This year, AEB is partnering with Discovery Education as a way to bring the Good Egg Project into schools and target an older audience of students, parents and teachers. Through web traffic, promotional campaign, media outreach, social media, contest and farm tour, AEB will generate nearly 53 million impressions for Good Egg Project through this partnership. This 2012 program will include two farm-to-table lesson plans for teachers to use in the classroom, a Virtual Field trip on the Hickman’s Family Farms in Arizona. Elementary classrooms and media will tune in, via a live feed, to the farm to have direct interaction with Sharman and Clint Hickman. Existing Webisode footage will enhance the experience to showcase the production process, and classrooms will have the opportunity to ask live questions to the farmers – Sharman and Clint. A pre- and post-field trip activity will also be available to teachers. The entire experience will be archived on DiscoveryEducation.com.

In addition to our Discovery Education program, AEB is working with local NBC affiliates in five markets (San Francisco, Dallas, Los Angeles, Chicago and New York) to continue educating about the farm-to-table process through the Good Egg Project. As part of the partnership, NBC will run a 60 second (pre-recorded) interview with a local farmer. The integration will run for three weeks leading up to an egg donation that will be made by the farmer to a food bank.

Videos
Welcome to Our Hannover

Farm-to-Table Virtual Field Trip
April 18, 2012 | 1pm ET

Teachers - register today to virtually transport your 5-8 students live to a working egg farm.

Third generation egg farmers will have your students on a tour of their farm, show how eggs travel from the hen to the breakfast table, and explain how their family business is committed to the welfare of the community.

Register

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American Egg Board
P.O. Box 738, Park Ridge, IL 60068  |  ph: 847.296.7043 – fax: 847.296.7007  |  AEB.org  |  GoodEggProject.org  |  IncredibleEgg.org
At this month’s American Egg Board Meeting, a wide array of promotional programs was presented. With a reduced 2012 budget, the staff established even more innovative and effective promotional efforts.

I presented an update to the Demand Dashboard, which looks at meaningful metrics for a better understanding of egg consumption. Retail sales were strong in 2011 and showed consistent growth over the last few years as did the foodservice channel. This variety of measurements provides insight to the marketplace and goes beyond USDA’s Per Capita Consumption, sometimes called Per Capita “Production.” Consumer attitude data was also presented, and I’m thrilled that consumers are less concerned with cholesterol than ever before. I feel this is due, in part, to Consumer Marketing and the Egg Nutrition Center’s efforts to promote the lower cholesterol/higher vitamin D news last year.

Dr. Ron Ward at the University of Florida recently completed a five-year independent return-on-investment (ROI) study on AEB’s advertising. The ROI is an estimate of the increase in revenues for egg producers for each dollar spent on advertising. The results showed a return of $8.11 for the last five years. This illustrates the power of effective generic egg advertising. AEB’s ROI ranks high when compared to other commodities; however, if all AEB’s marketing efforts were examined, I am confident egg producers’ ROI would be even higher reaching double digits.

The Egg Nutrition Center (ENC) requested 14 full proposals from the 31 Letters of Intent received from university researchers. The 2012 Scientific Advisory Panel will review these proposals, and new research grants will be awarded in the fall. This helps keep ENC’s research pipeline full of the latest egg nutrition news to promote to health professionals. The new news is also promoted to consumers through AEB’s Consumer Marketing Programs.

Consumer Marketing’s “Wake Up to Eggs” campaign focuses on driving weekday breakfasts by showing consumers how quick and easy eggs can be while leveraging new news about eggs. Magazine ads, digital and online search will be a major part of the new campaign reaching a larger consumer audience. The new campaign will reach more than 90 percent of adults four more times than AEB did in 2011.

Foodservice’s National Accounts Program continues to reach out to Quick-Service Restaurants driving egg penetration of breakfast and innovation of menu items. The highly visible chains remain the target of AEB’s efforts. Subway served 32 million more egg servings than last year and remains a long-term partner of AEB. Dunkin’ Donuts had 5 million more egg servings than last year. Taco Bell rolled out “first meal” to 800 more stores as a lead up to a national roll out planned for within the next year.

Egg Product Marketing continues to see increased traffic to the food manufacturer section of AEB.org indicating the materials created for this audience are resonating. This year’s Egg Product School, sponsored by AEB, will target R&D professionals for the first time.

The 2011 Annual Report, an attractive review of AEB’s marketing program, was presented to the Board and was mailed to the entire industry. The State Support Program featured the new Good Egg Project Turnkey kit and materials for the state organizations and highlighted the state groups’ promotional efforts showing effective use of AEB state funds.

