AEB’s New Chairman

At its March Board Meeting, the American Egg Board (AEB) elected Roger Deffner as Chairman for 2013-2014. He is the Vice President of National Food Corporation, Everett, Washington.

Most recently, Deffner served on the Executive Committee. He previously served as the Chairman of two AEB Committees: Foodservice & Egg Product Marketing and Industry Programs. Deffner has been on this board since 2008.

Deffner’s first official duty was presenting the 36th Commemorative Egg to First Lady Michelle Obama and President Obama along with AEB President & CEO Joanne Ivy at the White House Easter Egg Roll on Monday, April 1.

“The White House Easter Egg Roll was the perfect event to showcase the role eggs play in Easter celebrations and an overall healthy lifestyle,” says AEB Chairman Deffner. “I’m proud to represent America’s egg farmers and of our work in caring for our hens, environment and communities.”

Deffner believes strongly in AEB’s value to the entire egg industry.

“AEB executes a wealth of programs that we as individual egg farmers simply couldn’t do so successfully,” says Deffner. “Since first being appointed to the Board in 2008, I’ve seen an emphasis on strategic planning and perhaps even more importantly, strategic results. The entire team at AEB strives to ensure our investment is well spent. I’m honored to serve the egg industry in this role.”

Executive Committee

AEB’s Executive Committee includes those elected as well as the Immediate Past Chairman and USDA representation.
I first would like to express my pleasure with the Board’s compliments about how smoothly March’s Board meeting ran and how robust AEB’s programs are with limited resources.

Most certainly, I agree with the Board’s comments and decided to take them one step further and acknowledge at our Staff Meeting how even the simplest and most mundane tasks contributed by each employee collectively contributes to AEB’s continued success and improvement. The behind-the-scenes work that makes these meetings possible involves the entire AEB team. I join the Board in expressing our appreciation for everyone’s efforts to ensure that meetings proceed smoothly.

I had the opportunity at the Board Meeting to present the annual update of the Demand Dashboard, which looks for meaningful metrics to measure demand trends in the industry and goes beyond USDA’s Per Capita Consumption, sometimes called Per Capita “Production.” We are able to look at all channels, except ingredients, which we are in the process of collecting with the Volumetric study to be included in future updates.

Some of the highlights from the Demand Dashboard presentation were that although retail sales for eggs has been essentially flat the last three years, it is important to note that the average price of eggs at retail has gone up each of those three years, from $1.62/dozen in 2010, to $1.81 in 2012. These higher prices may have hindered consumer purchases slightly, but have led to a nearly 15% increase in dollar sales of the egg category over the last three years.

So, as an industry, we’ve been able to maintain unit volume, while significantly growing overall category sales. In foodservice, growth with Quick-Service Restaurants (QSRs) continues to increase and was in fact up 4% over the previous year.

Additionally, we’ve included USDA’s Per Capita Consumption figures, which showed a nice growth last year, and USDA is projecting a second consecutive annual increase in 2013. We also compared eggs to the per capita consumption trends with other proteins. Over the last five years, there have been drops in consumption of beef, chicken, pork and milk. It’s good to see the trend arrow for eggs pointing up, not down like the other proteins.

Another chart showed that consumers say they ate more eggs in 2012 as compared to 2011. Eggs’ share of weekday breakfast has grown to 20%, up 10% from last year and second only to cereal, which declined to 23%. Eggs are #1 in share of weekend breakfast, growing 9% in the last year to 25%. Cereal’s share is second at 19%, down 9% from last year. We also tested consumers’ attitudes toward eggs and egg farmers. We were pleased there were positive increases in opinion in those areas.

I would be remiss if I did not thank AEB’s Immediate Past Chairman Chris Pierce for his year of service and enthusiastic support of the American Egg Board. His comments to our outgoing Board Members Ruth Ann Hendrix, Brian Hayward and Tom Hertzfeld I, were heartfelt and captured what a service this Board provides to the entire industry. Angie Snyder was also recognized for her 20-plus years of service as AEB’s USDA Adviser as she rotates to the beef checkoff and additional responsibilities. We welcome Emily DeBord who will take over AEB’s oversight.

Lastly, I had the privilege of working with Craig Willardson closely during his Chairmanship. He retired as of April 1. Craig was an exceptional chairman who dealt with many challenges during his two-year tenure, but at the same time, positively guiding the organization with his extraordinary leadership. The entire industry will miss Craig, but I’m sure family time and golf will keep his retirement busy.

I look forward to serving with AEB’s new Chairman Roger Deffner as AEB continues to evolve and improve its efforts to increase demand for eggs and egg products.
Virtual Farm Field Trip with Discovery

For the second year in a row, Discovery Education partnered with America’s egg farmers to give elementary school students across the country a behind-the-scenes look at an American egg farm. This year, AEB filmed at Willamette Egg Farms with the Satrum family in Canby, Ore.

On March 13, more than 181,900 students and teachers participated for the 35-minute farm tour. More than 14,000 viewers tuned in from North Carolina, 13,000 from Florida and 9,400 from Pennsylvania. One-million-plus teachers in the Discovery database received this information. Their students learned about different farming practices and saw how eggs are processed and shipped. Greg and Gordon Satrum provided the students a tour of their third-generation egg farm. Greg answered student-submitted questions live.

