Virtual Field Trip Highlights

On April 18, AEB partnered with Discovery Education to host the first-ever Egg Farm-to-Table Virtual Field Trip, as part of the Good Egg Project! More than 5,400 classrooms tuned in to the online field trip that took place at Hickman’s Family Farms, resulting in more than 108,200 student and teacher participants! According to approximately 2,500 questions from students and teachers ranging in topics from the difference between brown eggs and white eggs to everyone’s favorite – what came first, the chicken or the egg. The Hickmans did a great job answering as many questions as they could in the allotted time period.

During the 30-minute field trip, Clint Hickman and Sharman Hickman took the students on a virtual tour of the hen house and egg processing plant and then participated in a live Q&A session, answering student and teacher questions that were submitted online.

In total, AEB received Teacher Feedback – AEB received several feedback forms from teachers, and the majority was positive (65 percent). The only constructive comments related to the length of the Q&A portion (slightly long), and a few others wished they could have seen even more of the farm or other types of production.

However, overall the teachers and students were pleased with the experience and found it educational. Following are a couple of direct quotes for your reference:

• My children really did enjoy this, and I feel they learned a lot of things they did not already know. Thanks for sharing this with us.

Continued Inside...

Discovery Education, the field trip was the one of the highest attended field trips they’ve conducted.

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Unique Media Mentions

Easter week brought two opportunities for ENC to be on the radio to talk about eggs: first on WSonline’s “Deep Fried Fitness with Robin Shea” discussing egg nutrition and food safety and second on “Time Out with Sam Mitchell” on FOX Sports Radio 1460 AM discussing egg nutrition information.

An egg-cellent Easter infographic placement recently ran in the online section and smartphone app for USA Today Snapshots. AEB pitched its Easter infographic to USA Today Snapshot editor Rachel Huggins, who created her own infographic focused on the White House Easter Egg Roll. USA Today reaches 20,176,346 unique online visitors per month, bringing our total Easter coverage to 40,204,446 million impressions!

Mr. Food’s May e-newsletter spotlights “Breakfast Ideas: 15 Fast & Easy Egg Recipes” that was coordinated for National Egg Month and reached nearly 1 million readers. Mr. Food also tagged the Incredible Edible Egg in his Facebook status update. AEB leveraged the trusted voice of Livestrong.com Editor in Chief Adam Bornstein via an Eggs-periment – his own two-month long health experiment in which he ate 2 - 3 eggs per day and kept a record of his well being in an effort to prove the benefit of eggs. His “Eggs-periment” included blog posts, video-blogs and slideshows.

Virtual Field Trip Highlights

... Continued from Cover Page

- Wonderful opportunity! Thank you for sharing your information and your farm.
- Our pre-k class loved watching the virtual tour! My class learned why some eggs are different colors and sizes and also why some eggs are easier to peel than others. One of our class’ favorite snacks is hard boiled eggs, and this event was great to add to our lesson on different jobs and animals.
- We loved it! My students were captivated by the business aspect; it was all so different from the ‘farm’ they pictured in their minds. The presenters were fabulous!

Student Feedback—One classroom appreciated the field trip so much that they sent handmade cards with pictures and notes to the Hickman’s.

Website Performance—As a result of the Virtual Field Trip, visits to Discovery’s Live Event page, which is part of AEB’s Education Station, spiked at 14,580 page views in April. Overall, the website performed above average compared to similar Discovery programs, further demonstrating the popularity of the farm-to-table message. Here are full website metrics below:

- Home Page: 36,011 total page views (16,911 in April – well above most Discovery clients; for instance another Discovery client’s landing page received 5,800 page views in April)
- Live Event Page: 16,613 total page views (14,580 in April)
- Farm-to-Table Lesson Plan: 4,030 total downloads (2,214 in April – the other Discovery client referenced above received approximately 300 downloads in April)
- Health Eating Lesson Plan: 1,968 total downloads (1,080 in April)
- Webisodes: “Welcome to Our Henhouse” with Jacques continued to be most popular, with 3,395 views (2,043 in April)

AEB is in the initial stages of planning for the Hen-to-Home Challenge and working with Discovery to schedule a teacher focus group to gauge teachers’ initial feedback on the contest’s direction. A detailed timeline is also in development.

AEB will continue monitoring website metrics on a monthly basis, until the Hen-to-Home challenge launches, at which point AEB will escalate to weekly reporting.

If you weren’t able to join, please visit http://educationstation.discoveryeducation.com/ to view the archive of the field trip.
United Egg Association (UEA) Further Processor Division president Brian Hayward of Crystal Lake LLC presented the first-ever Gilbert Eckhoff Award to Dr. Glenn Froning, professor emeritus, University of Nebraska-Lincoln.

