DIY Egg Decorating Took Center Stage on Easter

In the midst of a sizzling launch for Wake Up To Eggs with Bacon, AEB also set out to continue taking back the Easter holiday by becoming THE authority on egg decorating and all things Easter. Throughout March and April, AEB executed a fully integrated digital, print and retail campaign to inspire families to pick up an extra dozen eggs for decorating during the Easter season.

Thanks to traditional media outreach, news of the holiday and egg consumption statistics appeared in USA Today as a nationally syndicated “Snapshot.” NBC television affiliates also shared Easter egg consumption data across the nation and other outlets, such as the Sacramento Bee and the Boston Globe, contributed to more than 170 media placements, generating 100 million+ media impressions.

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DIY Egg Decorating  
(continued from page 1)

To expand the chatter online and deliver egg decorating inspiration, AEB also partnered with popular do-it-yourself influencer Brit+Co. The social trendsetter inspired more than 12.7 million people to check out their egg decorating ideas and make delicious recipes for Easter brunch and entertaining.

Lastly, AEB brought Easter to retail by partnering with Keebler for the third year in a row. The partnership included more than three million on-pack IRCs for free eggs with the purchase of Keebler crackers and an Easter pamphlet, at the point of sale, filled with egg decorating tips and Easter brunch ideas.

AEB also worked with Hungry Jack Hash Browns to get in on Easter entertaining and in addition to 1.6 million in-store coupons for savings on eggs, developed a short-form recipe video on YouTube and contributed to a Pinterest Takeover on their page.

Wake Up To Eggs with Bacon Helps Boost Egg Sales

Since the Wake Up To Eggs with Kevin Bacon campaign launched March 12, America can’t get enough of the famous pairing. In the four weeks following the campaign’s introduction, Nielsen reports that egg sales in dozens were up +15 percent vs. the same period a year ago. That translates into 29 million more dozens and $70 million more in dollar sales than the same period a year ago.

While Easter timing certainly played a role in the sales increase as well, it’s clear that the new partnership with Hollywood icon Kevin Bacon has benefited the egg industry so far. The campaign will continue into 2016.

Consumer Marketing Chairman Bob Krouse and Edelman’s Missy Maher pose with “Kevin Bacon” at the March Board Meeting.
The American Egg Board (AEB) continued its tradition of supporting the 137th White House Easter Egg Roll. The 38th 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.

AEB donated more than 14,000 REAL hard-boiled and dyed eggs for Monday’s event that drew more than 35,000 people. The volunteers also wore AEB-provided hats and aprons with the official White House Easter Egg Roll logo.

On the South Lawn, AEB’s whimsical An Egg’s Journey from Farm to Table exhibit engaged the day’s attendees and highlighted how eggs move from egg farms to retail and to kitchen tables. Attendees asked questions throughout the exhibit all day, and typical feedback included comments such as, “I didn’t know that” and “Thank you for all farmers do.”

Attendees took pictures with the Hollywood Hens, realistic imitation hens, and in photo cut outs that showcased: a farmer and hen in the barn; eggs being washed and a delivery truck with a supermarket.

A new hands-on kitchen proved incredibly popular, providing children the opportunity to play pretend and move eggs from the refrigerator to the stove. Key messages were strategically placed throughout the expanded exhibit space.

AEB’s flying disc giveaway tied into the day’s activities — themed “#GimmeFive” to celebrate the fifth anniversary of the First Lady’s Let’s Move! initiative. And, of course, Easter egg rolling, dyeing, decorating and hunting were all part of the day’s events.

Special thank you to Board Member Chris Pierce, his wife Pam and his daughter ElleAnna and Big Dutchman’s Steve Walcott. All four worked the entire day alongside AEB staff.

Artist Judith Linstruth of Garfield, Ark., designed this year’s Commemorative Egg as a diorama of the day’s events. The egg’s three openings reveal a mural of the White House on the shell’s inside and Easter Egg Roll activities from the South Lawn in the foreground.

“The opportunity to present the 38th Commemorative Egg, on behalf of America’s egg farmers, is extremely gratifying to me professionally and personally,” says AEB Chairman Sauder. “Our expanded exhibit area on the South Lawn put the Incredible Edible Egg in the national spotlight and created an incredible opportunity to educate both the children and adult attendees throughout the day.”
DRIVING DEMAND FOR EGGS & EGG PRODUCTS

Leveraging Online Partnerships

This month, the Good Egg Project (GEP) Ambassadors will post incredible egg recipes and content on their social media platforms. Partnerships like these allow the Incredible Edible Egg to connect with the Ambassadors’ readership across social media platforms that include Facebook, Instagram and Pinterest.

