible edible egg.”

The 2010 Executive Committee also includes: Vice Chairman Brian Hayward of Creighton Brothers LLC; Secretary Chris Pierce of Heritage Poultry Management Services; Treasurer Bruce Dooyema of Dooyema & Sons Inc. and Executive Committee Members Richard Simpson of Simpson’s Eggs and Tad Gross of Hemmelgarn & Sons Inc.

The Members for Area I—North Atlantic States include: Chris Pierce; Julia Lough of Dorothy Egg Farm and Paul Sauder of R.W. Sauder Inc. as well as Alternates David Radio of Radio Foods and Karyn Kreher of Kreher’s Farm Fresh Eggs.

The Members for Area II—South Atlantic States include: Dolph Baker of Cal-Maine Foods Inc; Richard Simpson and Larry Thomason of Larry Thomason Egg Farm Inc. as well as Alternates Scott Horton of Country Charm Eggs; Jacques Klempf and Scott Braswell of Braswell Foods.

Members for Area III—East North Central States include: Tad Gross; Brian Winner of Ross-Medford Farms and Greg Herbruck of Herbruck Poultry Farms as well Alternates Tom Hertzfeld, I, of Hertzfeld Farms Inc; Bill Glass of Fort Recovery Equity and Thomas Stoller of Stoller Farms Inc.

Members for Area IV—West North Central States include: Pat Stonger of Daybreak Foods Inc.; Brian Hayward of Creighton Brothers LLC and Scott Ramsdell of Dakota Layers LLP as well as Alternates Ben Thompson of Pearl Valley Eggs Inc.; Ruth Ann Hendrix of Rose Acre Farms Inc. and Amos Baer of Baer Poultry Co.

Members for Area V—South Central States include: Bruce Dooyema; Tim Bebee of Michael Foods Egg Products and Brian Joyer of Sparboe Farms as well as Alternates Blair Van Zetten of Oskaloosa Food Products; Richard Hall of S.W. Iowa Egg Cooperative and Greg Nelson of Nelson Poultry Farms.

Members for Area VI—Western States include: David Elbel of Feather Crest Farms Inc.; Craig Willardson and Roger Deffner of National Food Corp. as well as Alternates Frankie King of Pilgrim’s Pride Corp.; Clint Hickman of Hickman’s Egg Ranch and Mark Oldenkamp of Valley Fresh Foods Inc.

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March 2010  Editor: Ashley G. Richardson
The American Egg Board held its annual meeting week before last in Chicago. It was the changing of the guard from Jacques Klempf, who was AEB’s Chairman for the past two years, to Craig Willardson, who has served as AEB’s Vice Chairman. Jacques has been an extraordinary Chairman and will leave behind a strong legacy of accomplishments and special memorable moments to mark his two-year term in office.

During his time as Chairman, Jacques was a true leader inspiring the Board and staff to raise the bar on effective marketing programs on behalf of the egg industry. Among his most noteworthy accomplishments was spearheading the creation of the Agricultural Education Committee. This new Committee created a multi-year, multi-million dollar farmer image campaign, which includes educating the consumer about modern egg production practices, featuring how egg farmers care for their animals, and highlighting the good deeds of the egg farmers through their egg donations to feed the hungry. Jacques was always thinking “outside the box” and established a National Brand Task Force to investigate the opportunities of establishing a national incredible egg brand.

Jacques also created several memorable moments at Board Meetings. He first showed his skills in sport (cup) stacking as showcased by World Champion Luke Myers in AEB’s Incredible People commercials. At our March 2009 Board Meeting, Jacques treated the Board to a performance of sport stacking finishing the routine in 16.61 seconds. However, staff decided to surprise Jacques and the Board with the surprise arrival of Luke Myers, who demonstrated his amazing speed and skill–made possible in part by his favorite morning meal of scrambled eggs. What an eggciting morning.

Jacques created another memorable moment at our recent March 2010 Board dinner first sharing a Johnny Carson video with Dom Deluise’s egg trick. Jacques demonstrated the trick and recruited Chris Pierce to play Johnny. Jacques duplicated the trick, which involved five glasses of water placed in a circle and covered with a tray. On top of the tray and directly over each glass were eggs balanced on rolled up business cards. With a broom to knock the tray over, Jacques landed four of the five eggs into the glasses. Wow, Jacques, you have many talents!

