Building on the efforts of the last two years, the American Egg Board (AEB) is pleased to share an update of its marketing efforts surrounding THE egg holiday — Easter! AEB’s Easter program generated more than 366 million impressions through its public relations and advertising efforts, nearly double the total in 2013. Sales results for in-store promotions and coupons are expected by the July Board Meeting.

From hard-boiling to egg decorating to recipe ideas, AEB gave the season’s cherished hallmark an update that was on-trend and accessible, encouraging consumers to purchase an extra dozen eggs this Easter — one for eating and one for hard-boiling and decorating. This strategy was leveraged by creating and implementing a fully integrated marketing campaign through advertising, shopper marketing and traditional and social media.

While results are still rolling in, AEB is pleased to say that this year’s Easter effort was its biggest yet, with more advertising, social media and PR, reaching more people via new and impactful partnerships. Highlights included:

- **Egggy HGTV Designers**: Enlisted HGTV design family, the Novogratz, to shake up the egg decorating conversation and provide funky, unique ways for families to design Easter eggs. Their designs have appeared in a variety of outlets, including *Pop Sugar* and *Celebrity Parents Magazine*. The design duo — along with four of their seven children — also demonstrated hard-boiling and decorating tips on “Fox & Friends” the day before Easter. The Novogratz family talked eggs and Easter in this colorful, inspiring and fun segment.

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Garnering nearly 1 million impressions, social media engagement spiked, during the segment with several audience members sharing how excited they were to receive the year’s supply of eggs.

**Paid Promotion on Huffington Post:**
To highlight the Novogratz’ decorating tips, AEB partnered with the Huffington Post to produce an Easter slideshow featuring their designs. In addition, Incredible Egg ads surrounded the article on the Huffington Post Food section, and the content was promoted on the Huffington Post homepage.

**Social Media:**
AEB joined conversation around the popular TV show, Game of Thrones, with “dragon eggs” that AEB shared on Twitter and Facebook. The content received the highest interaction of all-time on AEB’s Twitter page.

In addition, AEB executed a robust social activation that included Facebook coupons and giveaways, a Twitter #Foodiechat, Pinterest Golden Egg Hunt, Faberge #TheBigEggHuntNYC and more.

**Retail-Related Promotions:**
For the second year in a row, AEB partnered with Keebler Crackers to offer 3 million on-pack coupons for a Dozen Free Eggs with the Purchase of Two Boxes of Crackers. Last year’s offer earned a 7 percent redemption rate.

In addition, AEB offered coupons for $.55 off the Purchase of Two Dozen Eggs via Facebook. Nearly 50,000 of those coupons were downloaded in 24 hours. In-store signage also appeared in 7,800 stores. Last year, AEB saw a 4 percent lift in stores with signage vs. stores without.

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**Partnering with PAAS**

PAAS has been helping Americans celebrate Easter for more than 130 years, and this year, AEB partnered with PAAS on a joint adverterial in Parents magazine, along with in-store signage and an online video component. This partnership included digital and social initiatives that centered on Easter – as well as integration in Parents “Mom+” App. Shelf-talkers were distributed in 250 Kroger stores nationwide.
AEB continued its tradition of supporting the 136th White House Easter Egg Roll by donating more than 14,000 hard-boiled and dyed eggs for Monday’s event. AEB also provided the volunteers with hats and aprons with the official White House Easter Egg Roll logo. The hats and aprons appeared the day following the event during the first segment of “Live! With Kelly and Michael.”

The day’s activities — themed “Hop into Healthy, Swing into Shape” — included games, stories, music, cooking demonstrations and, of course, Easter egg rolling. The activities promoted ways for families to incorporate healthy eating and activity into their daily routines, all in support of First Lady Michelle Obama’s Let’s Move! initiative.