This month’s posts include:

<table>
<thead>
<tr>
<th>Ambassador</th>
<th>Post Description</th>
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<tbody>
<tr>
<td>Molly - My Name is Yeh</td>
<td>Farm-to-table + recipe post</td>
</tr>
<tr>
<td>Ashley - Hither &amp; Thither</td>
<td>Egg types and nutrition - your favorite way to eat eggs</td>
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<tr>
<td>Tara - The Whole Tara</td>
<td>Egg types and nutrition + healthy breakfast recipe</td>
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<tr>
<td>Brenda - A Farmgirl’s Dabbles</td>
<td>Good Egg Project Post tagging Incredible Edible Egg</td>
</tr>
<tr>
<td>Deborah - Taste &amp; Tell</td>
<td>Egg freshness/recipe post</td>
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ENC Continues Working with HPAs

In addition to scientific advisors, ENC continues to maintain a committee of Health Professional Advisors (HPAs) that includes registered dietitians, nurse practitioners, physician assistants and personal trainers. ENC’s in-person meeting with the HPAs will take place at the Culinary Institute of America (CIA) in Napa, Calif. AEB/ENC has recently formed a partnership with the CIA. During this in-person meeting, ENC will film five recipe videos where a chef prepares a nutritionally beneficial meal including eggs, while one of the HPAs includes a short narrative about the health benefits of that particular meal. Five additional foodservice-focused recipes will also be developed. The videos will be posted on a new eggs section within the CIA main website. Additional nutrient content will also accompany the video posts.
New YouTube Channel

On YouTube, the American Egg Board REAL Egg Products channel contains a growing body of technical videos to instruct and inform food product developers about the benefits of REAL egg ingredients.

The new YouTube channel merges instructional videos formerly housed on FunctionalEgg.org, with a new series called “Tech Talk,” featuring, short snippets of information presented by Shelly McKee, Ph.D., each lasting a minute or less.

Longer instructional videos provide an in-depth examination of the various functional attributes of egg ingredients such as emulsification, aeration, coagulation and more. Tech Talk answers the most common questions about egg ingredients, addressing issues ranging from sustainability to the gluten and GMO status of egg ingredients.

Dr. McKee gives quick instructions for proper handling, discusses egg product safety and of course, functionality for the major product application categories. Visit the new channel at YouTube.com/FunctionalEgg.

Research Funding Continues

During the past five years, the robust pipeline of university research, funded by the ENC Research Grant program, has successfully generated a number of publications in peer-reviewed scientific journals. Such publications build credibility within the scientific community and provide the necessary evidence to support claims on the health benefits of eggs that would be recognized by regulatory agencies, such as the Dietary Guidelines Advisory Committee. Additionally, many of these studies garner quite a bit of media attention, driving positive news about the nutritional benefits of eggs across numerous channels.

To date in 2015, there has been an unprecedented total of nine papers published, compared to four in 2011, suggesting ENC is selecting important and technically astute projects studies. Topics have ranged from the benefits of breakfast meals containing eggs on glucose control in those with type 2 diabetes to blood pressure-lowering effects of increased dietary protein. ENC anticipates the number of publications will continue to grow this year, reaching a new record number.

ENC’s Research Grant program continues to grow in popularity amongst the scientific community.

Egg Nutrition Center

ENC is reviewing 26 new proposals that all align with the research priorities of cardiometabolic health, protein and nutrient density.

As in past years, ENC hopes to identify the top 8-10 projects to fund. ENC’s committee of scientific experts will be meeting in mid-May to assist the scientific team in determining the scientific merit and strategic fit of each proposal.
Connecting with Teachers

During this summer’s 2015 National Agriculture In the Classroom conference, AEB will present its free and Common Core-aligned resources to attendees, as well as demonstrate one eggsperiment. Teachers can also pick up AEB’s free teacher kits and learn about the fall Virtual Egg Farm Field Trip, which will happen around World Egg Day, in the Exhibit Hall.

