Fighting Childhood Hunger

As part of the Good Egg Project (GEP), America’s egg farmers have teamed up with Share Our Strength’s 2013 No Kid Hungry Campaign. AEB’s program features several promotional components and showcases egg farmers’ commitment to fighting childhood hunger.

Since 1984, Share Our Strength has raised and invested more than $376 million in the fight against hunger — including more than $9.6 million through Bake Sale for No Kid Hungry. Here are three ways AEB is currently leveraging this partnership:

Bake Sale for No Kid Hungry Sponsor
America’s egg farmers are supporting the Bake Sale for No Kid Hungry, a national fundraising initiative that encourages people to host bake sales in their communities to help fight childhood hunger. This means America’s egg farmers and GEP receive visibility on several key promotional resources along with having several recipes in the Bake Sale Cookbook and on GABS.Strength.org.

NBC Universal Television Segments
AEB partnered again with NBC Universal for a segment representing America’s egg farmers and featuring Midwest Poultry Services’ Bob Krouse. Two 30-second PSA segments focus on AEB’s partnership with Share Our Strength and showcases America’s egg farmers’ commitment to giving back.

The spots are airing now in seven cities including San Francisco, Los Angeles, San Diego, Chicago, New York, Philadelphia and Washington, D.C.

Media Outreach
In addition to these activities, AEB issued a national press release and also conducted a radio media tour that resulted in 25 interviews with stations across the country.

During the week of May 20, an audio news release featuring Krouse will be shared with the media. Lastly, a blog post authored by Krouse will also promote America’s egg farmers’ commitment to fighting childhood hunger.

Make it incredible!
ENC recently returned from Experimental Biology (EB) in Boston. This conference brings scientists from around the world together to share research on a variety of topics, including nutrition and health. Seven poster sessions and three mini-symposia showcased ENC-funded research. Social media was used to amplify ENC’s messages.

The poster sessions included a variety of ENC-funded research and topics included cholesterol, obesity, nutrient density and more. ENC actively tracks all its research as it moves toward publication. Once published, AEB/ENC can promote the findings within its marketing and PR efforts. Here are two highlights:

- **Evidence to Support Eggs as Part of a Heart Healthy Diet**
  Research from Yale University explored the impact of daily whole egg consumption in men and women with coronary heart disease (CHD). The subjects were randomized to consume two eggs, a half cup of egg substitute or a high-carbohydrate breakfast for six weeks as part of their typical diet. The researchers concluded that whole eggs can be a part of a heart healthy diet, even in those with existing CHD. This is one of the first studies of its kind that looked at egg consumption in patients with pre-existing disease, an important finding that, when published, may impact egg consumption in CHD patients.

- **High-Protein Breakfast Results in Decreased Daily Calorie Intake**
  Researchers at University of Missouri presented data comparing the effects of a normal-protein cereal breakfast (15% meal calories), high-protein egg and pork breakfast (40% meal calories) and no breakfast on satiety in overweight/obese adolescents who normally skip breakfast. The group that consumed the high-protein egg and pork breakfast reported a decrease in hunger and an increase in fullness compared to the normal-protein and breakfast-skipping group. The individuals eating a high-protein breakfast also voluntarily reduced their intake by more than 400 calories per day over the 12-week study. This study supports the benefits of a high-protein breakfast as a weight management strategy among overweight and obese adolescents.

AEB is in second year of its national advertising campaign “Wake Up to Eggs” that includes magazine ads, online banners, radio spots and keyword searches. In total, AEB advertising will reach 92 percent of Americans, ages 18-49, 10 times this year. Also new in 2013 are two print ads that brings the total number of print ads for this campaign to eight. AEB’s ads appear in more than 25 different magazines, including Cooking Light, ESPN The Magazine, Food Network Magazine, Esquire, Parade, Shape and Weight Watchers.

The “Sunbather” ad (above) focuses on the fact that eggs are a naturally good source of vitamin D. The “Newsroom” ad (below) promotes eggs as a way to maintain a healthy weight.
Easter-timed Retail Promotion

Leading up to Easter, AEB participated in several in-store promotions. Three million instant redeemable coupons appeared in-store with an offer of a free dozen eggs with the purchase of two Keebler crackers.

While specific promotion results are not available yet, AEB is thrilled to see positive sales data for Easter.

According to Urner Barry, egg market prices increased +33% in March.

USDA announced major improvement in shell egg clearance this year vs. Easter 2012; this Easter topped the Thanksgiving 2012 selling period in shell egg clearance.

Nielsen’s All Outlets Combined scan data, which includes food, drug, mass merchandisers including Wal-Mart, convenience stores, dollar and club stores (Sam’s, BJ’s, but not Costco), shows that equivalized dozen egg volume was up +1.8% for the four weeks ending March 16 (vs. the same period a year ago).

Additionally, equivalized dozen egg volume for the four weeks ending 4/13 was up +.05% (vs. the same period a year ago). Nielsen reports that egg volume is up +1% so far in 2013 vs. 2012.

Online Outreach by the Egg Nutrition Center

ENC partnered with David Katz, M.D., MPH, to host a “Dietary Patterns for Cardiometabolic Health: Unscrambling the Guidance” webinar with ADVANCE, specifically targeting Nurse Practitioners and Physician Assistants. ADVANCE will continue to promote this webinar to its 15,000 members, and it will also be hosted on ENC’s website for the next year continuing to drive health professionals to the site and resources.

