Regarding research, the Egg Nutrition Center (ENC) recently received more than 35 letters of intent from researchers who are vying for funds from the 2011 ENC Research Grant Program. ENC will cull the number of projects down to 12-14 projects, for which they will ask researchers for a full proposal. Final funding decisions will be made in June following the ENC Scientific Advisory Panel meeting and shared at the July Board Meeting.

ENC recently held a planning session to discuss ways to more fully explore the childhood obesity issue, as well as to brainstorm possible ways to serve as a solution to the problem. Childhood obesity is considered by many the most pressing nutrition/health issue of our time, and eggs can serve as a great low-calorie, highly nutrient dense, excellent source of high-quality protein and other nutrients for children. The recent Dietary Guidelines actually singled eggs out as excellent sources of protein and as a highly nutrient-dense food. Further, the Guidelines for the first time indicated that it is “okay to eat an egg a day.” Finding ways to get this information to health professionals (HPs), teachers, students and parents are critical to getting the good word out regarding eggs, health and obesity. ENC aims to develop programs to address this pressing issue.

ENC recently completed a series of focus groups with various groups of HPs. The groups were held in Chicago, Boston, Des Moines and San Diego with physicians, nurses, physician assistants, personal trainers and dietitians serving as participants. The focus groups offered a great way for ENC to test some of its messages with key constituent groups, as well as to garner feedback on existing educational materials and ideas for future efforts.

The information gleaned from the groups will be helpful in crafting future messages and hopefully in helping ENC to create information and materials that are more meaningful to HPs and best exceed ENC’s mission.

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- ENC’s Nutrition Over Easy blog launches
- Easter is just a hop away
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President’s Message

The Board’s reaction to our efforts supporting the USDA’s lower cholesterol news was incredible. In fact, our Chairman Craig Willardson said the events in New York City were one of his proudest moments in the egg industry, and I couldn’t agree more, especially given the fact that we earned more than 250 million impressions as a result.

Everyone’s participation and discussions at both the Committee Meetings and Board Meeting helped build on the momentum of the lower cholesterol news. The results of the 2010 Strategies & Measurable Objectives were reported, and the 2011 Strategies & Objectives were approved during the Board Meeting.

I provided an overview of the 2011 Producer Survey that indicated that 81 percent of respondents felt AEB is doing a good or excellent job. Producers evaluated the priority of AEB programs for 2012 budgets with the Egg Nutrition Center (ENC) ranking as the most important followed closely by Consumer Marketing and the Good Egg Project. The Survey, along with the findings of the Strategic Planning Meeting, will be the basis for developing the 2012-2014 Strategic Plan and budget that will be presented at the July Meeting.

While 2012’s smaller budget is challenging, I see an opportunity to become more strategic, focused and integrated—making sure every activity helps increase egg sales and drive consumption with measurable results.

During the Agricultural Education Committee, I couldn’t help but remark on the fact that this committee is less than two years old and has accomplished a lot. In that short time period, we’ve developed 24 Webisodes of family farms that can be viewed on GoodEggProject.org as well as other social media sites and had more than 140,000 pledges to “Eat good. Do good every day” resulting in more than 140,000 eggs being donated to food banks throughout the United States.

Egg Product Marketing continues to exceed its objectives as outlined in AEB’s Strategic Plan. Chef Walter Zuromski and Dr. Glenn Froning provided assistance to 45 different food manufacturers last year. The functionality videos have been filmed, and plans are underway to house these on FunctionalEgg.org.

Foodservice continues its focus on the quick-service restaurant (QSR) segment as breakfast away from home continues to grow. A continuing partnership with Subway this spring will involve a promotion for a $5 Bacon, Egg & Cheese Footlong.

Consumer Marketing is striving to create a shift in consumers’ minds to increase agreement that eggs for breakfast are key to staying strong all day. The new advertising strikes a chord with viewers according to initial tests. The math version of the TV commercials is the most popular spot and ranks the highest against motivating factors.

ENC continues moving forward. Currently, ENC is posting blogs to EggNutritionCenter.org driving traffic to the site and working toward increasing health professionals’ perceptions of ENC as a credible source of science and nutrition information on eggs. The 2011 Research Grant Process is underway, and 35 Letters of Intent have been received. Requests were made for 12 full proposals.

Industry Programs presented an update on current shopper marketing efforts. One upcoming partnership involves Redbox and Walgreens for two free rentals with the purchase of two dozen eggs. The opportunity for growth in this channel is incredible. The redemption rates for the holiday 2010 coupon via SmartSource.com currently has a redemption rate of 44 percent.

