

# incredible news

Communicating the Value of Your Checkoff Dollars

MARCH 2014

## New Executive Committee Elected



The American Egg Board (AEB) elected the 2014 Executive Committee at its Annual Board Meeting. Paul Sauder of R.W. Sauder Inc., based in Lititz, Pa., was chosen as the newly elected Chairman. Above Sauder (left) receives the Chairman Gavel from Immediate Past Chairman Roger Deffner (right).

“Every decision, every action, we take as a Board should be made through the lens of whether the effort will help drive egg consumption during my term as Chairman,” says Sauder, who has served on the Board during varying years since 1990 with more than 20 years of total service. “Deffner and his predecessor Chris Pierce left big shoes to fill, and I charge this group of Board Members and Alternates with the task of earning the confidence of every egg farmer in America. We’ll be looking at all AEB’s expenditures and programs to make sure our return-on-investment continues to increase while driving egg consumption.”

Others elected to the Executive Committee included:

**Blair Van Zetten**, Vice Chairman, Oskaloosa Food Products, Oskaloosa, Iowa

**Scott Ramsdell**, Secretary, Dakota Layers LLP, Flandreau, S.D.

**Clint Hickman**, Treasurer, Hickman’s Egg Ranch, Buckeye, Ariz.

**Andrew Reichman**, Parker & Reichman Inc., Andrews, N.C.

**Tom Hertzfeld II**, Hertzfeld Poultry Farms Inc., Grand Rapids, Ohio

This meeting also was the first for Dick A. Patmos, Sunrise Acres Inc., Hudsonville, Mich., as a Member representing the East North Central states and Tim E. Floyd, L&R Farms Inc, Hartwell, Ga., as an Alternate representing the South Atlantic states.

Larry Thomason of Larry Thomason Egg Farm Inc., Calhoun, Ga., and Greg Herbruck, Herbruck Poultry Ranch, Saranac, Mich., rotated off AEB’s Board and were thanked for their service to the industry

Immediate Past Chairman Roger Deffner, National Food Corp., Everett, Wash., expressed his appreciation to the Board for the

opportunity to serve as their Chairman for the past year. He also thanked AEB’s Committee Chairs for their leadership throughout the year and to all those who have shared input and feedback on AEB’s programs.

“Stay focused, and don’t lose sight of the big picture,” says Deffner.

“The details are where success is often found. If all our efforts answer the questions ‘Are we wisely spending our investment? Will this result in more egg sales?’ and answers are yes, then we’ll exceed our mission to drive sales of eggs and egg products.”

New Committee Chairmen and committee members will be selected by AEB’s July 9-10 Board Meeting in Rosemont, Ill. ●



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**Make it incredible!**

1. Deffner presented Thomason with a plaque of appreciation.
2. Herbruck’s contribution to the Board was also recognized. Dick Patmos (3) and Tim Floyd (4) attended their first meeting as part of the Board.





**Joanne C. Ivy**  
President & CEO

At AEB's Annual Board Meeting, each Committee presented the results of its Measurable Objectives from the 2013 Strategic Plan. These tangible numbers illustrate AEB's 2013 achievements. Also, highlights of upcoming marketing campaigns, such as efforts to reclaim Easter as the Egg holiday and the Dunkin' Donuts' promotion that spotlights America's egg farmers, were reviewed

The election of the 2014 Executive Committee resulted in Paul Sauder, R.W. Sauder, Litiz, Pa., as AEB's Chairman. I am looking forward to working with the new Executive Committee, but I must first thank our Immediate Past Chairman Roger Deffner for his strong leadership and willingness to serve.

We worked closely together, and Roger consistently made sure AEB acted with the best interests of the industry in mind. Providing clear direction and problem-solving expertise, Roger took an aggressive, but truly humble, approach to issues and always acted thoughtfully.

I know that the entire industry appreciates all the time Roger spent working with AEB on the industry's behalf.

Roger noted that the staff made his role much easier. He went on to say that AEB has the best marketing team in its history, and I couldn't agree more.



Sauder presented Deffner with a plaque of appreciation.

Plans are underway to increase AEB's visibility to all egg producers, not simply those currently serving on this Board. We recognize that there are many egg producers who lack a clear understanding of how AEB drives egg consumption or the depth of its programs.

One way AEB plans to directly reach egg producers is in cooperation with UEP. AEB plans to have a strong presence at the UEP Area Meetings this August. We believe an informed producer is a supportive producer.