Dr. Glenn Froning’s contributions to the egg products industry are many, including research projects involving the emulsification properties, supercritical fluid extraction of lipid components and cholesterol, improved functionality of egg proteins and more. Dr. Froning took the lead in the International Egg Pasteurization Study. Glenn is also a member of the Nebraska Poultry Hall of Fame.

After establishing himself as professor emeritus, Dr. Froning began a second career with AEB serving on its first egg products advisory council and since 2002 has been AEB’s Food Technology Advisor.

UEA’s Further Processor Division created the Gilbert Eckhoff Award to recognize individuals who have made notable contributions to the egg products industry.
For more than 15 years, the USA Poultry & Egg Export Council (USAPEEC) and AEB have enjoyed a productive partnership to increase U.S. table egg and egg product exports to international markets. With 3.3 percent of the total U.S. egg production being exported in 2011, compared to only 1.5 percent in 1990, AEB recognizes the importance of maintaining and protecting the leading markets as well as opening up new markets for U.S. table egg and egg product exports.

In 2011, total egg export volume (table eggs plus egg products in shell-egg equivalents) hit the second highest in history at 220.46 million dozen, an increase of 7.0 percent from the previous year. The total egg export value set an all-time record high with $194.74 million, up 12.4 percent from 2010.

More U.S. egg products are exported than table eggs. In 2011, 62 percent or 137.67 million dozen of total egg exports were egg products, while 38 percent or 82.79 million dozen were table egg exports. In 2011, U.S. egg product exports were valued at $117.74 million, up 4.4 percent from 2010, while U.S. table egg exports were valued at $76.99 million, up 27.5 percent.

The top table egg markets include Hong Kong, Canada, the U.A.E., Japan, and Netherlands Antilles. In fact, 85.5 percent or 70.8 million dozen were shipped to these top five export markets.

For egg products, Japan is the largest market, followed by EU-27, Canada, South Korea and Hong Kong. Export value to these top five markets totaled $98.36 million, accounting for 83.5 percent of U.S. total egg product exports worldwide.

Some of the markets for U.S. table eggs and egg products such as Hong Kong and Japan have been leading markets for a number of years and have grown considerably thanks to USAPEEC’s extensive promotional campaigns. In the last few years, USAPEEC has also targeted new, potential markets in the Middle East, South Korea and Caribbean which have also experienced significant growth.

In 2011, USAPEEC continued to build upon the work conducted last year to promote U.S. table egg and egg product exports. The full report provides market assessments, activity reports, performance measures and results, and future recommendations in Hong Kong, Japan, Middle East, Mexico, EU, Dominican Republic and South Korea.

For a copy of the entire report, please email Jennifer Geck at jgeck@usapec.org; call AEB’s office 847.296.7043, or email Ashley Richardson at arichardson@aeb.org.
Below is a sample of events using State Support funding to promote eggs locally. Please submit your events to Jacinta LeDonne for future listings. More details on any specific event are available from the contacts listed.

### May

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Contact(s)</th>
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<tbody>
<tr>
<td>1 - 6:30</td>
<td><strong>Texas Radio Network</strong>&lt;br&gt;CONTACT: James Grimm&lt;br&gt;<a href="mailto:jgrimm@texaspoultry.org">jgrimm@texaspoultry.org</a></td>
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<td>22</td>
<td><strong>IL Ag in the Classroom</strong>&lt;br&gt;BLOOMINGTON, IL&lt;br&gt;CONTACT: Karen Fraase&lt;br&gt;<a href="mailto:karen.fraase@illinois.gov">karen.fraase@illinois.gov</a></td>
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<tr>
<td>24</td>
<td><strong>Egg Cooking Demo</strong>&lt;br&gt;SPRINGFIELD, IL&lt;br&gt;CONTACT: Karen Fraase&lt;br&gt;<a href="mailto:karen.fraase@illinois.gov">karen.fraase@illinois.gov</a></td>
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<tr>
<td>25 - 26</td>
<td><strong>PIAA State Track/Field</strong>&lt;br&gt;SHIPPINGSBURG, PA&lt;br&gt;CONTACT: Paul Hostetter&lt;br&gt;<a href="mailto:phostetter@pennag.com">phostetter@pennag.com</a></td>
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### June

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<th>Event Description</th>
<th>Contact(s)</th>
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<tr>
<td>TBD</td>
<td><strong>Monthly On-Air Demo</strong>&lt;br&gt;ST. LOUIS, MO&lt;br&gt;CONTACT: Jo Manhart&lt;br&gt;<a href="mailto:jmanhart@juno.com">jmanhart@juno.com</a></td>
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<tr>
<td>13 - 15</td>
<td><strong>State Director Marketing Meeting</strong>&lt;br&gt;PORTLAND, OR&lt;br&gt;CONTACT: Jacinta LeDonne&lt;br&gt;<a href="mailto:jledonne@aeb.org">jledonne@aeb.org</a></td>
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### July

