

incredible!

# NEWS FROM AEB

May 2010 Editor: Ashley G. Richardson

## Patriotic Community Breakfast

In early May, America's egg farmers fed nearly 300 crew members aboard the USS Porter battleship in Fort Lauderdale, FL, for Fleet Week. This event was the second Community Breakfast held as part of AEB's Good Egg Project.



July. The "Mr. Food" shoot went extremely well, and the camera crew captured a lot of breakfast footage and of the pledge and egg chair activities.

Attendees of the breakfast also had the honor of meeting the first ever African-American woman to be named an Admiral in the U.S. Navy.

To round out activities, AEB also donated one

dozen eggs to Feeding America in honor of each crew member aboard the battleship. Overall, it was an *eggceptional* morning for everyone!

The event generated great media coverage. *USA Today* published the photo of the USS Porter Breakfast, along with the caption about the Good Egg Project and farmer donation on its website!

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To kick off the breakfast, the captain introduced Chris Pierce, president of Heritage Poultry Management Services Inc. and AEB Board Member, and thanked America's egg farmers by handing him a commemorative USS Porter wooden plaque. Chris saluted the troops with a heartfelt speech and invited everyone to sign the pledge, take pictures in the egg chair, visit Jeffrey Saad's station where he conducted an egg demonstration and of course, enjoy their egg breakfasts. The hungry navel crew members received a warm breakfast of ham and asparagus strata, bacon, potatoes and fresh fruit.



The Good Egg Project pledge banner received more than 125 signatures, including the Admiral and the Captain's signatures. AEB also gave away Good Egg t-shirts to crew members and their families.

"Mr. Food" taped the festivities and talked about the Good Egg Project for a segment that will air on June 30, right before the Fourth of

**American Egg Board**

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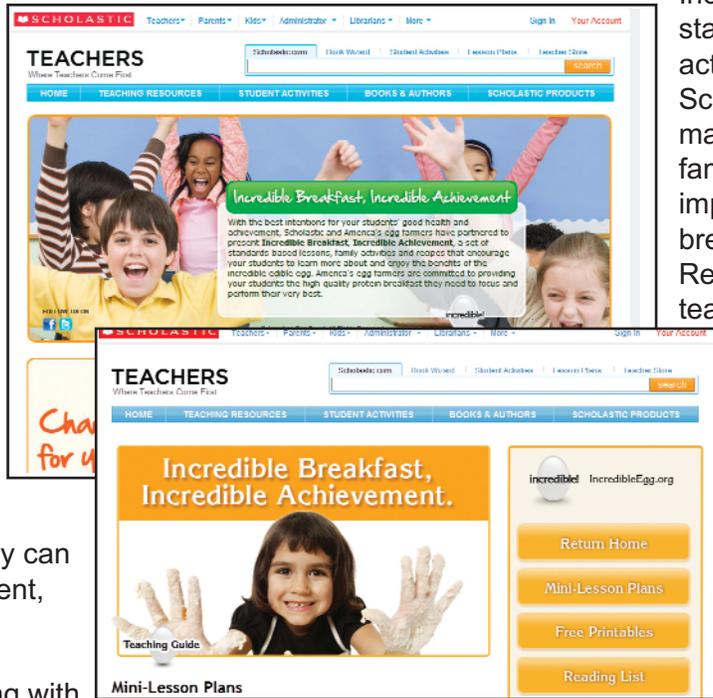
# Scholastic partnership in full swing

AEB teamed up with education powerhouse Scholastic Inc. to launch the “Good Egg Project Back to Breakfast

Teacher Challenge” and the “Incredible Breakfast, Incredible Achievement” online Resource Center. As part of the Challenge, America’s egg farmers are offering \$5,000 grants to 12 teachers who submit an essay explaining how they can improve achievement, attentiveness and attendance in the classroom – starting with the most important meal of the day. Winners of the incredible grant will be selected at the end of May so stay tuned for more on the winners.

In addition to the challenge, the Scholastic partnership also includes “Incredible Breakfast, Incredible Achievement,” a set of standards-based lessons, family activities and recipes hosted on Scholastic.com/AllAboutEggs. The materials encourage students and families to learn more about the importance of eating a well-balanced breakfast. In addition to the online Resource Center, more than 100,000 teachers of grades one through three nationwide will be receiving in-classroom posters outlining the egg production process on one side and complementary worksheets for students on the back. Through these lesson plans and activities, the incredible egg message is being delivered right to the classroom!

So far, news of the program has reached more than 10 million people via media outreach, and by the end of the partnership, more than 14 million teachers, parents and students will be reached by the program!