The Good Egg Project is partnering with Discovery Education in 2012 and includes an education hub microsite with lesson plans. AEB is also offering a virtual field trip for classrooms nationwide, which is expected to reach an audience of 10,000. The Speakers’ Bureau program was given a thorough review and as a result, AEB staff will now coordinate portions of the program resulting in a 50% savings per scheduled talk. To train additional farmers, AEB coordinated a Speakers’ Workshop at the conclusion of the Board Meeting.

As one meeting attendee noted, “AEB has a lot going on.” I’m pleased to see our efforts becoming more and more integrated in support of AEB’s Strategic Plan to drive sales of eggs and egg products. Please continue to share your feedback with me. We need your comments and suggestions to best maximize your investment.
At this month’s Board Meeting, updates to the Speakers’ Bureau were presented. The entire program underwent review starting late in 2011 and focused on which partner has the most potential to help AEB growth this program.

AEB recommended staying with the Center for Food Integrity (CFI). The cost per scheduled speech is now $280, down from $545 due to eliminating media outreach. Internally, AEB will also now oversee the evaluation and recording keeping process in-house and then share this info back with CFI to save on professional services billing.

If a speaker is approached directly, he or she can handle the request and details independently or contact Ashley Richardson, 224.563.3715 or arichardson@aeb.org, for any scheduling support. If a speaker reaches out to CFI, AEB will be charged $280 per speech and the speaker should count the speech toward his or her total for the year.

In 2012, each trained speaker is expected to give three speeches, and budget is available for CFI to schedule all three speeches. New speakers will be placed four times by CFI.

The training following the Board Meeting was very successful. The next training is scheduled for July 12 - 13 starting at 1:30 p.m. on that Thursday following the Board Meeting and finishing by 12:30 p.m. on Friday. If you are interested in attending, please let Ashley know.

American Institute of Baking (AIB) is offering Baking Industry 101 seminar for those companies that supply or interact with commercial bakers to learn what bakers expect from suppliers, variables that impact product quality and language used in the baking profession. Baking Industry 101 is scheduled for June 5-6, 2012 in Chicago.

For more information or to register for the event, visit https://secure.aibonline.org/php/ecomm-catalog.php?catalogNbr=04-8130&site=. If you’re interested in a customized workshop for your egg product sales team to learn more about the commercial baking industry, contact Steve Sollner, Baking Instructor, AIB, ssollner@aibonline.org or 785.537.1493 x135.

USDA appointments announced

Agriculture Secretary Tom Vilsack appointed nine members and nine alternates to the American Egg Board for the 2012-2013 term. All members and alternates will serve 2-year terms.

The board administers the American Egg Board, authorized by the Egg Research and Consumer Information Act of 1974. Terms on the board are staggered so that half of the membership is appointed each year in order to provide continuity in policy.

The board is composed of 18 members and 18 alternates representing six regions. The Secretary of Agriculture selects appointees from egg producers nominated by organizations representing the egg industry. Reappointed members and alternates, by region, are:

North Atlantic – Paul D. Sauder, Lititz, PA, member; Karyn M. Kreher, Clarence, NY, alternate.

South Atlantic – K. Jacques Klempf, Jacksonville, FL, member; Larry R. Thomason, Calhoun, GA, member; Richard L. Simpson, Monroe, NC, alternate.

East North Central – Gregory S. Herbruck, Saranac, MI, member; Thomas A. Stoller, Van Wert, OH, alternate.

West North Central – Scott T. Rasmussen, Flandreau, SD, member; Amos Baer, Lake Park, MN, alternate.

South Central – Brian V. Joyer, New Hampton, IA, member; Richard R. Hall, Massena, IA, alternate; Gregory B. Nelson, Manhattan, KA, alternate.

Western states – Clint L. Hickman, Buckeye, AZ, member; Roger D. Deffner, Everett, WA, member; Craig A Willardson, Norco, CA, alternate; Mark G. Oldenkamp, Woodburn, OR, alternate.

Newly appointed members and alternates, by region, are:

South Atlantic – C. Jeff Hardin, Jackson, MS, alternate.

South Central – Diane M. Sparish, Minnetonka, MN, member.

The Secretary also named S. Scott Horton, Gillsville, GA, alternate, to fill a vacancy in the South Atlantic states. This appointment will complete a vacant board member term expiring on Dec. 31, 2012.

Baking Industry 101 seminar

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During the National Poultry and Food Distributors Association’s (NPFDA) annual convention, Jim Sumner received the organization’s Lifetime Achievement Award because of his efforts in promoting U.S. poultry exports during his 21 years at the helm of USAPEEC.

NPFDA gives the award annually to a person whose career accomplishments have played a major role in the growth of the poultry industry, and U.S. poultry exports have increased from $700 million to more than $4 billion during Jim’s tenure.

In accepting the award, Sumner gave credit to the USAPEEC domestic and international staff.