On the South Lawn, AEB’s whimsical Hen to Home Experience engaged the day’s 30,000 attendees highlighting how eggs move from farms to tables. Attendees had the chance to pose with the Hollywood Hens and take pictures in three photo cut-outs that showed a farmer and hen in the barn; eggs being washed and a delivery truck with a supermarket in the background. AEB’s activities and giveaways included a maze highlighting how eggs move from the farm to table; Shelly and Shelldon’s Eggscellent Adventure activity books; sidewalk chalk and chalkboard plastic eggs. All of these items — which were branded with AEB’s logo and website — tied into the day’s theme.

The 37th Commemorative Egg was presented to First Lady Michelle Obama on behalf of America’s egg farmers by AEB Chairman Paul Sauder, R.W. Sauder Inc., Lititz, Pa., and AEB President & CEO Joanne C. Ivy. President Obama again attended the presentation.

Award-winning artist Linda Rossin of Oak Ridge, N.J., designed this year’s Commemorative Egg with scenes of the day’s event with an added hint of whimsy — completely painted in miniature on the surface of a large chicken egg.

“My design highlights a child’s perspective of Easter, complete with colored eggs, Easter baskets and the thought of cuddly bunnies and fuzzy chicks,” says Rossin. “Sharing in this day with the First Family on the White House’s South Lawn through my artwork is extremely gratifying.”

America’s egg farmers are proud of their long-standing support of Monday’s event and the opportunity to present the 37th Commemorative Egg. Putting the Incredible Edible Egg in the national spotlight, the event showcased eggs’ role in Easter, springtime traditions and the overall healthy lifestyle that “Let’s Move” promotes.
This Easter, AEB saw a growing interest in the business story behind the increasing popularity of and demand for eggs. The Associated Press recently published a story exploring the growing trend of topping a variety of foods with eggs. Bloomberg also published a story that provided insight into the history behind egg demand and consumer prices. Both stories have been picked-up and syndicated by a number of top-tier and local outlets.

USA Today Weekend's magazine supplement focused on all things Easter and eggs. AEB’s demand/sales stat was included in the “Side Dish” column, reaching an audience of more than 59 million readers. Its inclusion, along with the recent Bloomberg and AP articles, give proof to the strength of Easter and egg business stories. As new business data comes out, AEB will assess opportunities to pitch these types of stories in the future.

Crafts Garner Media Coverage

Through its State Support Program, AEB provides all the state promotional organizations press releases that include exclusive recipes. In the spring, the states also receive an Easter craft to share with their local media contacts. The Easter press release reached 200 editors and earned 500,000 impressions. The recipes are also leveraged within monthly and quarterly advertising and will boost the impressions.

This year, AEB created Animal Egg Buddies that could be completed in five easy steps. To make your own Animal Egg Chicken, here are the materials you need:

Whole brown eggs, contents removed
Bleach water       Small brown feathers
Craft glue        Adhesive red foam sheets
Small plastic eyes Scissors
Small pieces yellow pipe cleaner OR yellow felt
Brown pipe cleaners, cut into 2-inch pieces

Here’s How: WASH whole eggs, one for each chicken you are making, with bleach water. Let DRY completely. GLUE feathers onto the entire egg, creating wings on each side of the egg and a tail at one end of the egg. Let DRY completely.

TWIST a piece of yellow pipe cleaner to form the beak (or small piece of yellow felt). GLUE onto the opposite end of the egg from the tail. CUT pieces of the red foam to form the comb and waddle (under the beak). Gently PRESS into place. GLUE eyes a little further back on the egg from the beak. BEND 2 brown pipe cleaners to form an “L”. GLUE small part of the “L” onto underside of chicken for feet.
On April 10, AEB partnered with Discovery Education to host its third annual Egg Farm-to-Table Virtual Field Trip, as part of the Good Egg Project (GEP). AEB is pleased to share that a record 8,196 classrooms tuned in to the field trip that took place at Pearl Valley Farms, resulting in more than 204,900 student and teacher participants—a 70 percent increase in registrations and a 13 percent increase in total students reached over 2013! These numbers will grow with archive views.