Two Board Members are rotating off with the new appointments announced by USDA. With 15 years of service, we’ll certainly miss Cal-Maine Foods Inc.’s Dolph Baker. Country Charm Eggs’ Scott Horton rotates off with two years of service.

You can read more about AEB’s efforts on the following pages. I encourage you to share this information with other producers when possible. We’ll be conducting a Communications Survey shortly, and
In-store marketing for retailers

Supermarket Guru Phil Lempert will be moderating a roundtable discussion for retailers on Wednesday, March 23 at 1:00 p.m. CT. The fast moving, jam-packed one-hour Webinar is designed to help dairy managers, dairy merchandisers, in-store dietitians and consumer affairs personnel understand the implications of the new Dietary Guidelines, the profit story for eggs vs. the rest of the dairy case and insight into driving egg consumption.

AEB is offering the chance to win a golf package full of all things incredible during the registration process.

“You Do Anything” off to a strong start

AEB recently conducted quantitative research to evaluate how its new national advertising campaign, “You Do Anything,” resonates with consumers. Launched on January 17 with four TV commercials and a variety of online ads, the advertising positions eggs as the best breakfast solution, especially on important days when families need to be at their best.

The overall objectives of the study, which was conducted by an independent research firm, were to evaluate:

- Performance of the overall campaign on key diagnostic measures such as persuasiveness, awareness, recall, likeability and main benefit
- Relative strengths and weaknesses of ads in order to help determine media rotation schedule and weight
- Understanding of how attitudes and perceptions of eggs are linked to seeing ads
- Effectiveness of a value message and lower in cholesterol message

Results show that the advertising is motivating and makes consumers want to eat more eggs more often, especially among moms with kids living at home and heavy egg users.

The campaign is also viewed as appealing and relevant. After viewing the ads, more than 80 percent of respondents agree that eggs are: a good source of protein, good for you, can help you be at your best on important days and a good value.

Two different tag messages were tested as well, including value and lower in cholesterol. The lower in cholesterol message was deemed the most effective by far, with consumers rating it the best in all measures, including motivation to consume more eggs, believability, relevance and appeal. AEB is currently working with USDA to develop mutually agreeable language about eggs being lower in cholesterol for inclusion in the ads. To view the ads, visit IncredibleEgg.org/whats-on-tv.

Lower cholesterol coverage continues

AEB is eggstatic to report coverage of the lower cholesterol egg continues to spread across the nation! To date, an astonishing 2,000 articles have covered the news, generating more than 250 million impressions.

Major online media such as The Huffington Post, Epicurious and Delish all encouraged their readers to eat more eggs, and both Good Housekeeping and Weight Watchers posted about the news, along with more than 50 other influential food bloggers across the country!

To help reinforce the good news, the one and only Mr. Food celebrated eggs with a segment on easy breakfast recipes that aired on 80 stations across the country. The segment and AEB recipes also appeared on his website and in his ever-popular e-newsletter, reaching web fans and subscribers nationwide.
This year looks to be another incredible year for the Good Egg Project. In fact, the first community breakfast of 2011 is just around the corner. On April 2, Mississippi egg farmers and the Mississippi Egg Association will take over the Trade Mart Building in Jackson, MS, to host a breakfast, which will include cooking demos, photos in the Incredible Egg chair and the newest addition to the Good Egg Project collection – an 8-foot tall 3D egg sculpture, on which attendees can sign the pledge to “Eat good. Do good every day.”

To accompany the breakfast, Mississippi egg farmers will donate 50,000 eggs to the Mississippi Food Network, which works with local food pantries to distribute food to those who need it most.

Key points of the research include:

• There was a 30 percent increase in the breakfast item penetration at Quick Service Restaurants (QSRs) from 37 percent in 2009 to 48 percent in 2010. This takes into account that breakfast has been added at a number of QSR locations like the national introduction of breakfast at Subway in April, 2010.

• In terms of breakfast share, QSRs maintain the largest share of breakfast, and this segment has increased its share considerably during the last four years (from 75 percent in 2006 to 83 percent in 2010), an 11 percent increase.

• When considering the percent of breakfast entrees featuring eggs as center-of-the-plate protein items or as an ingredient in QSRs, a continued level of growth has also been achieved. There has been a 5 percent growth in the incidence of eggs in breakfast entrees at QSRs. This figure grew from 61 percent in 2006 to 64 percent in 2010.