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<tr>
<td>7</td>
<td><strong>AG Night</strong>&lt;br&gt;LANCASTER, PA&lt;br&gt;CONTACT: Paul Hostetter&lt;br&gt;<a href="mailto:phostetter@pennag.com">phostetter@pennag.com</a></td>
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<tr>
<td>1 - 12</td>
<td><strong>Cooking Contest</strong>&lt;br&gt;SPRINGFIELD, IL&lt;br&gt;CONTACT: Karen Fraase&lt;br&gt;<a href="mailto:karen.fraase@illinois.gov">karen.fraase@illinois.gov</a></td>
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### August

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<th>Date</th>
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<th>Contact(s)</th>
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<tr>
<td>14 - 16</td>
<td><strong>AG Progress Days</strong>&lt;br&gt;STATE COLLEGE, PA&lt;br&gt;CONTACT: Paul Hostetter&lt;br&gt;<a href="mailto:phostetter@pennag.com">phostetter@pennag.com</a></td>
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### June

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<tr>
<td>19 - 28</td>
<td><strong>Delaware State Fair</strong>&lt;br&gt;HARRINGTON, DE&lt;br&gt;CONTACT: David Smith&lt;br&gt;<a href="mailto:davidm.smith@state.de.us">davidm.smith@state.de.us</a></td>
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### August

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<tr>
<td>25 - 8.5</td>
<td><strong>Ohio State Fair</strong>&lt;br&gt;COLUMBUS, OH&lt;br&gt;CONTACT: Jim Chakeres&lt;br&gt;<a href="mailto:jchakeres@ohiopoultry.org">jchakeres@ohiopoultry.org</a></td>
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### State Support Program Spotlight

For the fifth year, Colorado egg farmers came together to help the Easter Bunny. As part of the Good Egg Project (GEP), the seven local farms that make up the Colorado Egg Producers (CEP) Association donated more than 250,000 eggs to Feeding Colorado food banks. CEP used $2,000 of its AEB’s State Support Funding toward the event to rent AEB’s GEP turnkey kit; buy catering supplies; conduct public relations; and purchase recipe brochures, egg readers, aprons and spatulas. The kit’s banners served as the background for the news conference. CEP utilized AEB’s national messages locally during the event and in media interviews.

Colorado elementary schools also joined in this year as part of CEP’s Kids Who Egg-cell initiative, encouraging students to learn about eggs and give back to the community. For every student who completed an egg quiz, one egg was donated to Food Bank of the Rockies, adding nearly 700 eggs to CEP’s donation.

The Easter Bunny made a special appearance during the Food Bank of the Rockies event, where chefs with the Colorado Chefs Association, a chapter of the American Culinary Federation, and Commissioner of Agriculture John Salazar flipped and served “made to order” omelets to honor Newlon Elementary students.

Television and radio news stories aired on News4, Fox31 News, WB2 News and KOA 850AM. A news release and event photos were submitted to more than 150 community newspapers and posted to YourHub.com and FreshInk.com Newspaper coverage included the Denver Business Journal, Fort Collins Coloradoan, Denver Herald Dispatch and Sheridan Sun.
Mia Roberts joins AEB

Mia Roberts joined AEB on April 2 as Vice President of Strategic Operations. Mia will serve as an integral member of AEB’s senior management team and will be responsible for providing strategic support to the CEO, coordinating cross-departmental activities and overseeing organizational goal-setting and accountability measurements.

Mia, most recently, was Managing Director for Feeding America, third largest U.S. non-profit, and led an $18 million corporate and cause marketing team. She also drove direct cultivation and stewardship of more than 20 philanthropic donors including Walmart, Kraft Foods, ConAgra, Barilla and others. Also, with Feeding America, Mia was tasked with leading the organization’s strategic plan subcommittee on fundraising, awareness, partnerships, advocacy and branding for their 2012-2015 strategic initiative.

Mia will have the direct responsibility of industry relations activities programs and on occasion, serve as ambassador and representative of AEB at industry events and agricultural-related meetings. Mia will also manage the Good Egg Project and direct its growth to continue to promote, enhance and protect the egg farmers’ image.

She will serve as lead coordinator of AEB strategic planning development and implementation. On behalf of the CEO, she will work closely with the management team and lead integration of program areas to ensure successful attainment of organizational objectives.

In addition, Mia will work directly with the CEO to develop an internal AEB communications effort and staff development, including efforts of increased efficiency, integration, continuous improvement, a commitment to quality and job satisfaction.

With more than 15 years of experience in integrated marketing communications and strategic communications counsel, she has a deep cross-functional knowledge of branding, digital, media, publishing, and operations.

Mia earned a bachelor’s degree from Graceland University (Iowa). She lives in Chicago with her husband and three children.