Updated annually, AEB's *Demand Dashboard* remains a tool for looking at multiple demand factors within the egg category. This is AEB's attempt to examine demand trends within the industry that provides more meaningful metrics beyond USDA's per capita consumption, which is sometimes called per capita "production."

AEB is positively impacting egg demand and consumption. Using Nielsen All Outlets combined scan data, both units and dollars egg category sales at retail increased in 2013.

Egg category unit volume sales in equivalized dozens increased +.6% despite the fact that retail prices were higher than 2012.

Egg category dollar sales were up 5% or \$250 million versus 2012. In fact, eggs were named one of the fastest growing foods (in annual eatings per capita) over the last 10 years according to NPD, a global market research firm.

AEB's National Accounts program works with Quick Serve Restaurants (QSR) contributing to this segment's continued growth — up 1% or 25 million servings over the previous year. Additionally, the QSR segment has grown 7% over the last four years. The QSR segment represents 74% of the egg servings in the commercial category and has grown steadily over the past seven years.

In regard to egg products, the processed egg market is approximately 2.7 billion pounds, which grew .8% in 2013.

Your brand — the Incredible Edible Egg — is healthier than ever before. AEB sees consistent positive feedback on virtually every single attribute through consumers' agreement with metrics. The strategy of educating consumers on a variety of nutrition-based messages has proven successful. Negative associations with eggs, including high cholesterol and heart health, have decreased.

The results against the *2009 Benchmark Consumer Research* showed consumers' perception about America's egg farmers and production practices are improving as a result of AEB's Good Egg Project's educational initiatives and activities.

I've shared before how much I relish my position as AEB's President & CEO and the opportunities it affords me to lead our team to deliver the very best results-orientated marketing program to the entire industry.

But, as AEB welcomes its new Executive Committee and two new members, I feel it warrants repeating. ●

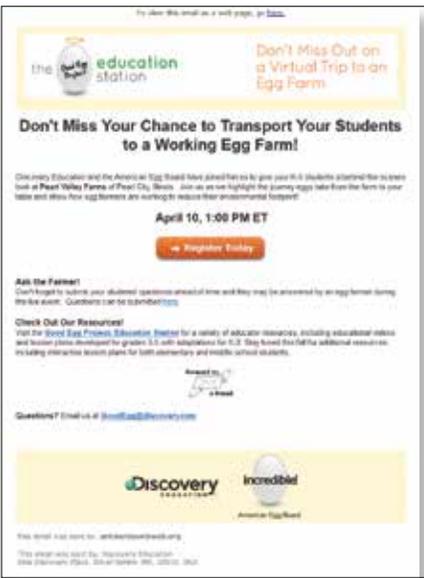
# Third Annual Virtual Field Trip

Students and teachers love the Virtual Farm Field Trip. AEB is thrilled to partner with Discovery Education again to bring a modern egg farm into today's classrooms. On April 10 at 1 p.m. ET, father and son Dave and Ben Thompson will virtually take teachers and students on tour of Pearl Valley Eggs in Pearl City, Ill..

This year's broadcast will feature a first-time look at a feed mill and a pullet barn and will showcase the farm's manure and water treatment facilities to hit home on how egg farmers are working hard to be environmentally friendly and sustainable.

Targeted at K-5 students, Discovery Education and AEB will give students a behind-the-scenes look at Pearl Valley Eggs. This year, Ben will answer live students' most popular questions. In 2012, the Field Trip reached 108,000 students, and last year, AEB reached 182,000. There is a multiply effect in play as several classrooms typically watch the Field Trip together; these figures only account for each login. AEB's previous two Field Trips are in Discovery's top five most popular virtual field trips ever.

Earlier this month, Discovery Education filmed footage to use within certain segments of the live broadcast. AEB brought a photographer along during filming to add to its image library. This also created the opportunity to showcase winter on an egg farm. These images are captured as true to life as possible with little, if any, editing, with natural lighting to showcase what modern egg farming looks like. ●



# Farm-to-Table Interactive Game

AEB worked with Discovery to develop an online interactive quiz game that allows students to map the journey eggs take from hen houses to their plates. The game is designed to encourage play at school and at home, engaging both teachers and parents. The game helps create longer site visits and deeper engagement.

Each stage asks a question related to the farm-to-table process. As students answer questions correctly, they move on to the next stage seeing animations that illustrate the process of the egg's journey. Correct answers give students "materials" to build their own farm (e.g. hens, feed, processing center, delivery trucks, etc.) a la Farmville, one of the most popular apps on Facebook.