The first chart illustrates that QSRs maintain the largest share of breakfast and have gained shares since 2006 and as compared to 2010. Casual dining operators also continue to gain share in the breakfast arena.

The second chart shows the penetration of breakfast items multiplied out by units. When multiplying out by units, breakfast increases a bit, driven almost entirely by a jump in QSR restaurants introducing breakfast menus.

The third chart indicates the percent of all breakfast entrées featuring eggs either as the center-of-plate protein like omelets, scrambled eggs, etc. or as an ingredient like quiches, breakfast sandwich, etc. Restaurants continue to add breakfast entrees with eggs, as penetration has increased from 2006 to 2010.

This research shows the dramatic growth of breakfast in the QSR segment during the last several years and confirms that AEB’s focus in this area is right on target. For further information on the Datassential research report, contact AEB’s Alice Heinze.
As part of its 2011 educational outreach, ENC recently reached approximately 8,000 health professionals (HPs) with its Egg-a-Day recipe cards and cholesterol brochures. This targeted mailing also included personalized URLs for HPs to respond to a quick survey. Their insights are helpful to guiding future programs.

The feedback to date includes the following insights:

- I plan to share the education materials in this packet with my patients/clients:
  - Yes— 113 (100.00 percent)
  - No— 0 (0.00 percent)

- How many whole eggs do you recommend your healthy patients/clients eat each week?
  - a. None    0 (0.00 percent)
  - b. 1-3     25 (22.12 percent)
  - c. 3-5    32 (28.32 percent)
  - d. 5-7     38 (33.63 percent)
  - e. 7+  2 (1.77 percent)
  - f. I do not make recommendations about eating eggs.
    16 (14.16 percent)

- I plan to share the information in this mailing with my colleagues:
  - Yes— 102 (90.27 percent)
  - No— 11 (9.73 percent).

The February 14 issue of *Feedstuffs* featured a page one article about the lower cholesterol news. *Feedstuffs* reaches dairy, meat and poultry producers all over the world, plus animal nutritionists, veterinarians, allied industry, policy-makers, regulators and other people of influence.

The information also appeared in the *Feedstuffs*’ February 14 FoodLink e-newsletter that reaches more than 10,000 educators—many of whom will use the information in lesson plans—egg industry customers in the foodservice and retail trades, human health and nutrition professionals, policy-makers, regulators and a couple thousand consumers who subscribe to the newsletter because they want to know more about their food.

ENC’s Nutrition Over Easy blog launches

On Monday, January 10, ENC’s Nutrition Over Easy blog launched. Prior to this date, ENC conducted a peer-to-peer audit that examined which HPs were talking online, what they were saying about eggs and what opportunities there were for ENC in social media. Blog monitoring also took place for ENC to “make friends” in the online space as well as preparation like designing the blog, planning the editorial calendar, creating policies and training ENC staff.

Those items created specifically for the launch include:

- Terms of use & privacy policy
- About Us section
- Glossary
- RSS feed
- Upcoming ENC activities

The blog is promoted via AEB’s incredible social media as well as through targeted health professionals (HPs) outreach. Posts include those from Mitch Kanter and Marcia Greenblum, and plans are underway for RDAs to “guest blog” in the coming months.

The topics include the latest news and research targeting the HP audience with an interest in nutrition like Registered Dietitians, other HPs and nutrition-conscious consumers. There is also an interactive comment section.
March TV 2011

### Network TV
- **NBC**
  - Today Show
  - Today Show Saturday
  - Today Show Sunday
- **ABC**
  - America this Morning
  - Good Morning America
  - The View
- **CBS**
  - The Early Show I
  - The Early Show II
- **Metro Various Early Morn News**

### Syndication TV
- **Dr. Oz**
- **Rachael Ray**
- **The Doctors**
- **ITN Custom Daypart**

### Cable TV
- **Animal Planet**
- **Cooking Channel**
- **Entertainment**
- **Hallmark Channel**
- **HGTV**
- **Lifetime Movie Network**
- **Nick @ Nite**
- **Soap Network**
- **TBS**
- **The Food Network**
- **TNT**
- **TVLand**
- **USA**
- **Weather Channel**

*Off week of 3/19

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**Jan. - May Online 2011**

### Site
- **MSN**
- **Weight Watchers**
- **Meredith**
- **Wild Tangent**
- **HULU**

### Week of
- **MSN**
- **Weight Watchers**
- **Meredith**
- **Wild Tangent**
- **HULU**

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**New radio commercials available**

AEB developed new radio commercials to support both the new “You Do Anything” campaign and the Good Egg Project (GEP). All eight of the spots, which include a mix of :30 and :60 second commercials, allow for local customization.