“I learned a long time ago that to be successful, one must surround himself with the most capable people,” he said. “And I think the accomplishments of USAPEEC over the years reflect that.” Sumner’s family also joined him for the award.

Numerous USAPEEC members and staff were on hand for the presentation, as were representatives of the National Chicken Council, the Georgia Poultry Federation, the Mexican Association of Poultry Producers and the International Poultry Council.

Incredible in the news for February, March & April

A pair of great articles appeared in the Weight Watchers’ January/February issue, a result of AEB’s November editor event for Chef Jeffrey Saad’s cookbook. The first article highlighted cooking tips for poached eggs, along with several recipes featuring poached eggs as the star ingredient. The second article featured an interview with Jeffrey, talking about his favorite spices to use in the kitchen such as smoked paprika and turmeric.

The February issues of Ladies’ Home Journal, Midwest Living, Redbook and More all featured articles on the incredible egg. More’s “Breakfast for Dinner” article includes eggs in the meal suggestions with the writer stating, “A great thing about being a grownup: You set your own mealtime rules, and if that means eggs or waffles for dinner, so be it.” Ladies’ Home Journal asks its readers to “Put away the cereal bowl! Make your morning 100 percent more delicious with easy mini muffins, blueberry lemon bread, bacon tarts and more. Quiche is incredibly versatile. It can vary with the seasons, accommodate a wide spectrum of cheeses, vegetables and meats, and can be served for breakfast, lunch or dinner.”

The March/April issue of Cooking with Paula Deen includes step-by-step instructions for frittatas, omelets, frying and hard-boiling. Everyday Food features a recipes for a vegetable frittata. In Reader’s Digest, Mark Bittman tells readers the proper way to boil eggs. Parenting says, “Sayonara cereal. Even the most reluctant breakfast eater won’t be able to resist this fun fare, including Early Birds, made with extra hard-boiled eggs which you can save time by making on the weekend.” In April’s Bon Appetit, an article titled “The incredible egg” states, “There’s magic in that shell – and all you need to unlock it are a few basic techniques. Here, the best chefs in the country show how to make towering soufflés, velvety scrambles, creamy carbonaras, and more. So get cracking.” Food Network Magazine features egg master Alton Brown creating eggs in numerous ways almost on command. Another article within the issue features Giada De Laurentiis making eggs. Coverage is expected to increase as Easter nears.
Breakfast continues as the major growth driver in foodservice with more breakfasts, customers and eggs being served in this daypart. The nation’s Quick Service Restaurants (QSRs) account for nearly 85% of all breakfasts away from home. Research shows the dramatic growth during the last several years. The American Egg Board focuses on the QSR segment.

In the QSR Morning Meal segment, there are 631 million more servings of eggs since 2006.1

When considering share of breakfast, QSRs maintain the largest share overall at 84%. There was also an 11% increase in this share of breakfast since 2007 (from 76% to 84%).II

The 2012 online program with media partner QSR magazine is providing more than 300,000 targeted impressions.

The nation’s QSR segment accounts for nearly 85% of all breakfasts away from home.

Successful Good Egg Project promotions with Subway locations in Boston, Central PA and Washington, D.C. resulted in a food bank donation of 140,000 eggs. One egg was donated for each egg sandwich sold within the promotion period.

Since 2006, the QSR Morning Meal segment has increased by 10% during the last four years.1

Since 2007, breakfast penetration at QSRs increased 45%.III

Panera launched a line of egg breakfast sandwiches with help from AEB in 2009.

Over the last five years, egg popularity at QSR Morning Meal continued to increase.1

According to The NPD Group, breakfast foods should outpace demand through 2019.1

AEB works with QSR chains—providing the latest trend info, driving development of innovative egg-based breakfasts and helping build traffic.

SOURCES: THE NPD GROUP, YE AUGUST 2011; THE NPD GROUP/FUTURE OF FOODSERVICE REPORT 2010; DATASSENTIALS RESEARCH, 2012II
Facebook & Ingles

ENC participated in a Facebook forum with Ingles Supermarket fans using the Incredible Egg avatar and asked a variety of questions about nutrition health and egg cookery to Ingles’ fans. The Registered Dietitian for Ingles asked that ENC, the egg experts, educate her consumer audience on eggs.

More than 90 consumers actively participated, and a couple of the tidbits from the evening were that most of them recognized included vitamin D, choline and protein as key nutrients in eggs. They expressed a love for eating eggs all different ways.

Accolades for foodservice ad

The Foodservice print “Panini” ad received a Signet Research Inc. Ad Study Award for the insertion appearing in the December issue of QSR magazine. The inscription on the award reads: “In recognition of advertising which achieved outstanding readership response as measured against all other ads appearing in QSR magazine December 2011.”