According to Discovery Education, the field trip ranked as THE most attended field trip to date, exceeding attendance numbers of other field trips such as those hosted by The Mythbusters, NASA astronauts and Google.

During the field trip, Dave and Ben Thompson, along with four of their production managers, took the students on a virtual tour, showcasing an egg’s journey from pullet house to egg processing to composting and talked about how egg farmers are doing their part in reducing their environmental footprint. They also participated in a live Q&A session, answering student and teacher questions that were submitted online.

In total, AEB received more than 4,000 questions from students and teachers. The topics ranged from the difference between brown eggs and white eggs, to how much feed a hen eats in a day, to what they like best about being a farmer. The Thompsons did a great job answering as many questions as they could in the allotted time period.

Thank you to Dave and Ben for providing a real and wonderful look at modern egg farming and sustainability on behalf of the entire egg industry. The archive is now available on AEB’s EducationStation.DiscoveryEducation.com.

In terms of attendance, this virtual field trip ranks NUMBER ONE.

Here is some of the teacher feedback.

Your presentation was eggcellent! :) Our class came up with over 130 questions to ask — way too many to put in this feedback form.

What a super presentation — engaging — just the right amount of time between visiting different sections of the farm.

The information was very age appropriate (thank you!). My students are very excited to learn more about eggs — some of them have chicks at their houses (we are in a rural area of MD), and they were grateful for the information regarding raising chicks. I was focusing on how green your farm is — the small carbon footprint considering you have such a huge business being run there. Sustainability is a new word for us — leading to much class discussion about how our school and homes could be sustainable.

Thank you so much again for this really cool experience! — Ms. Pipes’ Fifth Grade Classes, Westminster, M.D.

We very much enjoyed the educational and fun Farm-to-Table Virtual Field Trip. It was great fun for the students. — Mrs. R. Smith and Mrs. V. Hansen’s First Grade Classes, Panama City, Fla.

The lesson plans that you have provided have been a wonderful way to get my students engaged before taking the virtual field trip. Kudos to you and the staff. The videos are full of oohs and aahs. My students really loved the Pearl Valley trip seeing how the chicken food is ground and makes its way to the chickens. The “Coop Poop” received a lot of ughs!

Our class thought the tour was awesome! It was so interesting and enlightening. Thank you so much for all your effort. We really appreciate the invitation to join you. Hope you have a wonderful holiday and spring season.

Total registrants: 10,010
(state breakdown available soon)
Total students: 250,250*
Total live viewership: 8,196
Total students reached: 204,900*
Total questions submitted: 4,169
(approx. 3,499 came in day-of)

*This figure is determined using our average VFT multiplier of 25 students per location.
Delivering more than 600,000 eggs to Feeding America

In time for Easter, Dunkin’ Donuts and AEB distributed more than 655,000 eggs to food banks, located across the nation, as a result of the first-ever national Good Egg Project (GEP) promotion. During the first week of March, for every Eggs Benedict Breakfast Sandwich sold at Dunkin’ Donuts, America’s egg farmers donated one egg to Feeding America.

The following food banks received eggs thanks to the Eggs Benedict and GEP promotion:

• The Greater Boston Food Bank (Boston, Mass.)
• Food Bank for New York City (New York)
• Feeding America San Diego (San Diego, Calif.)
• Rhode Island Community Food Bank (Providence, R.I.)
• Inter-Faith Food Shuttle (Raleigh, N.C.)
• Second Harvest Food Bank of the Mahoning Valley (Youngstown, Ohio)
• St. Mary’s Food Bank Alliance (Phoenix, Ariz.) Hickman’s Family Farms rounded up the egg donation to St. Mary’s Food Bank Alliance from 81,900 eggs to 100,000 eggs.
• Food Bank of Northwest Indiana (Gary, Ind.)

Thousands of families were able to benefit from this partnership. AEB has partnered with Feeding America since the 2009 launch of GEP to help feed the hungry and donated more than 48 million eggs.