## NRA panel highlighted breakfast



An AEB-sponsored panel discussion titled “Create New Menu Wins: Breakfast Innovation Success Stories” took place during the National Restaurant Association Show in Chicago on May 24. This program emphasized how to utilize innovation to drive customer traffic and sales at breakfast.

Greg Sanders, QSR magazine’s associate publisher, moderated the panel that included: Sharon Lykins, Denny’s director of product innovation; Keira Moritz, Pacci Ristorante’s executive chef and AEB Chef Ambassador; and Maeve Webster, Datassentials’ research director.

This educational forum highlighted breakfast innovation from a number of perspectives as well as new product launches, product quality enhancement, menu expansion/development and promotions – all aimed at attracting customers and expanding sales.

Additionally, on May 23, AEB sponsored the “Multi-Cultural Cuisine Event.” Chef Ambassador Moritz showcased her innovative breakfast recipes for attendees who included foodservice editors.

AEB also exhibited at the show displaying egg materials and recipe cards developed by the *Eggscellent* Chef Ambassadors.

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With more than 13 million unique monthly visitors, this exposure on USA Today.com for the Good Egg Project is incredible. AEB also posted additional photos of the breakfast on Facebook and Flickr and leveraged the *USA Today* coverage on Twitter and Gather.

The Associated Press, *San Diego Union Tribune*, *Road Runner Newswire*, *Fort Lauderdale Day Life* and others also picked up the USS Porter Breakfast photo and caption.

## ENC adopts guidelines

As part of its efforts to establish itself as a credible resource for nutrition and food science research, ENC has adopted the *Guiding Principles for Nutrition and Food Science Research*.

These guidelines include eight points that outline key points of agreement for all relevant parties involved research and include:

1. Conduct or sponsor research that is factual, transparent, and designed objectively.
2. Require control of both study design and research itself to remain with scientific investigators.
3. Not offer or accept remuneration geared to the outcome of a research project.
4. Prior to the commencement of studies, ensure that there is a written agreement that the investigative team has the freedom and obligation to attempt to publish the findings within some specified timeline.
5. Require, in publications and conference presentations, full-signed disclosure of all financial interests.
6. Not participate in undisclosed paid authorship arrangements in industry-sponsored publications or presentations.
7. Guarantee accessibility to all data and control of statistical analysis by investigators and appropriate auditors/reviewers.
8. Make clear statements of their affiliation; require that such researchers publish only under the auspices of the Contract Research Organization (CRO).

## Shop-to-Cook kiosks deliver results



From December 1, 2009 through April 30, 2010, 3 million AEB recipes have been viewed by consumers on Shop-to-Cook kiosks. The recipes viewed in detail total more than 210,000 views, and more than 71,000 recipes have been printed. This means that 33 percent of the shoppers who view an actual recipe, print it, which just like the egg, is incredible! Dessert recipes are the most popular. The #1 recipe on the kiosks is AEB's Cream Puff recipe.

Newly created graphics of an egg donning a chef's hat and apron for the outdoor entertainment and grilling season catch shoppers' attention while they are walking through the grocery store.

Copy on the printed recipe reminds consumers that eggs are versatile, convenient and economical and directs them to the website to find more mouthwatering recipes for all of their summer celebrations – from appetizers to snacks, salads, desserts and more.



## New streamlined research process

Nutrition research serves as the foundation for many of AEB's marketing and advertising programs. With a newly revamped research process, ENC is actively making sure its research pipeline delivers results in a timely manner.



By July, new research funding should be presented to the Board and its schedule will now follow the academic calendar making the process even more efficient. Here's an overview:

- Requests for Proposals (RFPs) were sent out in December to more than 100 universities/researchers.
  - Ads appeared in key nutrition newsletters.
  - Initial Letters of Intent (LOI) were due end of January.
  - Internal staff selected their top 10 projects; those researchers were asked to submit full proposal.
  - Proposals were due mid-April and will be disseminated to SAP by the end of the month.
  - At the June SAP meeting, ENC will decide which projects will receive funding.
- The key criteria for successful funding includes:
- Strength of science
  - Strategic fit
  - Track records
  - Study cost
  - Timeframe

# AEB Advertising Update

## May/June TV 2010

### Network TV

NBC Today Show	May 3, 4, 17, 18, 19, 20
ABC Good Morning America	May 3, 4, 8, 18, 19
America this Morning	May 4, 17, 18, 20
The View	May 4, 5, 6, 18, 19, 20, 21
CBS The Early Show I	May 4, 20
The Early Show II	May 5, 17, 18, 19, 21
Saturday Early Show	May 8, 22
CBS Morning News	May 3, 18, 20

### Dates

### Syndication TV

Dr. Oz	5/3, 5/17
Rachael Ray	5/3, 5/17
The Doctors	5/3, 5/17
Martha	5/3, 5/17
Tyra Banks	5/3, 5/17