The GEP spots feature egg farmers Jill Benson of JS West and Companies, Modesto, CA, and Greg Satrum of Willamette Egg Farms, Canby, OR. Jill’s spots educate the consumer on the quality of the hens’ diet, living conditions and the process that egg farmers go through to provide nutritious, delicious and safe eggs to their communities. Greg’s commercials highlight the donations egg farmers routinely provide to help feed the hungry. For more information on the radio spots, please contact AEB’s Kevin Burkum.
February & March = incredible media months for eggs

Eggs took center stage in the media spotlight as a healthy and hearty food in February magazines, key given February was American Heart Month. In a large feature touting “the 30 healthiest foods,” Real Simple included eggs as a protein-rich, vitamin-packed food, including vitamin B12 and vitamin A.

Everyday Food also highlighted “the economical egg” as a versatile food and shared several frittata recipes accompanied by incredible full-page photos. Frittatas are showcased as a dish that can be made with a variety of ingredients as an “anytime” meal.

The February edition of Men’s Journal also included a prominent egg mention in the table of contents, with a picture of a fried egg splashed across the full page. In reference to the article, “Everything you know about nutrition is wrong,” eggs are called a “nutrient-loaded, protein-rich power food” – and one that shouldn’t be avoided because of cholesterol content!

Reader’s Digest’s February issue featured an incredible cover highlighting the article “Eat this, lose weight: The new science of dieting.” Within the article, eggs get great coverage as part of a healthful lifestyle.

In the Richmond Times-Dispatch on March 9, an article titled “Ideas to save money on groceries” features eggs, and the writer states, “Eggs are not only a terrific source of protein; they also contain omega-3 fats and vitamin B-12 for energy production. Whip up omelets, quiche or frittatas for easy, affordable weeknight dinners.”

The March issue, also called The Breakfast Issue, of Relish featured six egg dishes including: soft-cooked egg; shrimp, spinach, tomato and goat cheese frittata; baked eggs with olives; steak and eggs with salsa verde and fontina; runny eggs on creamy grits and champ potato cakes with bacon and eggs.

Better Homes & Gardens’ article on “16 knockout meals” includes four egg recipes that “allow plenty of wiggle room for swapping your family’s must-have ingredients.”

Media across the country continued to promote eggs as affordable, versatile and healthy!

Easter is just a hop away

Easter is rolling in fast as the incredible egg once again becomes the focus of celebrations across the country – including the White House Easter Egg Roll! This year, The incredible edible egg™ will be rolled through the White House lawns, thanks to AEB who will be providing the stars of the show. Additionally, AEB will be participating in the lawn festivities, which – in line with Michelle Obama’s “Let’s Move” initiative – will focus on encouraging children to “Get up and Go” for a healthy lifestyle.

AEB will once again serve as the go-to resource for all things hard-cooked during the Easter season. AEB will blanket the media and social networks, like Facebook and Twitter, with new recipes along with hard-cooking tips and techniques including how-to videos from Chef Jeffrey Saad. Stay tuned for more!

“How 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.”

-Coach Jimmy V.
Print ad wins award

AEB received a Signet Research Inc. AdStudy Award for the “Panini” ad that appeared in the December 2010 issue of QSR magazine. The award was presented to AEB “In recognition of advertising which achieved outstanding readership response as measured against all other ads appearing in: QSR magazine, December 2010.”

AEB’s overall AdStudy score, a measure of ad exposure, was 128, well above the issue average of 86. Verbatim comments were also received from readers of the publication that were respondents in the study. Some highlights include: “Clean, simple and to the point;” “Good ad. Eye catching and effective;” “Great picture. Simple message;” and “I went to the email address for recipes, they are great!”

Convenient & Versatile brochure

Today’s consumer is busier than ever that facilitates the need for quick, convenient and versatile dishes. The incredible edible egg™ fits that bill perfectly. Fresh from the printer, now available through AEB’s office, this full-color 12-page brochure Convenient & Versatile offers a wide selection of dishes, most perfect for any time of day. With prep times of under 20 minutes, these meals will be on the table within an hour from start to finish. And several offer a convenient “edible” dish that suit any on-the-go moment. Please contact AEB for pricing.

Correction: Ed Houston was born in 1928. AEB regrets the error in last month’s News.

Enclosures

- Breakfast Beat  - Nutrition Close-Up