With the election of Craig Willardson, AEB will have another outstanding Chairman to lead its organization. In his acceptance speech, Craig was very enthusiastic and complimentary of the American Egg Board and praised the accomplishments of the organization in recent years. There is no doubt that under Craig’s leadership, AEB will continue to move forward and reach new heights. Craig is now in the process of appointing the 2010 Committee Chairs, which will be place within the next month and ready to take on responsibility by the July Board Meeting.

At the March meeting, each committee reviewed their objectives as presented in AEB’s Strategic Plan and reported their 2009 results. The Plan provides AEB staff with a detailed tactical plan for implementing a strong, effective marketing program that enables egg producers to witness their return on investment in AEB. In almost all cases, AEB greatly exceeded its 2009 objectives. In the pages of this newsletter, you will read about many of these accomplishments and new marketing activities. I am looking forward to an eggsceptional 2010!
ENC’s new look & new approach

Continuing to audit its programs and approaches, ENC’s business cards and Nutrition Close-Up underwent a facelift recently. Going forward, nutrition experts will contribute articles to the latter as well, and their head shots will appear with their articles. Plans to redesign its website are also underway. These new eye-catching designs support its new forceful mission statement as well. Efforts are underway to survey its subscription list through a personalized online survey. The main goal: gather input as to how ENC can be more relevant and to encourage two-way communications.

ENC also plans to develop a more formal agreement through a contract with the Egg Ambassadors to use this group as well as the Scientific Advisory Panel more effectively.

Recently at the Pri-Med South conference, ENC displayed this research promotion sign in its booth hoping to attract health professionals into the booth. And the results were truly incredible. The sign was a smashing success and drew passing-by crowds into the booth and provided Marcia Greenblum, M.S., R.D., with the opportunity to discuss ENC’s overall mission and efforts. This year, ENC plans to exhibit at four meetings that target primary care physicians, nurse practitioners, physicians’ assistants and registered dietitians.

Completed research

Research on the “Effect of Processing, Storage and Cooking on Omega-3 Fatty Acids, Lutein and Choline in Egg Products” with Dr. Dong Ahn at Iowa State University is complete. Among the three functional components (lutein, omega-3 fatty acids and choline), only lutein decreased significantly mainly by storage and cooking.

Processing had only minor affect on the stability of lutein. Among the processing methods, ultrapasteurization was detrimental to lutein because of two heat treatments involved (pre-heating and ultrapasteurization). Although the amounts of omega-3 fatty acids in egg products were not changed, omega-3 fatty acids-enriched egg products were more susceptible to oxidative changes and produced greater amounts of lipid-oxidation dependent volatiles than control and lutein-enriched ones.

Choline was very stable and was not influenced by processing, storage and cooking.

Media continues to shout about eggs’ nutritional benefits

The March issue of Relish magazine is dedicated to recipes, cooking tips and nutrition info about The incredible edible egg™! The cover headline reads “The Breakfast Issue,” proclaiming breakfast as the most important meal of the day and features a photo of eggs. Inside stories include recipes and tips from a popular chef for scrambled eggs, an explanation about an Israeli dish called Shakshuka and more!

In a recent Woman’s World article, readers were encouraged to consume bacon and eggs for breakfast in order to beat sugar cravings. Citing Dr. Campbell’s satiety research, the article notes, “protein helps prevent blood-sugar swings that trigger cravings.”

The March/April issue of Weight Watchers features a list of non-meat protein options, calling eggs an excellent vegetarian choice and cites research showing that eating an egg a day may not increase health risks.

In this month’s Self Challenge “Weight Loss Superstars” article, eggs are named a food that “research has shown to help you shed pounds.”
Good Egg Project takes mom bloggers to the farm

On March 1-2, the Hickman family opened up its farm to nine popular mom bloggers from across the nation for the first-ever Good Egg Project Farm to Table Tour! Moms were invited to Arizona to learn about where their eggs come from and experience a comprehensive tour of the farm—from the hen houses, to the washing room, to the processing plant and more. During the tour, several moms mentioned how impressed they were by the cleanliness of the facilities and expressed their appreciation for the open access to the farm!

In addition to the farm tour, moms participated in a hands-on cooking class. Egg Ambassador Mary Lee Chin, R.D., kicked off the class with an overview of the nutritional benefits of eggs, focusing on the importance of high-quality protein for breakfast everyday. Following Mary Lee’s presentation, AEB spokespeople Howard Helmer and Jeffrey Saad demonstrated quick-and-easy weekday recipes for the moms to prepare for their kids to give them the mind and body energy they need for those long school days.