### Weeks of

March				April				May				
1	8	15	22	29	5	12	19	26	3	10	17	24

### Cable TV

Animal Planet	Early Morning, Daytime, including "Animal Zone" and "On the Wild Side"
Discovery Health	Early Morning, Daytime, including "All About Babies," "Babies: Special Delivery," "Adoption Stories"
Entertainment	Early Morning
FOX News	Morning
Great American Country	Morning, Daytime
Hallmark Channel	Day, Saturday Morning, Sunday Morning
Hallmark Movie Channel	Daytime
HGTV	Morning, Daytime
Lifetime Movie Network	Lifetime Movies, Lifetime Movies Weekend
Oxygen	Daytime
Soapnet	Early Morning, Daytime
Style	Morning
TBS	Daytime
The Food Network	Daytime, including "Barefoot Contessa," and Weekend, including "In the Kitchen 3"
TNT	Primetime in the Daytime
USA	Early Morning, Daytime
Weather Channel	Early Morning, includes "First Outlook," "Weekend View," "Day Planner," "Your Weather Today"

### Weeks of 5/3, 5/17



## May/June Online 2010

### Site

Vibrant Media	5/1 - 6/30
Wild Tagent	5/1 - 6/30
Weight Watchers	5/1 - 6/30
Yahoo!	5/1 - 6/30
Facebook	5/1 - 6/30
About.com	5/1 - 6/30
All Recipes	5/1 - 6/30

### Week of

## "Rachael Ray" Incredible People

**AEB's Recent Integration:** This branded partnership continues to be an incredible avenue to promote AEB's overall efforts, and Rachael cooks with eggs more than ever. *May 3's integration* featured Wilma Stephenson, a culinary arts teacher at Frankford High School in Philadelphia, PA. Wilma uses a boot-camp style of teaching with her predominantly underprivileged students how to cook healthy meals. She says when her students sign up to take her elective class they often don't know how to hold a knife, let alone chop and prepare food. However, by the time they've completed her class many of her students go on to become professional chefs at exclusive private clubs and restaurants as well as pastry chefs at high-end hotels. She also works with her students to help them win culinary scholarships to major universities so they can have a chance at a higher level of education.

## International egg promo

Recently, Singapore's national authority on food safety, Agri-Food & Veterinary Authority (AVA), launched a public education program to create consumer awareness on egg products. Promoting egg products, the campaign was featured in the



most widely-read national newspaper in Singapore, *The Straits Times*.

USAPEEC assisted AVA in the campaign, providing information and materials on U.S. egg products. Singapore is a growing market for U.S. egg products.

## Incredible eggs in the media

In May, eggs took over the media spotlight with several magazine articles highlighting their incredible benefits! The May issue of *Family Circle* showcases eggs as the feature "Food University" topic touting the versatility, affordability and protein-rich package of eggs. The two-page spread includes *eggcellent* photos, recipes and cooking tips!

*Martha Stewart Living* also features eggs by debunking the cholesterol myth and explaining "the misunderstood egg" and its nutritional benefits. The article includes several pages filled with recipes for any meal and full-page photos, offering suggestions on how to incorporate eggs into a healthy diet.

The May 1 issue of *Woman's Day* touts the versatility of eggs in the article, "No time to eat healthy?" The article calls out eggs as an easy, quick-fix meal, noting "it only takes a few minutes to scramble up some protein."

In addition to incredible media coverage this month, the Good Egg Project was recognized with both online and public relations industry awards. GoodEggProject.org won a "Webby Honoree Award." The Webby awards honor excellence on the Internet, including creativity and functionality.



## ENC to host cholesterol roundtable

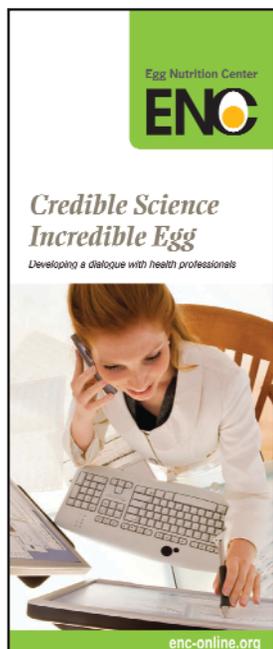
ENC will host a roundtable discussion on dietary cholesterol and heart disease risk June 3-4 in Chicago. The purpose of the roundtable is to address the current state of cholesterol science with experts in the field

and to tap their expertise to help develop cholesterol research priorities and inform future programming.

Attendees will include national and international leaders in cholesterol-related research as well as individuals who have helped shape dietary guidance and health and nutrition policy. The experts will discuss current research outcomes that relate any association between dietary cholesterol and heart disease risk as well as the disparities in dietary cholesterol guidance as it relates to heart disease risk.