As part of the online Education Station, the online game will launch on April 9, the day before the Virtual Farm Field Trip, to coincide with the increase in site traffic, garnering additional exposure among students and teachers. ●





## National Accounts & GEP Promotion with Dunkin' Donuts

Need another reason to eat breakfast? AEB, through its Foodservice National Accounts, has been working with Dunkin' Donuts to develop and expand its breakfast menu.

Now through the Good Egg Project (GEP), AEB supported Dunkin' Donuts' launch of its Eggs Benedict Breakfast Sandwich and highlighted America's egg farmers' commitment to giving back. Previous promotions with Subway were regional in scope.

During the first week of March, sales of Dunkin' Donuts' new Eggs Benedict Breakfast Sandwich helped to make a difference in the fight to solve hunger

across America. For every Eggs Benedict Breakfast Sandwich sold at Dunkin' Donuts March 3 - 9, America's egg farmers donated one egg to Feeding America, up to 750,000 eggs.

The eggs will be delivered to eight local food banks throughout the country later this month in partnership with Feeding America. Since 2009's GEP launch, America's egg farmers have helped feed the hungry.

AEB is proud to support a great cause while also encouraging increased egg consumption in foodservice. This is AEB's first national GEP promotion.

Offering a traditional sit-down breakfast and brunch classic served on-the-go, Dunkin' Donuts' Eggs Benedict Breakfast Sandwich features an egg, Black Forest ham and a creamy Hollandaise-flavored spread on an oven-toasted English Muffin. The Eggs Benedict Breakfast Sandwich is available all day at participating Dunkin' Donuts restaurants nationwide for a limited time.

**TRY OUR NEW EGGS BENEDICT BREAKFAST SANDWICH & HELP FIGHT HUNGER**

Dunkin' Donuts and America's Egg Farmers have partnered to donate one egg to Feeding America's® National Good Egg Project for every Eggs Benedict Breakfast Sandwich sold during February 26-March 9, and March 10.

**HOW MUCH IS 750,000 EGGS?**

- Stand them end to end and they'd stretch more than 2.6 million miles! Bigger than the distance from Earth to Mars!
- Put them in eggs, which weigh only 27 grams! That's about 100 million 100-pound people!

They can help deliver a healthy breakfast to over 275,000 million U.S. children.

**DUNKIN' DONUTS** **FEEDING AMERICA** **Incredible**



## Education Station Upgrades

For 2014, Education Station, found <http://educationstation.discoveryeducation.com/>, has been upgraded with functionality that helps create an optimal viewing experience on any device. Teachers are looking for interactive lessons like those AEB has in development, and this upgrade ensures the site can be accessed at home, where electronic notebooks rule.

An added section showcases farmers' family stories via "Day in the Life" features. Jeff Armstrong of Sunrise Acres is the first to be featured. His story includes his account of how he came to be an egg farmer and a five-question Q&A that focuses on feed.

Potentially, videos and highlights from the previous field trips will be incorporated into this section. This type of content helps personalize egg farmers for both students and teachers.





## Taking Back Easter 2.0

AEB is gearing up another strong Easter promotional program this year building on 2013's success. By helping the egg industry reclaim Easter in 2013 as an egg holiday, AEB helped drive a +3.8% increase in egg category sales (equivalized dozens) vs. Easter 2012.

New program elements this year include:

- New Easter advertising creative
- More Easter advertising
- Higher reach and more impressions
- Partnership with PAAS egg decorating kits
- HGTV Designers the Novogratz as egg decorating spokespersons
- New Media Partners: "The Chew" TV Show & the Huffington Post
- More social media through Facebook, Twitter, Instagram, Foursquare and Pinterest.

AEB kicked off Easter outreach on March 12, distributing its media kit and press release featuring Easter trends and design tips to more than 2,000 contacts nationwide. To date, this press release has been picked up by 300 outlets, garnering more than 8.4 million media impressions. Additionally, AEB has begun actively reaching out to media and have already received interest in the Novogratz decorating tips from a variety of outlets.

The partnership with "The Chew" national television program includes a five-minute segment focusing on hard-boiling, egg decorating and dyeing and entertaining recipes. The segment that will feature

celebrity hosts Mario Batali, Michael Symon, Carla Hall and Clinton Kelly will air on April 4 and will be cross promoted on social sites. Total reach of the show is more than 3.8 million, including TV viewers and online.

