Nobody knows eggs better than Bacon, which is why the Incredible Egg has teamed up with the most famous Bacon of all, Kevin Bacon. The new marketing campaign that debuted on March 12 is an integrated promotional effort that will bring attention to the many nutritional benefits of the Incredible Edible Egg, just in time for Easter.

Kevin Bacon, a big fan of eggs, is featured in a two-minute web film, behind-the-scenes video, 30-second web short, two print ads and a variety of digital and social media ads. As part of the media campaign, the 30-second web short will run on popular online video streaming networks like Hulu, NBC, ABC, FOX and CBS. Print ads will also appear in mainstream entertainment and lifestyle magazines such as People, US Weekly and Rolling Stone as well as in key issues like People’s 50 Most Beautiful and TIME 100. Online banners will also be appearing on high-traffic pop culture sites, including Gawker and Deadspin, as well as on the Weather Channel mobile app.

In addition to promoting the web film and short on social media, fun photo moments with the Hollywood icon will be released during the year, including Bacon decorating eggs for Easter, showing off his hard-boiling expertise and celebrating World Egg Day.

continued on page 3 ...
This month’s meeting of the American Egg Board (AEB) proved to be especially exhilarating and packed with eggciting news. We featured three speakers starting with Carolyn Rechel with Edelman who reviewed the “Language Exploration Survey” that explored consumer preferences for housing systems’ names.

The Egg Industry Center’s Dr. Hongwei Xin provided an update on the published environmental data that is part of the Coalition for Sustainable Egg Supply (CSES), followed by Steve Rubel, Chief Content Strategist for Edelman, who emphasized how paramount connecting with consumers at multiple junctions is within today’s crowded marketplace.

AEB’s Demand Dashboard continues to provide meaningful metrics regarding what is happening in the marketplace, as well as provide accountability and measurement of AEB.

In fact, the growth rate for egg sales in both dollars and units were double that of 2013. Despite the higher retail prices, which typically dampen consumer demand, unit volume increased. To me, one of the most important messages here is that in 2014 consumer demand for eggs continued its impressive growth regardless of higher prices, which shows that consumers recognize the role of eggs in their diet.

ENC’s Dr. Mitch Kanter reviewed the recent recommendations of the Dietary Guidelines Advisory Committee (DGAC) making a historic change in the daily cholesterol guidance removing the 300 mg restriction. The Committee’s recommendations have now been sent on to USDA and the Department of Health and Human Services (HHS), who will deliver a final ruling on the 2015 Dietary Guidelines some time later this year. ENC is providing educational information, as allowed.

Work on the Incredible Breakfast Trends continues in both Foodservice and Egg Product Marketing, helping cement AEB’s positioning as The Breakfast Expert. A new partnership with the Culinary Institute of America will also involve Foodservice and ENC educational resources.

AEB’s upcoming Virtual Farm Field Trip will reach elementary schools live from Creighton Brothers later this month. A second event will reach middle school students around World Egg Day. The Good Egg Project continues to highlight the good works of America’s egg farmers and educate consumers on today’s egg production methods while showcasing the story of where their eggs come from.

The highlight of the meeting was the introduction to AEB’s brilliant, new marketing campaign, Wake Up to Eggs with (Kevin) Bacon, debuting March 12, just in time for Easter. The integrated promotional effort brings attention to the many nutritional benefits of the Incredible Edible Egg from the most famous Bacon of them all, Kevin Bacon. The eggcitement about the Eggs with (Kevin) Bacon campaign is already over-the-top!

This meeting was particularly emotional for me as I announced my retirement effective at yearend. After 40 years working in the egg industry, particularly the last eight years as AEB’s President, it was a difficult decision. However, I felt with AEB and the egg industry at a high point, it was a good time for me to explore personal interests and new opportunities. The gratitude I felt from the Board’s standing ovation and all the kind words you shared in-person and through phone calls, emails and texts is beyond words. Thank you simply does not capture my appreciation.
Wake Up to Eggs with Kevin Bacon  
*(continued from page 1)*

News of the campaign broke in an *Associated Press* exclusive that took an in-depth look at the egg industry, sharing recent trends and consumption statistics. In less than one day, the article appeared in more than 100+ print and online outlets, generating more than 100 million media impressions!

Don’t miss the dynamic duo, Kevin Bacon and the Incredible Edible Egg, on IncredibleEgg.org and the Incredible Egg’s YouTube Channel, Facebook, Twitter, Pinterest and Instagram.

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**Thank You for Your *Incredible* Service**

After 23 years of service, Dennis Kane retired from his position as AEB’s Vice President of Administration on March 13. Those in attendance at AEB’s Board Meeting heard firsthand stories of Dennis’ dedication to this organization during his tenure. He will be missed by the staff and industry!
Joanne Ivy Announces Retirement

On Thursday, March 13, at the American Egg Board (AEB) Meeting, Joanne C. Ivy, President & CEO, announced her retirement effective December 31, 2015. Ivy has worked with the egg industry for 40 years, starting her career in North Carolina as the Director of the North Carolina Egg Association followed by the next 29 years with AEB. Ivy is particularly honored to have served as President & CEO since 2007.

