



News from AEB



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Editor: Ashley Richardson

New partnership with RetailWire.com

The American Egg Board is partnering with RetailWire.com, a well-known, daily e-newsletter for retailers. Its content focuses on news discussions and analyses, reaching 15,000 retail subscribers, including key industry executives. Based on retailers' feedback, AEB sees this avenue as a viable alternative to traditional trade advertising since retailers today are too busy to read trade magazines.

This partnership aims to provide marketing exposure for

encourages retailers to download information, such as the Eggonomic Engine Booklet.

The content and Web design was recently approved by AEB, and launched on

LEARN TO MAXIMIZE EGG CATEGORY SALES...

Think Fast.
Think Eggs.
Think Profits.

Click to download the white paper ▶



The incredible promotable egg.

Business TIP

The incredible promotable egg!

Sponsored by the AMERICAN EGG BOARD

Monday, November 17. AEB will received data on click-through rates, download numbers and more. During retail meetings, AEB learned retailers need education for

their category managers, and this partnership is one way AEB is meeting this objective while helping ensure retailers' successes in the egg category.

FREE DOWNLOAD
from the
American Egg Board



the egg category, promote the category in an educational fashion and encourage the download of AEB's information. RetailWire's current sponsors include Nestle Purina, Nielsen, Unilever, P&G and more.

This program will involve several different approaches. The RetailWire Business Tip Program is a 500-word, educational advertorial that is

prominently placed in a banner-ad format, emphasizing the free download of AEB material. The RetailWire Business e-Blast delivers our information to subscribers, promotes research study results and

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President's message

Thank you to our Board and industry friends, who joined us recently in Santa Fe, NM, for our November Board Meeting. I always arrive back at the office refreshed and invigorated about

the American Egg Board's upcoming programs and activities, and this year was no different. As always, the week's meetings were filled with discussion and ideas about AEB's use of your producer check-off dollars. These meetings are instrumental to assure our direction and objectives for the upcoming year are on target.

We finalized the objectives, strategies and measurements of AEB's 2009 Strategic Plan. This integrated marketing plan aids AEB in delivering key messages to its target audiences, including consumers, health professionals, retailers, foodservice, food manufacturers and the media. Several programs highlighted the ways AEB uses technology to reach these demographics in cost-effective ways. Examples include blogger outreach, Webinars, e-news partnerships, and even, promotional egg-shaped flash drives. Regardless of the audience, our message promotes the incredible! egg in an effort to increase consumption.

A major highlight of the Board Meeting was the approval for a new consumer advertising campaign. I am excited to announce that the organization is developing

new advertising that will launch early next year. An evolution of the current "Cracked Egg" campaign, the advertising will emphasize the incredible mental and physical benefits of eating eggs and will feature real people, who have accomplished incredible mental and physical feats. Two television spots, two print ads, two to three radio spots and five to six online executions are being developed. Look for more information about the campaign in upcoming issues of News from AEB.

Reports from the AEB's committees illustrate our dedication to hard work and measurable results. For example, AEB reached a total of 10,898 retail stores through key meetings. Foodservice reported huge increases in egg consumption from quick-service restaurants (QSRs). Did you know that a \$5 footlong with eggs (cue the jingle now) will be on Subway's menu at all breakfast locations soon? That's eggcellent news! Meeting attendees heard how food manufacturers hear AEB's message that eggs are the perfect functional ingredient and also previewed the 2009 advertising campaigns for the respective target audiences — to name a few specific examples.

More information and specifics about AEB's programs and results are included in this newsletter. We hope you are as eggscited as we are about 2009!

-Joanne C. Ivy

Get Scramblin'! is in stores

AEB's free Retail Get Scramblin'! toolkits have been spotted on the shelves of an East Coast retailer. This signage helps drive egg consumption by providing simple, economical meal solutions at the point of sale (POS).

The toolkits contain: vinyl rail strips, shelf danglers and recipe tear pads with arrowhead fasteners.

With prices on almost everything on the rise, many Americans are looking for ways to get the most bang for their bucks. Families can easily and quickly make healthful meals with fresh and natural foods while still keeping costs down—with eggs. To order, contact Cindy McGarrigle at cmcgarrigle@aeb.org, or call her at 847/296-7043.



Want updates?

Don't miss AEB's weekly recap of egg-related media coverage, complete with available links. Sent out every Friday, this media update highlights the week's positive egg coverage. To sign up, email Ashley Richardson at arichardson@aeb.org, and ask to be placed on the media e-blast list.

MONTHLY *Egg*sspression

"The willingness to accept responsibility for one's own life is the source from which self-respect springs."