At retail, AEB will run a promotion with Keebler Crackers whereby consumers will receive a dozen free eggs with the purchase of two Keebler Cracker packages.

Social media will play a huge role in AEB's Easter outreach including efforts on:

**Facebook:** AEB will offer its Incredible Edible Egg Facebook fans a coupon for *\$.55 Off the Purchase of Two Dozen Eggs*. A cross-promoted contest on Facebook and Instagram that encourages fans to follow AEB on Instagram for a chance to win a year's supply of eggs.

**Twitter:** Easter Holiday Help will be available through #FoodieChats. The Twitter event will be dedicated to answering 10 of the most common egg

and egg dyeing questions and will be held on April 14, reaching an estimated 1 million Twitter followers.

**Pinterest:** Pinterest houses all Novogratz egg design tips, and AEB will be conduct its own Virtual Egg Hunt, encouraging followers to find the "Golden Egg" in one of our boards. Each person who finds the egg and comments on the photo will be entered to win a year's supply of eggs.

**Instagram:** AEB is especially excited about the launch of its Instagram account and will be using it to tell the story of egg decorating through fun, filtered posts of the Novogratz egg designs and delicious Easter brunch recipes and more.

AEB looks forward to sharing the results of this program. ●

AEB's Easter release featuring Novogratz' Easter trends and design tips was picked up by more than 300 outlets, garnering more than 8.4 million media impressions.



# ENC 2014 Exhibit Schedule

## April

1-3

AMERICA COLLEGE OF SPORTS  
MEDICINE (ACSM) HEALTH AND  
WELLNESS SUMMIT AND EXPO

Atlanta, Ga.

## May

19-22

COLLEGIATE PROFESSIONAL SPORTS  
DIETITIAN'S ASSOCIATION (CPSDA)

Scottsdale, Az.

24-28

AMERICAN ACADEMY OF  
PHYSICIAN ASSISTANTS (AAPA)

Boston, Ma.

## July

10-13

NATIONAL NURSE  
PRACTITIONER SYMPOSIUM

Keystone, Co.

## October

18-21

ACADEMY OF NUTRITION AND  
DIETETICS FOOD & NUTRITION  
CONFERENCE & EXPO (FNCE)

Atlanta, Ga.

25-29

OSTEOPATHIC MEDICAL  
CONFERENCE & EXPOSITION (OMED)

Seattle, Wa.

Catch up on ENC's Nutrition  
Unscrambled Blog:

[EggNutritionCenter.org/  
Health-Professionals/Nutrition-  
Unscrambled/.](http://EggNutritionCenter.org/Health-Professionals/Nutrition-Unscrambled/)

Egg Nutrition Center



## Promoting Nutrition Research

Proposals for ENC's 2014 Research Program came from 36 different universities, including several that ENC had previously not worked with such as Duke University, Kansas State University, University of Louisiana-Monroe and University of Minnesota.

From the 53 letters of intent, ENC requested 19 full proposals in the areas of cardiometabolic health, obesity, satiety, protein, nutrient density/quality and TMAO/gut bacteria. ENC's Scientific Advisory Panel will convene in May to discuss the proposals. ●

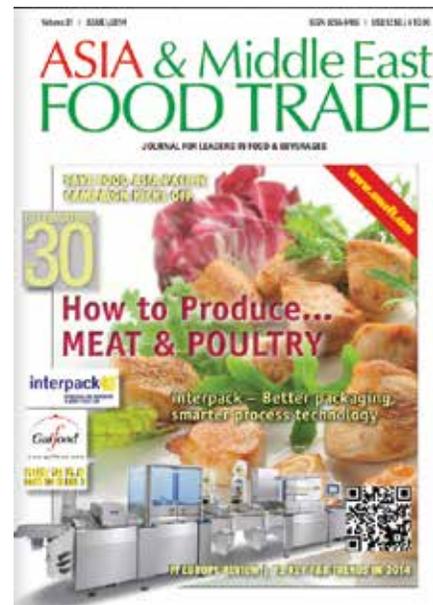
## Surveying Health Professionals

The 2013 *Health Professional (HP) Tracking Study* is an annual survey issued to ENC's target audience of health professionals (HPs), including registered dietitians, nurse practitioners, physician assistants, personal trainers and nutrition researchers, through online portals that cater to each profession. More than 2,100 health professionals participated in the 2013 survey.