While moms were on the tour, Jeffrey and Howard hit the airwaves on local station KTVK’s “Good Morning Arizona” and AZTV’s “Pat McMahon Show.” Howard and Jeffrey showcased easy egg recipes, touted the benefits of eggs for breakfast and mentioned the Good Egg Project and the mom blog tour.

Throughout the two days, moms stayed in touch with their Twitter followers, tweeting about their eye-opening experiences filled with educational and fun activities that they looked forward to sharing with their readers. One mom blogger from Colorado wrote, “The trip really changed my mind about what kind of eggs I use. I’ve decided to buy my eggs from the Morning Fresh Farm ‘down the street’ in Platteville through my local dairy’s milk delivery service. After meeting and talking with the Hickman’s, I now know that conventionally made eggs are the way to go.”

Since the tour, several of the mom bloggers have posted eggstrordinary recaps full of positive information and pictures about the egg production process and easy egg recipes. Several of the mom bloggers called the tour a life-changing experience! Thank you to the Hickman family!
Second Speakers’ Workshop held

The second Good Egg Project Speakers’ Workshop was held on March 2, in Dallas, TX. The day-long session was facilitated once again by Charlie Arnot and his team from the Center for Food Integrity (CFI).

Twenty-five egg producers have participated in the speaker training. To date, 24 speeches have been scheduled and five speeches have been delivered to local audiences from Kiwanis, Rotary and Lions clubs.

AEB will be sponsoring a half-day workshop conducted by CFI for State Directors at our annual State Promotion Meeting this June in New York City.

Gearing up for THE egg holiday

AEB continues to educate moms on hard cooking with the egg holiday—Easter! AEB distributed an “Easter Made Egg-ceptionally Easy” press kit to food and features media across the country including recipes, nutrition and hard-cooking tips from eggsperts Howard Helmer and Jeffrey Saad.

Jeffrey will also participate in a radio media tour on March 25, talking with DJs from across the country about the right way to hard-cook eggs and deliver fun Easter entertaining tips. Howard will show the nation his hard-cooking technique via a segment with “Mr. Food” on March 31.

Finally, AEB will provide egg fans in the blogosphere with the three-step process to hard cooking, and Incredible Egg social networks on Facebook, Twitter and Gather will be buzzing with Easter information. Eggs are sure to hit the spotlight in the weeks approaching Easter.

New Good Egg Project ads launch

AEB produced new online ads to spread the word about the Good Egg Project. Online plays a vital role for the advertising component of the Good Egg Project, accompanying AEB’s “Sesame Street” TV, local radio and out-of-home creative.

The new ads include two media-rich ads, the “Egg Carton” and “Egg Poll,” that engage users and educate them about eggs and the farm-to-plate process. Two flash banners provide little-known facts about the egg production process. For example: “Most eggs reach the store within 24 hours.”

Additionally, to expand the reach and audience of the “Sesame Street” TV spot, the commercial was converted into a video banner that will also be run online.

Foodservice Webinar successful

Last month, AEB participated in a Webinar presented by The NPD Group, AEB’s research supplier. Information presented included an economic and foodservice industry overview, a year-end update on breakfast at Quick Service Restaurants (QSRs) and discussion of new egg-containing products introduced at breakfast. A perspective was given on the growing use of dealing (such as a coupon or another type of price break) at QSRs at the morning meal, especially in light of the current economy. The program concluded with a discussion of the decade’s growth and emergence of QSRs’ breakfasts. This information will be useful for the development and integration of current and future programs.

Dallas Good Egg Project Speakers’ Workshop participants:

Cooper Farms’ Lisa Timmerman
Daybreak Foods Inc.’s Patricia Stonger
Dixie Egg Co.’s Jacques Klempf
Feather Crest Farms Inc.’s David Elbel
Fremont Farms of Iowa’s Steve George
Moark LLC’s David Cisneros & Stan Foster
Nelson Poultry Farms Inc.’s Greg Nelson
Pilgrim Pride Corp.’s Frankie King
Cal-Maine Food Inc.’s Dolph Baker
Sauder Eggs’ Paul Sauder
Upcoming Integration: Carrie Curtis is a school teacher by day…but a roller derby girl by night! Carrie is a member of the Houston Roller Derby, a group of more than 40 skaters with thousands of supporters at each match. Carrie used to be more than 70 lbs. overweight and extremely out of shape. After becoming a fan of “Rachael Ray,” Carrie was motivated to start a new healthy lifestyle, including a daily breakfast of a hard-cooked egg and toast, and now she’s able to fulfill her dream of being a roller derby girl. Her alter ego? “Rachael Rayge” Jersey number? EV00.

