The American Egg Board (AEB) continued its tradition of supporting the White House Easter Egg Roll by donating 14,000 hard-cooked and dyed eggs for April 25’s event. Volunteers also received hats and aprons from AEB. America’s egg farmers enjoyed an incredible presence at the 133rd White House Easter Egg Roll. This year’s theme “Get Up and Go!” focused on promoting health and wellness.

To kick off the event, thousands of people stopped by the Incredible Egg Chair to take their pictures before heading to the South Lawn. They also walked away with “Be Incredible!” magnetic picture frames that included hard-cooking tips, and by the end of the day, all 5,000 magnets were gone.

On the South Lawn, the Giant Good Egg Project Egg stole the show! Kids were invited to “lend a hand to feed the hungry” by placing their handprints on the egg. Every handprint resulted in an egg donated to Feeding America. The egg was such a hit that it was filled with handprints by the time the second group of visitors came through. For the rest of the afternoon, families continued to stop by to take their picture in front of the biggest “dyed” egg of the day, commenting on how incredible it looked.

Nearby, the World’s Fastest Omelet Maker Howard Helmer cooked his signature 40-second omelets at the Kids’ Kitchen station, where celebrity chefs like Art Smith and White House Chef Sam Kass were also cooking. Even Michelle Obama got on stage to talk about healthy eating!

Behind the scenes, AEB met with President Obama and his family. AEB Chairman Craig Willardson spoke with President Obama about eating the whole egg.

Continued in this issue...
At the recent International Egg Commission (IEC) conference in London, attendees heard resounding messages about the importance of Corporate Social Responsibility (CSR). Delegates discussed at length ways in which the egg industry can help to protect the environment, while producing sufficient food to feed the world’s growing population and continuing to provide the best care for laying hens.

David Hughes, a professor of Food Marketing at London’s Imperial College, shared that CSR is now consistently listed in the top three concerns of global retailers. Steve Murrells, CEO of Tulip, the largest supplier of pork and bacon to the UK retailers, stressed the importance of understanding and responding to the retailers’ needs. Professor Windhorst, statistical analyst for IEC, addressed the world’s growing population and the role of the egg industry in feeding the world while also complying with increased regulations.

When AEB’s President and CEO Joanne Ivy became IEC’s chairman last September, she established IEC’s CSR Working Group. AEB also strives to educate consumers about the good works of American egg farmers through its Good Egg Project. This effort has been extremely successful in explaining the farm-to-table process to consumers.

The next IEC conference is being held in Washington D.C., September 18 - 22.

An eggscellent partnership

A full-page FSI reached an estimated circulation of 45 million with a summer salad recipe and coupon offers on Sunday, May 8, via News America Smart Source. Three coupon offers were included.

Last month, each partner supported the program by posting the featured recipe and partner links online and mentioning the promotion via consumer e-newsletters, social media postings, banner ads, in-store promotions and more.

White House Easter Egg Roll

... Continued from Cover  The President shared that he now eats the yolk, and AEB President Joanne Ivy talked to First Lady Michelle about her “Let’s Move” campaign, mentioning the importance of eating an egg breakfast for all-day mind and body energy!

The 34th Commemorative Egg was presented to Mrs. Obama on behalf of America’s egg farmers by Willardson. Atlanta artist Luanne White Faulkender, President and CEO, Theatre Techniques for Executives LLC, created the 34th Commemorative Egg that took 65 hours to create from concept to finish. Belonging to a military family herself, Faulkender depicted military families, a cause championed by Mrs. Obama through her newly announced “Joining Forces” initiative, on the egg.

This large chicken egg is finished in gold leafing with Swarovski’s aurora borealis crystal and pearl chains. A picture of Mrs. Obama is framed on the outside of the center door with the National Military Family Association logo placed on the door to her left with depictions of the five branches of service. The finial is created with a sterling silver and gold bald eagle’s head, aurora borealis crystal and red, white and blue ribbons with “God Bless our Military Families” written on them.
In August 2010, America’s egg farmers awarded a dozen $5,000 grants to teachers across the country to bring breakfast back to their school as part of its Back-to-Breakfast Teacher Challenge. Now that the school year is winding down, teachers who were awarded grants have reported overwhelming responses to the programs they brought into their classrooms including:

- Margaret Turk of Grovetown Elementary in Grovetown, GA: “We presented our egg education to the entire second grade... We are constantly seeing families in Walmart, Food Lion and IGA asking about egg recipes, tips, etc.”