During almost three decades of service to America’s egg farmers, Ivy created the Egg Product Marketing, Retail Merchandising, and State Support Programs. During her tenure as President & CEO, the egg farmers’ image campaign, known as the Good Egg Project, was launched; the Foodservice and Egg Product Marketing programs were enhanced; and AEB’s highly successful marketing campaigns, including its most recent Wake Up to Eggs with (Kevin) Bacon campaign, were executed. She also strengthened the prominence and integrity of the Egg Nutrition Center and its multi-million dollar nutrition research program that culminated in this year’s historic Dietary Guidelines Advisory Committee’s recommendations.

“I have hired an incredible marketing team – an extraordinary staff, working with amazing agencies and consultants,” she adds. AEB has played a major role in increasing egg demand profitability for the egg industry while delivering a strong return on investment for America’s egg farmers. Ivy feels there is no better time to leave then when AEB is at its best.

AEB Chairman Paul Sauder responded to Ivy’s announcement by saying, “This reminds me of a quarterback who retires after winning the Super Bowl. We have just won the Super Bowl with all the recent incredible news in our industry. We wish Joanne the best and appreciate her many years of service.”

And AEB’s Senior Vice President of Marketing Kevin Burkum added, “Her staff has truly appreciated her leadership. She has encouraged us to take risks and find new ways to increase egg demand.”

AEB’s Executive Committee will conduct a search for the incoming President & CEO. ●

Paul Sauder Re-elected as AEB Chairman

Others elected to the Executive Committee included:
- Blair Van Zetten, Vice Chairman, Oskaloosa Food Products, Oskaloosa, Iowa (1)
- Scott Ramsdell, Secretary, Dakota Layers LLP, Flandreau, S.D. (2)
- Tom Hertzfeld II, Treasurer, Hertzfeld Poultry Farms Inc., Grand Rapids, Ohio (3)
- Jeff Hardin, Cal-Maine Foods Inc., Flatonia, Texas (4)

Mark Oldenkamp, Valley Fresh Foods Inc., Woodburn, Ore. (5)

Those newly appointed to the board included:
- Stephen Herbruck of Herbruck Poultry Ranch in Saranac, Mich., was appointed as a Member in Area III – East North Central States.
- Mindy Truex of Creighton Brothers LLC in Atwood, Ind., was appointed as an Alternate in Area IV – West North Central States.

Bill Claybaugh of Nebraska Eggs Ltd in Carroll, Neb., was also appointed as an Alternate in Area V – South Central States. ●
Update on the DGAC

The Dietary Guidelines Advisory Committee (DGAC) recently recommended that daily cholesterol guidance be changed to eliminate the 300 mg/day ceiling on daily cholesterol intake. The Committee, comprised of health and nutrition experts from various universities, reviewed the published science on cholesterol and concluded that cholesterol is no longer a nutrient of concern for overconsumption in the United States.

The Committee’s recommendations have now been sent on to USDA and the Department of Health and Human Services (HHS), who will deliver a final ruling on the 2015 Dietary Guidelines some time later this year. The cholesterol recommendation rendered by the Advisory Committee is, of course, excellent news for the egg industry, but USDA-approved educational outreach continues.

ENC will be delivering verbal comments to USDA/HHS at an upcoming open meeting in late March, where the Committee will reiterate its support for their recommendation, and will point to various recent scientific studies that tend to support the recommendation. ENC will continue to monitor the USDA/HHS deliberations in the coming months and will follow up their oral comments with written comments containing newer research on eggs/cholesterol intake and cardiovascular disease. ENC will provide updates as the process continues until the release of the Guidelines.

Any questions should be directed to Mitch Kanter, mkanter@eggnutritioncenter.org or 847.296.7043.

Robust Research Program Delivers

Only three months into the year, the Egg Nutrition Center (ENC) is ecstatic that five research studies, funded via the ENC Research Grant Program, were published in scientific journals.

In 2014, ENC set a record for publications, as 10 funded studies were published. Expectations are high to shatter last year’s record. More published studies mean more potential new coverage on the health benefits of eggs. Studies published to-date in 2015 include:


ENC 2015

calendar of events

Look for ENC at these upcoming health professional events:

**Experimental Biology**
March 28 - April 1
Boston, Mass.
ENC-Sponsored Symposium on Sunday, March 29, 8:00 am-10:00 am, on “Determinants Of Disease Risk In The Postprandial Period”

**American College of Sports Medicine (ACSM) Health & Fitness Summit & Exposition**
March 31 - April 3
Phoenix, Ariz.
ENC-sponsored preconference symposium by Mitch Kanter, PhD; Laura Kruskall, PhD, RDN; Kara Mohr, PhD; Amy Bidwell, PhD on Tuesday, March 31, 8:30 am-2:30 pm, “Energy Balance and Weight Management”