One outcome of the meeting will be to develop a list of priorities for ENC-funded research that can be used for evidence-based practice and to help determine a picture of what is currently known by the scientific community about dietary cholesterol, eggs and health.

ENC also developed this (left) brochure to help educate health professionals about its mission.



## MONTHLY Eggspression

"Serendipity requires action on the part of the recipient — action to create favorable circumstances, action to recognize opportunities when they arise, and action to capitalize on unplanned events in a timely manner."

—John Krumboltz

## INDUSTRY Calendar of Events

### JUNE

15-17 **GEORGIA EGG ASSOCIATION MEETING**

ST. SIMONS ISLAND, GA  
CONTACT: JEWEL HUTTO  
770.932.4622

15-18 **USAPEEC 25<sup>TH</sup> ANNIVERSARY CONFERENCE**

AUSTIN, TX  
CONTACT: CHRIS FEE  
770.413.0006  
cfee@usapeec.org

22-25 **AEB STATE DIRECTORS MEETING**

NEW YORK, NY  
CONTACT: JACINTA LEDONNE  
847.296.7043  
jledonne@aeb.org

### JULY

13-15 **AEB BOARD MEETING**

CHICAGO, IL  
CONTACT: PHYLLIS SUMMERS  
847.296.7043  
psummers@aeb.org

### AUGUST

12 **Texas Poultry Federation's Educational Symposia**

BRYAN, TX  
CONTACT: MICHAEL A. DAVIS  
979.845.4319  
mdavis@poultry.tamu.edu

### NOVEMBER

2-5 **AEB BOARD MEETING**

CARLSBAD, CA  
CONTACT: PHYLLIS SUMMERS  
847.296.7043  
psummers@aeb.org

SEND CALENDAR ITEMS TO:

ASHLEY RICHARDSON,  
INDUSTRY COMMUNICATIONS MANAGER  
arichardson@aeb.org

## Save the date for AEB's July Meeting

AEB's upcoming Board Meeting is scheduled for July 13 to 15, 2010 at the InterContinental O'Hare, Chicago. On Wednesday morning, the Agricultural Education Committee, which oversees the Good Egg project, will meet. After lunch, the other committee meetings will take place including those for Consumer Marketing, Foodservice & Egg Product Marketing, Industry Programs and Nutrition. These meetings will provide an update on existing and potential new programs as well as outline 2011 budgets.

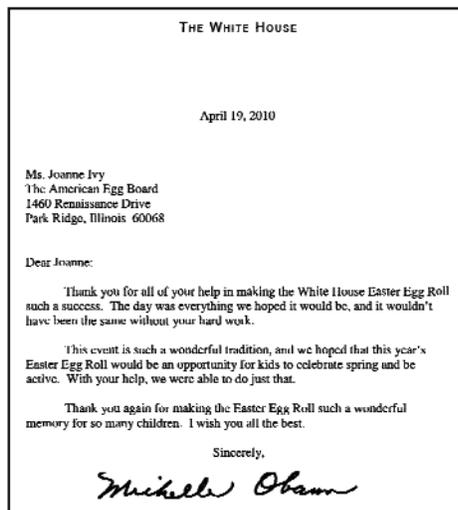
On Thursday, a continental breakfast will be served before the Board Meeting that starts promptly at 7:30 a.m. and runs until 12:30 p.m.

Committee agendas and materials for review will be sent to Members and Alternates prior to the meeting. Reservations must be returned to AEB by Friday, June 18, 2010, to guarantee room reservations and obtain the group rate. After that date, AEB will not be able to guarantee room availability. Please direct all inquiries to AEB's Phyllis Summers, 847.296.7043.

## Egg product web traffic increased

From April 9 to May 9, the recently revised Food Manufacturer section of AEB.org received more than 2,240 site visitors—81 percent were new visits. Viewers are spending more than 2 minutes on the site and on average, visit 3 pages or more. The Buyers' Guide section that informs viewers where they can buy egg products by name of product, name of producer or region of country, has been visited more than 750 times, while AEB's informative Nutrition and Trends area has been visited 683 times, additionally AEB's All About Eggs page, highlighting the 20+ functions of egg products, received more than 653 views.

## White House thank-you note



AEB is thrilled to share this thank-you note from the White House in regards to the White House Easter Egg Roll. Again this year, this event generated a lot of publicity and spotlighted the generosity of America's egg farmers.

Overall, AEB's Easter-related media outreach generated 31.7 million media impressions this year – an incredible feat! AEB looks forward to working with the White House on this event again.

### Enclosures

- ENC's Egg Nutrition Network
- eggstra!, AEB's retail newsletter