- Chris Long of Star Charter School in Austin, TX: “Students are engaged and learning. Positive attitudes have multiplied. I couldn’t be more thrilled. The first thing I noticed right away was an improvement in tardies. Students and families have cut the amount of tardies in half.”

- Amy Anderla of The Young Women’s Leadership School in Astoria, NY: “Two parents told me that their students have been frying eggs for themselves after school, and another parent told me her daughter has begun making eggs for herself and her brother.

- Jami Rodriguez of St. Elizabeth Ann Seton in Elk Grove, CA: “I know some students never really tried eggs until the breakfast book club. They found out that they really like eggs.”

To check out more highlights of the Back-to-Breakfast Teacher Challenge programs, visit GoodEggProject.org.

**Breakfast Beat**

*Breakfast Beat,* a quarterly newsletter, targets Quick Service Restaurants (QSRs) with data and insights concerning eggs and breakfast aiming to assist QSR operators in starting or expanding a breakfast program.

Some of the topics of interest in this issue include: the trend of topping a burger with an egg; new QSR egg product introductions on the international scene; value meals and the economy; new egg menu items at QSR chains in the United States and the growth of QSR breakfast in 2010. A “Did You Know?” sidebar contains the latest information on USDA’s recent analysis of eggs containing 14 percent less cholesterol. Two more issues for 2011 are planned, and the newsletter will continue to focus on the *eggscellent* opportunities for eggs in the growing QSR breakfast market.

For more information on this newsletter or if you have foodservice operators you want to have added to the distribution list, contact Alice Heinze at AEB.

**Speakers’ Bureau Workshop**

Due to producer demand, AEB will host another Speakers’ Bureau Workshop. Its aim: train producers to speak and to engage the media to deliver positive messages about the egg industry and their farm—locally. This final session is scheduled for Tuesday, June 7, 2011 and will be facilitated again by the Center for Food Integrity.

Registration is FREE for the workshop. Attendees are only responsible for their travel and hotel costs. Dress for the workshop is business casual – no jackets or ties. Please contact AEB’s Cindy McGarrigle by May 20 to reserve your spot.

Hotel reservations will be made by AEB at the Renaissance Chicago O’Hare Hotel, located at 8500 W. Bryn Mawr, Chicago, IL 60631. Please indicate your need for a hotel room with your RSVP, and your hotel confirmation number will be emailed to you.

The Speakers’ Bureau Workshop will begin at 8:00 a.m. and finish up at 4:00 p.m. Please don’t schedule your departure until 6:00 p.m. Arrivals should be scheduled for the evening of June 6.

We hope you take advantage of this opportunity to go on the speakers’ circuit to educate consumers on where their eggs come from and to tell the true story of the egg industry through positive, proactive communication. If you have already attended or are unable to attend, feel free to send another company representative.
April was an incredible month for eggs as they enjoyed the weeks leading up to their most prominent holiday – Easter! To spark egg-themed Easter stories, AEB sent a press kit to media nationwide, which included a press release, entertaining recipes and fact sheets with egg nutrition and hard-cooking tips. As a result of AEB outreach, media outlets across the country featured eggs in their Easter stories, including brunch recipes, hard-cooking and dyeing tips along with ideas for making the best of the leftovers! More than 275 outlets across the country covered the story generating more than 25 million media impressions! Outlets that ran the story included The Wall Street Journal, Chicago Sun-Times and San Diego Union-Tribune, just to name a few.

Additionally, the one-and-only Omelet King, Howard Helmer, filmed Easter segments with Los Angeles superstation KTLA and FOX National, which aired on a number of affiliates across the country.