Key insights include:

- Nearly all HPs agree **eggs can be a part of a healthy diet** (97%).
- Fewer HPs than last year believe dietary cholesterol is a risk factor for heart disease, and 11% **fewer suggest restricting egg intake due to eggs' cholesterol content.**
- More HPs than last year recommend **five eggs or more per week** for healthy patients and for patients with heart disease.
- More HPs agree upon the **value of adequate protein intake in the diet**, especially at breakfast, for satiety and weight management.

ENC will use these insights to guide its ongoing research and education outreach efforts. ●



## Promoting Eggs & Egg Products Internationally

Through USAPEEC, AEB promotes the Incredible Edible Egg around the globe. Last month at the Gulfood Show as part of the USA Pavilion, USAPEEC leveraged AEB funding on exhibiting and providing education materials. Additionally, Chef Uwe Micheel of the Radisson Blu Hotel Dubai cooked omelets and other egg dishes for attendees and provided full culinary demonstrations.

The *Asia & Middle East Food Trade* publication featured information about Chef Uwe Micheel's culinary demonstration. ●

## Proposed Nutrition Facts Panel Changes

FDA recently released the proposed Nutrition Facts Panel, and the public may submit electronic or written comments on the proposed rule until June 2, 2014. More than 20 years has passed since the last major overhaul of the nutrition facts panel/food label.

Nutrition research and eating patterns have evolved a lot during the last 20 years. FDA hopes the new label will help consumers make informed food choices and maintain healthy dietary practices.

Here is a recap of some of the proposed updates:

- **Calories** would be more dominant (large and bold print) on the label. This will help easily identify the number of calories in the food and is a good start, but it's also important to remember where the calories come from — carbohydrate, fat or protein and how much of each the food contains.
- **Calories from fat** would no longer be listed on the label, suggesting that research has evolved to a point that the type of fat is more important than the total amount of fat. This is good news for foods that have been “penalized” in the past for having too many calories from fat even though the food may have been an overall nutrient-rich choice. This label change may encourage the end of the “fear of fat” era.
- **Serving sizes** would reflect a more realistic depiction of the amount of foods people tend to consume. In addition, products that may be consumed in one or multiple sittings will show “dual columns” to indicate the “per serving” and “per package” calorie and nutrition information. Both of these will be useful for understanding how much of a food to consume.
- **Added sugars** would be added to the label, which is indicative of the ever-growing body of literature regarding the health risks associated with added-sugar intakes.
- **Vitamins and minerals** would highlight current nutrients of concern/interest on the label. Vitamin D and potassium would be required, calcium and iron would remain on the label and vitamins A and C would be optional.
- **Daily Values** would be revised for a variety of nutrients including sodium, dietary fiber and vitamin D to reflect research findings among these nutrients.
- **Cholesterol** may or may not be accentuated as something to “avoid too much of” depending on the nutrition facts panel format.

ENC will keep the industry informed on the progress of the Nutrition Facts Panel. ●

**PROPOSED LABEL / WHAT'S DIFFERENT**

Servings: larger, bolder type

Updated Daily Values

% DV comes first

New: added sugars

Change of nutrients required

<b>Nutrition Facts</b>	
<b>8 servings per container</b>	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
<b>Calories</b>	<b>230</b>
% DV*	
12% <b>Total Fat</b>	8g
5% <b>Saturated Fat</b>	1g
	<i>Trans Fat</i> 0g
0% <b>Cholesterol</b>	0mg
7% <b>Sodium</b>	160mg
12% <b>Total Carbs</b>	37g
14% <b>Dietary Fiber</b>	4g
	Sugars 1g
	Added Sugars 0g
	<b>Protein</b> 3g
10% <b>Vitamin D</b> 2mcg	
20% <b>Calcium</b> 260mg	
45% <b>Iron</b> 8mg	
5% <b>Potassium</b> 235mg	
* Footnote on Daily Values (DV) and calories reference to be inserted here.	