Consumer Research Guides Advertising

New consumer research was conducted last fall to identify the most compelling messages that will drive consumption. These insights have guided AEB’s new advertising in 2014, as shown above. These messages include:

• Eggs are a nutritional powerhouse, with one egg containing 6 grams of high-quality protein and all 9 essential amino acids, all for 70 calories.
• Starting the day with a high-quality protein breakfast like eggs helps provide sustained mental and physical energy throughout the day.
• Eggs are the least expensive source of high-quality protein per serving.
• Eggs contain no sugar or carbohydrates, unlike most cereals and yogurt.
• Eggs are a great way to get all-natural protein in the morning.
• The high-quality protein in eggs helps you to feel fuller longer and stay energized, which contributes to maintaining a healthy weight.
• Eggs are one of the few foods that are a naturally good source of vitamin D, nothing artificial.
• One egg contains about 125 milligrams of choline, making it an excellent source of this essential nutrient required for life’s most basic functions, such as normal cell activity, liver function and transporting nutrients throughout the body.
50-Year Environmental Footprint Study

In January, the 50-Year Environmental Study was published in the peer-reviewed journal, *Poultry Science*. The publication gave AEB another opportunity to re-issue the study results to media and conduct another wave of outreach. This year, AEB has generated an additional 7.6 million impressions around the study. The results continue to be woven into outreach with AEB’s current partners and key initiatives such as the Discovery Virtual Farm Field Trip and NBC Universal.

To coincide with Earth Day and through the Commodity Roundtable, AEB provided USDA with tidbits from the Environmental Study for its social media outreach via blog and Twitter posts.

America's Egg Farmers: Lifecycle Analysis

Researchers conducted a lifecycle analysis of U.S. egg production from 1960 to 2010 to evaluate environmental performance measures. The study, funded by the American Egg Board, the U.S. Poultry and Egg Association, the United Egg Association-Allied and the Egg Industry Center, looked at the complete lifecycle from crops to hens to the farm gate.

The findings indicate that over time, significant environmental efficiencies have resulted from a wide range of factors, including the reduction of natural resource use, improved hen feed, better disease control and advancements in hen housing systems.

Key results from the study found that compared to 1960:

- The egg production process releases significantly less polluting emissions, including 71 percent lower greenhouse gas emissions.
- Hens now use 32 percent less water per dozen eggs produced.
- Today’s hens use a little over half the amount of feed to produce a dozen eggs.
- At the same time, today’s hens produce 27 percent more eggs per day and are living longer lives.

For more insight into how research and promotion programs are investing in the health of our planet, follow @USDA_AMS on Twitter, where we’re celebrating Earth Day by showcasing projects from across the commodity spectrum.
ENC recently attended the 2014 Experimental Biology (EB) meeting, held April 26-30, in San Diego, Calif. This multidisciplinary, scientific meeting features plenary and award lectures, pre-meeting workshops, oral and posters sessions, on-site career services and equipment exhibits, supplies and publications required for research labs and experimental study. This annual meeting attracts more than 14,000 scientists and exhibitors representing six sponsoring societies and multiple guest societies.

The following ENC-funded studies were presented:


Binns A, Gray M, Han-Seok S, et al. Consumption of an egg-based breakfast reduces hunger and increases postprandial energy metabolism in normal weight (NW) and overweight (OW) school-aged children.

Ballesteros MN, Valenzuela F, Robles A, Artalejo E, Valdez H, Fernandez ML. One egg a day does not increase the risk for cardiovascular disease in diabetic patients.

Aljohi H, Dopler-Nelson M, Wilson TA. Consumption of 12 eggs per week for 1 year increases serum zeaxanthin concentrations but not other major carotenoids, tocopherols, and retinol in humans.

Van Wyk K, Schalinske K. Whole egg protein markedly increases blood vitamin D concentrations in male Sprague-Dawley rats.