Additionally, Good Egg Project: Education Station hosts a variety of educator resources, including educational videos and lesson plans developed for grades 3-5 with adaptations for students in grades K-2. Additional resources, including middle school lessons and videos, will be available this fall. Both of AEB’s Virtual Field trips are in Discovery’s top five most popular.
ENC Kicks Off Exhibit & Conference Season

During the ACSM Health and Fitness Summit, ENC offered two presentation times for the “Protein: The Key to Fitness, Performance and Weight Management” session presented by Dr. Don Layman, ENC Research Director. Both sessions were very well-attended drawing approximately 500 health professionals (HPs). Many attendees stopped by ENC’s booth for follow-up questions or to take home materials related to protein.

ENC was the only whole food exhibitor at the conference, distinguishing its booth from others. Attendees wanted to learn more about protein, the evolution of the cholesterol story and specialty eggs. The program guide advertisement mentioning the protein trainer materials drew traffic and attention to protein resources. MyPlate and other recipe information were also popular.

ENC offered a raffle during the exhibit hall to engage attendees. As part of ENC’s partnership, ACSM pushed out several sponsored posts through its Twitter handle and Facebook page around the timing of the conference. @IncredibleEggs was able to amplify this content.

Changing the Nutrition Conversation

ENC has been a part of an evolving nutrition landscape through research and education, especially in the high-quality protein area. Here are some emerging trends:

- Emphasis on long-term adult health
- Nutritional quality of eggs as a complete food
- Importance of dietary protein quality and distribution during meals
- Importance of protein at breakfast.

ENC has been invited to give multiple presentations leading up to the International Protein Summit in Washington D.C. on October 3-4, 2013.

A recent study from University of Missouri Columbia (PI Leidy) has recently been published. The study “Beneficial effects of a higher-protein breakfast on the appetitive, hormonal and neural signals control energy intake regulation in overweight/obese, “breakfast-skipping,” late-adolescent girls” in American Journal of Clinical Nutrition (AJCN) adds another study to the already growing protein story.

This study has also garnered multiple media impressions in the short time since hitting the press. This study was co-funded by grants from the Egg Nutrition Center and the National Cattleman’s Beef Association.
Engaging the Media

As part of its on-going PR efforts, AEB reminded consumers in the top 20 cloudiest cities about the benefit of eating eggs for vitamin D via a recent press release that featured Sperling’s Best Places research on America’s cloudiest cities. AEB leveraged this information to show why vitamin D in eggs is vital. AEB conducted WinWin radio giveaways with 36 radio stations in 15 of the 20 cloudiest city markets. Geo-targeted posts went out to our Facebook fans located in the 20 cloudiest cities to remind them of eggs’ natural source of vitamin D. The press release was made into a ready-to-use format to generate online and local print pick-up in news outlets nationwide. Reach for the program totaled more than 21 million impressions.

In April, AEB will head to New York City to meet with long-lead editors from publications including Woman’s Day, Working Mother, Ladies’ Home Journal, Redbook, All You, Family Circle and Food & Wine to discuss new news on eggs!

IEC heads to Madrid

The International Egg Commission (IEC) will welcome delegates to the heart of the European egg industry for the IEC Madrid 2013 Conference, taking place from April 7-9.

“We are delighted to be holding this year’s meeting in Madrid, not only is the city an exceptionally important capital within the EU, but Spain is one of Europe’s largest egg industries, with excellent business and cultural links with Latin America,” Joanne Ivy, also IEC’s Chairman, says. “This, combined with the opportunity to meet and network with leaders and key decision makers within our industry, makes this an event not to be missed.”

Inprovo, the Spanish Egg Association, welcomes the IEC to its capital city, and is looking forward to strengthening relations between its members and the international egg industry.

The IEC will be presenting a two-day program, of inspiring speakers, sharing their expertise and offering invaluable insights, at such an important time in the international egg industry’s development.
Research in the Quick-Service Restaurant (QSR) industry is critical for a good understanding of what the leaders are doing and where the industry is going, potentially creating a roadmap for growth. AEB’s Foodservice Department works with three nationally renowned companies that provide data and insights on market direction. Although focused on QSRs, AEB positions itself as the breakfast expert and strives to understand the entire segment. AEB’s strategic direction is confirmed by the research partners’ data.

The NPD Group reports that industry traffic has turned the corner; however, all gains in the past year have been driven by QSRs, a major target for AEB. QSR growth increased due to both traffic and check gains.

- Traffic growth has been largely due to activity at major chains; small chains/independents have declined.
- Starbucks, McDonald’s, Dunkin’ Donuts and Subway drove over half of the increases at QSR.

The NPD Group also reported that breakfast sandwiches continued to grow with servings increasing 3% through year ending November 2012. Datassential, another AEB research partner states that 86% of all hot breakfast sandwiches include eggs. In addition, Datassential reported:

- 48% of fast food operators offer breakfast. As a reminder, this category includes pizza chains and ice cream restaurants that typically don’t serve breakfast.
- 45% more fast food operators’ menus offer breakfast today than in 2007.
- 82% of all restaurants offering breakfast are fast food operations.
- 94% of all restaurants offering breakfast menus feature an entrée with eggs.

Egg servings have increased by almost 1 billion servings since 2006 and over 143,000 from 2011 to 2012.