On Monday, February 22, AEB’s second “Rachel Ray” integration showed how Winter Olympians benefit from eggs in their training diets!
AEB.org now features a more user-friendly format. Upgrades to the infrastructure allow users to search for content by keywords. This new platform also incorporates a Content Management System that will allow for easy updating and changing.

Egg Product Marketing and Foodservice will each engage its target audience through social media efforts through Twitter, LinkedIn and blogs posted on AEB.org—designed to provide a forum and network for foodservice pros, food product developers, marketers and purchasers of eggs and egg products to exchange information, thoughts and questions. On Twitter, Foodservice can be followed at Eggs4FoodServe and Egg Product Marketing at Eggs4innovation.

Within the Retail section of AEB.org, visitors can download and view category information and research materials. The “Plug into the Profit Power of Eggs” Webinar is also archived within the section and available for download. Visitors can request copies of AEB’s latest training DVDs.

The Materials Catalog is also now available online as well. This will save on printing costs and promote increased awareness about AEB’s inventory for state promotional groups and farmers. Good Egg Project information is also available on this site.

Egg Industry Issues Forum

AEB is a proud sponsor of the upcoming second annual Egg Industry Issues Forum, hosted by the Egg Industry Center at Iowa State University in collaboration with Purdue University, on March 26, 2010, at the Crowne Plaza Hotel & Conference Center at Chicago’s O’Hare Airport.

U.S. Secretary of Agriculture Tom Vilsack and ENC’s Dr. Don Layman, director of research, are two of the many prominent speakers at this event. The topics include:
- Holistic Approach to a Sustainable Egg Supply Chain
- Americans Vote with Their Pocketbook
- The Role of Egg Industry in the Iowa and U.S. Economy
- Designing meals for adult health: the importance of breakfast
- FDA Egg Safety Regulations and Implications
- The Egg on Trial
- From Surplus to Shortage—the World’s Food Challenge
- Climate Change and Agriculture’s Carbon Footprint
- Panel Q/A Session with all speakers

To register, visit www.ans.iastate.edu/EIC/ or contact Dr. Hongwei Xin, director, Egg Industry Center, at hxin@iastate.edu for more information.

“Do you go from where you are to where you want to be? I think, you have to have an enthusiasm for life. You have to have a dream, a goal, and you have to be willing to work for it.”

– Jimmy V.
As part of its ongoing efforts to provide retailers with the tips and tools they need to understand and benefit from the profit potential of eggs, AEB’s retail program continues to develop and foster its relationship with retailers. For example, for the past eight quarters, AEB has provided recipes and photography to Grand Rapids, MI-based Spartan Stores Inc., the nation’s eleventh largest grocery distributor who also operates 96 retail supermarkets and distributes more than 40,000 private-label and national brands products to approximately 350 independent grocery stores in MI, IN and OH. AEB’s recipes and photography appears in the retailer’s in-house publications.

Since partnering with the in-store kiosk company Shop to Cook (STC) in November, AEB’s recipes have been viewed by consumers almost 2 million times. The recipes viewed in detail total more than 136,608 views, and more than 46,382 recipes have been printed since this program launched. The latter represents a 3:1 conversation rate. These totals are the highest in STC’s history; a selling point the company is using to acquire more locations. Currently, its network covers 332 stores across 30 states and runs on 844 interactive kiosks in addition to retailers’ websites. The best part—as AEB’s recipes print, consumers view either the Luke or Luci commercials, and content is easily refreshed. AEB is currently working on providing Jeffrey’s new “how-to” videos, produce tie-in opportunities for omelets, May is National Egg Month information and potential partnerships.

One retailer, who has STC kiosks currently, said the kiosks help spread the word about eggs and other ingredients and have proved popular with the store’s consumers. The recipe printouts include where-to-find details for the consumer as well. And, eggs are the second most prominent ingredients in these recipes.

Helping retailers promote eggs

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Enclosure

- National Egg Quality School Registration Brochure