ENC hosted a Twitter Chat (#EggChat) for health professionals with Registered Dietitian Rebecca Scritchfield. This chat was timed with Experimental Biology to enhance research messages.

There were 410 tweets and 42 participants. Although this was a smaller chat, the tweeters had a larger following which helped to amplify protein and research messages.
Egg Mentions in the Media

This spring the national magazines have featured incredible egg articles. In the May, Woman’s Day an article on Mother’s Day Lunch featured an egg salad recipe. Everyday with Rachael Ray featured a recipe for chorizo and black bean soup with eggs in the 30-Minute Meal column. Fine Cooking’s May issue included a large feature titled, “Quiche, Customized.” Food Network Magazine’s “Can you put an egg on it?” was a visual article showcasing 50 foods that can be topped with a fried egg. Parenting also ran a feature that included a kid-friendly, protein-packed mini-quiche recipe.

Online articles in May also called out eggs. The Province featured a Mother’s Day garden skillet recipe ideal for breakfast in bed, and the Times-Herald also highlighted individual quiches as a quick, kid-friendly breakfast option. In a May 3 article, USA Weekend spotlighted First Lady Michelle Obama’s garden and one of her recipes that calls for eggs.

April’s magazines mentioned eggs dozens of times in articles on spring-related content and quick, easy recipes. The Tampa Tribune ran “A dozen Questions about Eggs,” stating, “Our recent brush with the Easter bunny reminded us just how much we love eggs. Hard-boiled eggs. Deviled eggs. Any kind of egg, actually.” USA Today included eggs in an article about breakfast titled “What’s for breakfast? How about a sandwich?”

Good Morning America’s segment on “Emeril’s 11 Best Breakfast Recipes” included eggs in a weekend breakfast menu. The San Francisco Chronicle featured two consecutive articles on the benefits of hard-boiled and deviled eggs. The latter notes, “Deviled eggs contain folate, vitamin B-6 and vitamin B-12, which all help convert food into energy. Vitamin B-6 also helps produce neurotransmitters, vitamin B-12 is needed to make red blood cells, and folate synthesizes protein and DNA.”

Did you know AEB regularly meets with the food and nutrition editors to share the latest news about eggs? In April, AEB met with editors from magazines, included Family Circle, Ladies’ Home Journal, Food Network Magazine and Woman’s Day. The editors continue to be egg’s biggest fans and advocates, and AEB looks forward to seeing their egg articles in the coming months.
AEB’s July Board Meeting

AEB’s next Board Meeting will take place in Rosemont starting on Wednesday, July 10 and ending at noon on Thursday, July 11. AEB would like to extend a warm welcome to the entire industry to hear updates on AEB’s recent and upcoming promotions.

Program plans and budgets for 2014 will be presented in each committee meeting. New Board Members and Alternates will also attend a New Member Orientation at AEB’s office the afternoon of Tuesday, July 9 before the meetings start. For Board Meeting registration details, please contact Phyllis Summers, 224.563.3712 or psummers@aeb.org.

Eggman Tops Record

Gregory Da Silva created a hat bearing 642 real eggs and was entered into The Guinness World Records in 2011 for the most eggs carried on a single hat.

He speaks English and French as well as a little bit of German and promotes eggs all over the world. Check out his YouTube page to see his incredible feats: http://www.youtube.com/watch?v=Ri8iGt__dDs.

Promoting Egg Products

Now until the end of September, food formulators will be able to access eggs-ceptional egg product information on Food Product Design’s website. Visitors to the Solutions Center will be able to view the following for free: whitepapers: Eggs Can Do That, Too & Gluten-Free Formulation with Eggs; video: Egg Whites are Superior Foaming Agents; and more! To view AEB’s content, visit: http://www.foodproductdesign.com/solution-centers/2013/03/egg-board.aspx.

Demand Dashboard

AEB’s Demand Dashboard, a PowerPoint presentation that includes a variety of measures on the egg industry’s health, is meant to measure demand trends in the industry. The figures go beyond Per Capita Consumption, sometimes called Per Capita Production. All channels, except ingredients, are included. AEB has been working on gathering figures from the ingredient market and plans to report on these at its July Board Meeting. Key consumer measures provide insights for the industry health. While no one measure is perfect, AEB hopes these figures help collectively paint egg demand picture.
The State Support Program leverages national messages — locally.

The American Egg Board’s State Support Program provides funding* for state promotional organizations to further carry out the national message within their local communities.

- 500 teachers and classrooms received in-class cooking demos or egg nutrition information and materials reaching more than 12,000 students
- 45+ Million media impressions earned through TV, radio and print advertising in 2012
- Several states held Good Egg Project events that benefited local groups in need. As a result, 1,000,000+ eggs were donated to local food banks
- 13 state promotional groups exhibited at their state fair reaching more than 12,000,000 combined attendees with egg messages
- $600,000 in funding allocated for 2013
- 36 state promotional organizations actively participate
- In-person events include cooking contests, health fairs, AG expos and other venues reaching more than 500,000 consumers
- Debuted at the 2012 White House Easter Egg Roll, the 16’ inflatable Incredible Egg also traveled to Illinois, Ohio and Pennsylvania

*Eligible states must have at least one egg farmer with more than 75,000 hens. Funding is divided on a 70/30 ratio of population/hens.