- Joan Didion

Choline highlighted to editors

AEB's Kristin Livermore and Egg Ambassador Elizabeth Ward traveled to New York City this month to meet with health and food editors at 12 top women and parenting magazines and websites. During the meetings, Kristin and Elizabeth discussed the latest egg nutrition news, putting a special emphasis on the benefits of choline. Magazine editors, including those from *Parenting*, *American Baby*, *Good Housekeeping*, *Family Circle* and *Every Day with Rachael Ray*, were excited to hear about choline benefits, like reduced risks of birth defects and breast cancer, as well as additional egg benefits, such as high-quality protein, affordability and versatility.



Online functionality training

With the cooperation of Auburn University's Pat Curtis, AEB will be producing single-subject, in-depth video segments on egg functionality, designed for food formulators and downloadable for computer viewing or podcasting. After viewing the video segments, participants will answer content-related questions for certification accreditation. Starting next year, segments will cover foam formation, emulsification and coagulation. These segments may also be used in AEB's culinary school programs.



Mexico's World Egg Day

During World Egg Day at the invitation of the Mexican Poultry Producers Association (UNA) and the Mexican National Poultry Institute (INA) in Mexico City, USAPEEC took part in an educational seminar. José Manuel Samperio, USAPEEC technical consultant, gave a presentation on using egg products in the food processing industry. The seminar also included lectures by a cadre of well-known nutritionists, dieticians, cardiologists and veterinary professionals.



Partnership with blogger wraps

AEB recently completed its partnership with popular mom blogger Christine Young of "From Dates to Diapers." Christine, an impressive mom of six children, 7-years old and under, enlisted in a "breakfast challenge," during which she ate eggs every day for a month and wrote about it on her blog. For 30 days, she discussed how her egg breakfasts improved her mental and physical energy levels and offered easy and affordable egg recipes. In addition, she posted videos of her children helping prepare egg recipes, including AEB's "Take A Break Bars" and "Take Along Breakfast Special."

Christine did a fantastic job of discussing the benefits of eating eggs for breakfast on behalf of AEB. In fact, many of her readers commented that they too had started to include more eggs in their breakfasts and fifteen readers even embarked on their own 30-day breakfast challenges! AEB looks forward to spreading the word about eggs with more mom bloggers in the future. You can read her entries by visiting, www.fromdatestodiapers.com, and search "AEB" for a list of her posts.



Eggcellent Chef Ambassadors



For the past two years, AEB has selected a group of high-profile chefs to serve as spokespeople for the egg industry. These chefs illustrate their passion through creative- and-innovative menu development and promote eggs through publicity, recipe development and culinary school programs.

The four chefs for the 2008-09 Eggcellent Chef Ambassador program have been announced. Three specialize in breakfast while one specializes in the development of healthy menus for children.

A kick-off meeting was held with the chefs in New York City on November 18-19. At this meeting, the chefs learned about AEB programs and brainstormed how their skills and expertise can best be leveraged to spread AEB's message. On the second day, the Chef Ambassadors prepared a number of unique egg items for editors of *Nation's Restaurant News*.

These chefs will be available to develop recipes, work with national accounts on new menu concepts, appear in publicity features, conduct culinary school programs and participate in other special events. Publicity of the event and the Chef Ambassadors will be appearing in an upcoming issue of *Nation's Restaurant News*. AEB's 2008-09 Eggcellent Chef Ambassadors include:

Courtney Parks, Open City, Washington, D.C.



Michael Henry Moorman, m. Henry, Chicago, IL



J.J. Kingery, Wild Egg Café, Louisville, KY



Seth Bixby-Daugherty, Real Food Initiatives, Minneapolis, MN



ENC continues promoting the good egg

ENC exhibited at the American Dietetic Association's (ADA) annual Food & Nutrition Conference & Expo (FNCE) in Chicago, IL, last month. On the exhibit floor, ENC introduced The Choline Connection toolkit. More than 200 tool kits were distributed to conference attendees.

Also during the conference, ENC sponsored two, well-attended educational sessions that promoted the many benefits of eggs. The first session, "The Choline Gap: A Public Health Issue Among Special Populations," discussed the importance of choline intake

among Americans and included information about the new choline resources available, like www.CholineInfo.org. Since its launch in September, the site has garnered more than 1,300 page views. The second session, "Seeing is Believing: The Role of Nutrition in Maintaining Eye Health," highlighted lutein and zeaxanthin and their role in promoting eye health, which attracted more than 200 attendees.



On October 27, AEB/ENC hosted the annual Egg Ambassador meeting. AEB presented its marketing programs, and ENC provided updates on healthcare professional initiatives, shared an overview of the latest research and answered egg safety questions.

The Egg Ambassadors' media accomplishments resulted in more than 209 million media impressions—171 percent of the 2008 goal. Egg Ambassador Neva Cochran received the 2008 Media Egg Award for securing the most positive egg media placements over the last year.