With the headline “Don’t Just Make Breakfast… Make it Incredible,” the print ad received the second highest ad score in the issue. As a matter of fact, the total score for the ad was 66 percent above the issue average. The Ad readership scores for Recall Seeing and Recall Reading, further measuring the effectiveness of the ad, were also considerably above the issue average scores.

As part of the research, study respondents viewing the ad are asked to provide relevant comments related to how they view the objective of the ad. A selection of comments from the readership study participants include: “Smart ad;” “Good brand positioning;” “Good pictures sell;” “Gets its point across;” “Eggs. Simple and effective;” and “Great ad. Very little print and lots of picture. Really outstanding.”

Program targets culinary students

AEB’s Culinary School program aims to educate students on egg safety/handling and the many benefits of using eggs in the foodservice kitchen. Last year, more than 2,200 students were reached at high-profile culinary schools across the country.

The upcoming spring months will be a busy time for reaching culinary students and their chef instructors with relevant egg information and materials. Some of the timely topics that will be presented to these professional chefs of the future include: egg handling/preparation, breakfast trends/statistics, egg production information, the Good Egg Project, nutrition, range of product formats and egg industry overview. These topics supplement and highlight egg specific information that may be limited in the curriculum at many culinary schools.

Some recent program highlights and/or upcoming programs scheduled include: December, Le Cordon Bleu College of Culinary Arts, Las Vegas (100 students reached); February, the Art Institute of Phoenix (85 students reached); Upcoming: March, Johnson & Wales University, Miami; & University of Nevada Las Vegas, The Art Institute of Las Vegas and Le Cordon Bleu Las Vegas; April, Johnson & Wales University and The Art Institute, Charlotte, NC; May, Le Cordon Bleu and The Art Institute of Atlanta.

Additional programs will be scheduled when the schools gear up to the busy fall education season.
State Support Program Spotlight—a new feature

Each year, AEB allocates funding, based on a population/layer formula, for the state promotional organizations to carry out AEB’s national message to consumers on a local level through the State Support Program. The leaders of these groups have connections that help AEB extend its reach and maximize this investment. Without these local leaders, AEB would miss a vital opportunity to reach these audiences in such a targeted and, often, hands-on way. Going forward, the News from AEB will spotlight one event showcasing the incredible results of this program each month. Information and pictures of approved events that used AEB funding should be sent to Jacinta LeDonne, jledonne@aeb.org.

March 2012—At the Houston Livestock Show and Rodeo, the Texas Egg Council (TEC) partnered with the show and Texas A&M University to assist with an education area for inner-city school-age kids. Using AEB dollars to staff and stock the AGventure display, TEC created the opportunity for students to see firsthand the hen barn as well as many other forms of poultry production. A video played on a continuous loop, on several monitors, showing a visit to the Kieke Egg Farm in Burton, TX.

Viewers learned about the entire egg production process from how the eggs are gathered to the care the hens received and the washing, grading and packing involved. Teachers who brought their students through this exhibit routinely asked for classroom materials, so they can continue the farm-to-table lesson in their classrooms. AGventure is a popular field trip destination each year—educating urban children about where their food really comes from. This beneficial program increases the knowledge of what modern agriculture looks like and educates consumers about what farmers do to provide high-quality foods.
ENC hosts successful Webinar

Jeff Volek, Ph.D., RD, and Kathleen Zelman, MPH, RD, presented a Webinar titled “Carbohydrate and Saturated Fat: Emerging Research and New Schools of Thought.” This valuable, yet controversial topic reached 533 health professionals.

The topic and speakers were well received and the recorded Webinar is available on EggNutritionCenter.org. Here are a few of the comments from participants:

• “No recommendations for improvement—one of the most well-done Webinars I have attended.”
• “Thank you for this presentation. In my career, I have both taught and practiced clinical nutrition. Sometimes, my suggestions in practice have gotten ahead of the research. It was wonderful to hear this presentation of current fat and carbohydrate research and to know that I was on the right track!”
• “Bravo! Thought provoking discussions.”
• “I enjoyed both Kathleen and Jeff very much. They were both extremely knowledgeable. They gave me justifiable pause in altering the messages I communicate to the public.”
• “The slides were superior to those of any Webinar I’ve attended so far.”
• “That was a great presentation! Learned a lot about how high carbohydrate diets are not a good solution to lower risk of heart disease.”

Institute of Food Technologists

On March 28-29, AEB will be exhibiting at the Institute of Food Technologists Wellness 12 conference held at the InterContinental Chicago O’Hare. IFT’s Wellness 12 offers food product professionals involved in developing, producing and promoting food products a unique combination of the latest advances in healthful foods that resonate with today’s health-focused consumers.

Attendees of the conference will have an opportunity to learn about the functional and nutritional benefits of egg products and about AEB’s online educational opportunities through FunctionalEgg.org.