At the national conference for the American Academy of Family and Consumer Science, AEB will also emphasize the nutritional aspects of the egg and interact one-on-one with educators. During this presentation, AEB will also have opportunity to gain feedback directly from teachers on its educational strategy.

Work on the Dietary Guidelines Continues

The Dietary Guidelines for Americans process continues to move forward. Earlier in 2015, the Dietary Guidelines Advisory Committee released its recommendations to USDA and HHS, based on a comprehensive scientific review of the nutrition evidence. Included in this recommendation was a conclusion that dietary cholesterol is no longer a nutrient of concern, therefore no guidance of a daily cap for cholesterol intake was included.

The commentary period is currently underway, and ENC has provided both oral and written comments supporting this recommendation. ENC will continue to monitor the process and participate when possible. Final guidelines will be release in December.

Ivy Honored

During its annual conference in April, Urner Barry recognized Joanne C. Ivy as its 2015 Egg Person of the Year. Rick Brown noted Joanne’s 40 years of service to the egg industry, especially her role in driving consumption as AEB’s President & CEO since 2007.

“Joanne made a difference during her career, and when I look back at my career, I hope the same is true,” said Brown. “She is an incredible egg advocate and constantly raises the bar for what AEB delivers back to America’s egg farmers.”

Urner Barry also produced a special video about Joanne’s career that included comments from egg producers about her unwavering dedication to the Incredible Edible Egg.
Incredible Egg Product Workshop

As more consumers add protein to their diets, product developers are working hard to meet this demand, creating protein-fortified products across all categories.

In an effort to keep high-quality protein, multi-functional, consumer-friendly egg products top of mind with food formulators, AEB invited food editors of Food Technology magazine, Food Processing magazine and BNP Publications, Prepared Foods magazine’s parent company, to experience the newly revamped Egg Product Workshops at Kendall College in Chicago.

In the April issue of Food Technology, editor Karen Nachay writes about her experience at AEB’s recent workshop in “Pack a Product Development Punch With Protein.” The workshop paired functional egg science with egg-based new product prototypes that go beyond typical uses for eggs.

At this workshop, editors sampled custom created egg-rich prototypes that included a Tom & Gianduja cocktail, a contemporary take on the Tom & Jerry cocktail that combines hazelnut milk and egg yolks with Nutella and spirits all topped with frothy egg white foam. The Kale Pesto Hand Pie, filled with scrambled eggs, slow-roasted cherry tomatoes, kale pesto and potatoes, is a convenient way for consumers to get a protein boost on the go. Mango Raspberry & Greek Yogurt Mousse Parfait is the result when beaten egg whites and non-fat Greek yogurt are paired together and layered with mango and raspberry compote topped with chia seed and coconut granola clusters.

AEB’s new workshop format offers food manufacturers a choice of 10 different presentation topics showcasing functionality, nutrition benefits, market trends, safety & handling, benefits of using egg ingredients instead of replacer ingredients and creative culinary demonstrations, featuring new product prototypes that fit their production capabilities.

AEB aims to conduct six Egg Product Workshops during 2015. The top 10-15 leading food manufacturers that already utilize eggs in bakery products, sauces & dressings, prepared foods and noodies & pasta will be the first group to be contacted by AEB and offered the workshop opportunity.

A workshop brochure details the different presentation topics.

Contact Elisa Maloberti at emaloberti@aeb.org for copies of this brochure to share with your food formulating customers.
In Memoriam

Last month, Joe Maust passed away unexpectedly in Laredo, Texas. Joe was a pioneer with the Pigeon, MI-based Active Feed Co., expanding the egg production business and the feed mill, and reintroducing the propane business for the company. Joe, along with his father and siblings, purchased the majority interest in Akron State Bank, which later became Community Bank.

He served on the American Egg Board for 26 years, starting in 1983 as an Alternate and ending his service in 2009 with a one year break in 1990. During this time, he served as Chairman of several committees including Consumer Marketing, Nutrition and Consumer Education.

Joe enjoyed flying, sailing, traveling, golf, skiing and following professional and collegiate sports. He dearly loved his family. He is survived by his wife, Diane; children: Joseph Scott (Kristen Volrich and her daughters, Brittany and Taylor); Renee (John) Read; and Tiffany (Chris) Jackson; granddaughter, Brooklyn Jo Jackson.

Memorial contributions may be made to Wings of Mercy, Michigan Avenue Mennonite Church or charity of donor’s choice.