Serving sizes updated

Calories: larger type

Actual amounts declared

New footnote to come





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American Egg Board

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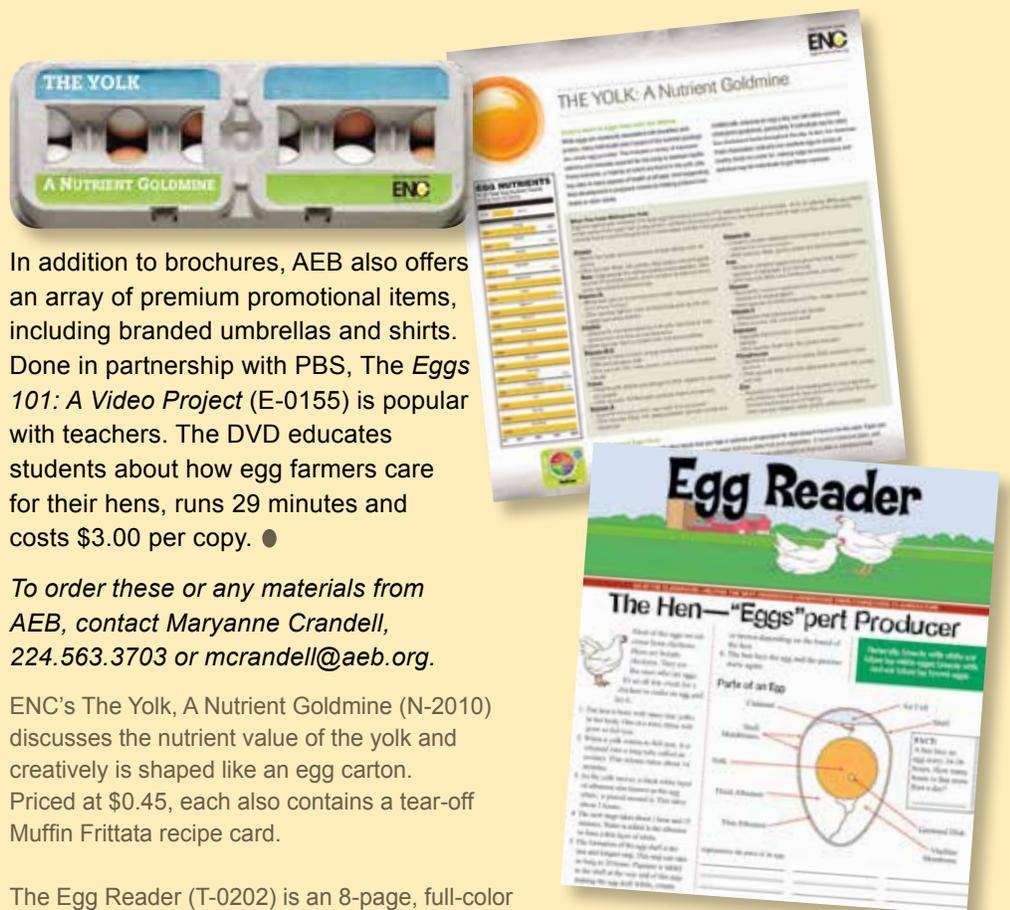
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Got Egg Materials?

AEB produces high-quality materials for an array of audiences, all designed to promote the Incredible Edible Egg and ultimately drive egg consumption. The online Merchandise Catalog on AEB.org showcases currently available materials.

These are a few of AEB's most popular items:

- Playing-card size, Modern Egg Production (order number G-1020) highlights the Good Egg Project, egg nutrition and egg farmers and their commitment to producing high-quality, safe eggs. Bulk pricing is available starting at \$0.10.
• The Back to Basics Egg Cooking (E-0014) features step-by-step photos showcasing the basic egg recipes: fried, hard cooked, omelets, scrambled and poached. Bulk pricing starts at \$0.16.
• The updated Kids in the Kitchen (E-0101) highlights six delicious kid-friendly recipes that can be made by kids with assistance from an adult. Bulk pricing starts at \$0.15.



In addition to brochures, AEB also offers an array of premium promotional items, including branded umbrellas and shirts. Done in partnership with PBS, The Eggs 101: A Video Project (E-0155) is popular with teachers. The DVD educates students about how egg farmers care for their hens, runs 29 minutes and costs \$3.00 per copy.

To order these or any materials from AEB, contact Maryanne Crandell, 224.563.3703 or mcrandell@aeb.org.

ENC's The Yolk, A Nutrient Goldmine (N-2010) discusses the nutrient value of the yolk and creatively is shaped like an egg carton. Priced at \$0.45, each also contains a tear-off Muffin Frittata recipe card.

The Egg Reader (T-0202) is an 8-page, full-color brochure for grades 3-5. Topics covered include food safety, specialty eggs, animal well-being, egg components and grading. Egg Readers are sold in bundles of 100 for \$20 and come with a teacher resource CD..