**31st Annual Sports, Cardiovascular, and Wellness Nutrition (SCAN) Symposium: Nutritional Dogma versus Data**
May 1 - 3
Colorado Springs, Colo.
ENC-sponsored preconference symposium by Mitch Kanter, PhD; Laura Kruskall, PhD, RDN; Kara Mohr, PhD; Amy Bidwell, PhD on Tuesday, March 31, 8:30 am-2:30 pm, “Energy Balance and Weight Management”
Promoting Eggs to the National Media

AEB continues to work with newspaper, magazine and online editors to ensure a steady stream of positive egg news. These relationships and editor events allow editors to learn more about egg production and packaging process. As a result, egg-inspired articles have appeared in publications like Woman’s World, WeightWatchers.com, Food Network Magazine, Woman’s Day and others.

As 2015 kicked off, consumers read articles about healthy eating and the benefit of eggs for satiety and protein that aimed to help them stick to their New Year’s resolutions. Articles highlighted eggs as a great source of protein and touted ways to reinvent the egg by incorporating them into favorite recipes and as the afternoon pick-me-up for those long weekdays. Here are a few recent eggscellent articles;

Real Simple, “Things to know,” February/March: Simplifying strategies, techniques, and tips – from the Real Simple test kitchen to yours. A chat with the American Egg Board confirmed that it’s perfectly safe to turn dyed Easter eggs into deviled eggs, egg salad, or an out-of-hand snack. The only catch? Be sure that all the decorating materials you use are food safe, and the egg hasn’t been out of the refrigerator for no more than 2 hours during decorating and display.

St. Louis Post-Dispatch, “Rethinking Cholesterol,” 2/12/15: The nation’s top nutrition advisory panel has decided to drop its caution about eating cholesterol-laden food, a move that could undo almost 40 years of government warnings about its consumption.

Good Housekeeping, “The Supercarb Diet,” January 2015: Dietitian Jaclyn London, R.D., created this breakthrough new eating plan with the right carbs to let you fill up, boost energy and keep blood sugar in check without even trying! This issue also promoted choline as a buzzword.

Men’s Health, “The 14 Best Ways to Eat an Egg,” January 2015: You know they’re nutritious. Now make them even more delicious. … They’re crammed with amino acids and vitamins. But we eat them the same boring ways. Time to scramble your routine.

Food Network Magazine, “Star Kitchen,” January 2015: A very busy Curtis Stone takes a break to show us his Hollywood Hills home kitchen ... Good eggs … Curtis makes breakfast with his 3-year-old son, Hudson, whenever he’s not traveling for work. “It’s a beautiful way to start the day.”

The Sunday Journal Sentinel, “Off to a Super Start,” 1/18/15: If your goal for the New Year is to eat more healthfully, it’s safe to say you are in pretty good company. …
The good news is that superfoods are always a safe bet. These foods with special properties that lower cholesterol, reduce the risk of heart disease and even improve your mood.

**Fitness**, “Fitness better body plan – fat-burning foods” January 2015: There’s a new way to boost your metabolism – and it starts at your next meal. Research shows that eating the right foods increases your body’s ability to torch calories, which helps speed up your slim-down.

**Bon Appetite**, “Prep school – nailed it: the Olive Oil-Fried Egg,” January 2015: Bon Appetit editor in chief, Adam Rapoport, and staff writer Alison Roman are obsessed with frying eggs in olive oil, for crisp – almost crunchy – edges, bubbly whites, and perfectly runny yolks. Other articles in this issue highlighted eggs are part of healthy diets.
Reaching Attendees of the Commodity Classic

USAPEEC and AEB co-sponsored the morning breakfast at the top feed-grain trade show Commodity Classic in Phoenix, Ariz. This year’s event featured TV media personality, Cordon Bleu-certified chef and best-selling author of Clean Eating for Busy Families Michelle Dudash.

Chef Dudash demonstrated egg and poultry recipes to an audience of 400. This year’s show set another attendance record with nearly 8,000 in attendance.

Gulfood Dubai 2015

Leveraging AEB funding, USAPEEC participated in Gulfood, one of the world’s fastest-growing food and beverage expositions, with an egg booth, promoting U.S. eggs and egg products. Held in Dubai, more than 85,000 visitors from 170 countries attended the show over the five days. Buyers from across the Middle East, Europe and Africa visited the egg booth and tasted samples of chef-prepared pastries made with U.S. egg products. Many U.S. egg companies attended the show and met interested buyers at the booth.

Funded separately by the Illinois Soybean Association, USAPEEC organized a series of cooking demonstrations and a media tie-in featuring World’s Fastest Omelet Maker Howard Helmer. During the media tie-in, Helmer cooked 20 omelets in 20 minutes with special guests and was even featured on the front cover of the show’s official trade newsletter which reached all of the show’s visitors. AEB’s John Howeth also attended the event.