“Giant Omelette” festival



In November, Howard Helmer traveled to Abbeville, LA, as an honored guest at the town’s annual “Giant Omelette” festival that featured the creation of a 5,024-lb. egg omelet! While enjoying the two-day festival, Helmer conducted two omelet demonstrations, participated in the “procession of chefs” parade and helped prepare the “Giant Omelette.”

This omelet included 5,024 fresh shell eggs, 52 lbs. of butter, 50 lbs. of onions, 75 lbs. of bell peppers, 4 gal. of scallions, 2 gal. of parsley, cooking oil, milk, salt, crawfish tails and Tabasco sauce, and it required a 12’ skillet for its preparation. More than 2,000 attendees enjoyed the

omelet, which according to Howard was delicious!

How did this event get started? In 1984, three members of Abbeville’s Chamber of Commerce attended the Easter Omelette Festival in Bessieres, France, and were later knighted the first of Abbeville’s Chevaliers. They returned home with the determination to bring Abbeville closer to its French heritage by hosting an omelet festival, joining the sisterhood of cities, who celebrate the omelete.

Increasing choline awareness

ENC has assembled a group of esteemed nutrition science and public health experts to elevate the importance of choline and increase awareness about the choline consumption gap. With only 10 percent of the population consuming adequate choline, there is an urgent public health need to educate nutrition science thought leaders and consumers about this vital nutrient.

These experts will discuss and promote the significance of choline in the diet and mobilize a public health call-to-action to increase choline consumption to help protect fetal health. The Choline Coalition members include Dr. Steven Zeisel, University of North Carolina; Dr. Gary Shaw, California Birth Defects Monitoring System; Dr. Marie Caudill, Cornell University; Cecilia Richardson, National WIC Association and Denise Sofka, Maternal and Child Health Bureau. A kick-off meeting is planned for December 4, in Washington D.C.

To further drive home the importance of choline in the diet among key nutrition thought leaders, ENC developed two fact sheets—“Closing the Choline Gap” and “Choline, Comparatively Speaking,” illustrating choline consumption patterns and sources of choline in the diet.

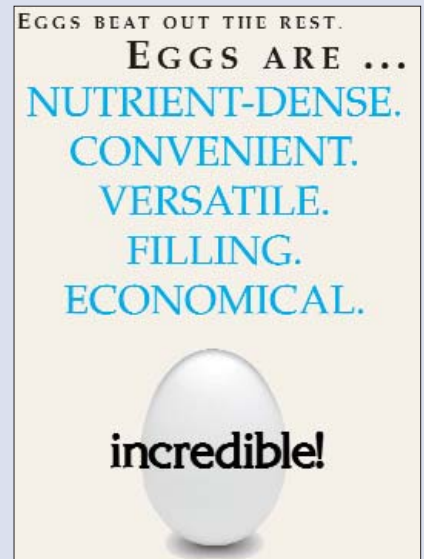


Economical egg brochure planned

AEB is finalizing a brochure that highlights eggs’ benefits and emphasizes the economical nature of eggs. The front of the brochure reads:

“Today, everyone needs to stretch their food budget further. To provide an affordable source of high-quality protein, look to The Incredible Edible Egg!™.

Eggs are convenient and easy to cook, too! They can be fixed in a variety of ways—many only take a few minutes from the refrigerator to the table.”



Developed with state education events in mind, this brochure should be available after January 1, and provides information on each of the key points. After all, eggs are nutrient-dense, convenient, versatile, filling and economical.

Eggs in the recent news



The “Today Show” featured a Martha Stewart segment titled “All About Eggs” on October 22, and it was definitely incredible! Martha taught Matt Lauer how to make an omelet and Meredith Vieira how to prepare simple poached eggs. During the segment, Martha called her omelet “very healthy,” and Matt noted that eggs are “the most versatile food in the kitchen” and that his kids “absolutely love eggs.” AEB couldn’t have said it better!



On October 23, *USA Today* ran a story asking four registered dietitians, including two of AEB and ENC’s Egg Ambassadors, Elizabeth Ward and Keith Ayoob – to take on KFC’s challenge to feed a family of four for under \$10. All four dietitians recommended eggs as a healthy and affordable family food and offered meal ideas.

The November 2 issue of *USA Weekend Magazine* featured eggs in a story called “To eat or not to eat” that revisited six once “controversial” foods. In the story, Barry Glassner, author of “The Gospel of Food,” commended eggs for their nutritional value, saying eggs “have a lot of nutrients, including protein, and vitamins. They are rich in flavor.”

An article called “Despite bad rap, yolks have nutritional benefits” originally appeared in the *Atlanta Journal-Constitution* last month and has been featured in at least six additional publications, including the *San Diego Union Tribune* and the *Kansas City Star*. The article discusses the beneficial nutrients found in egg yolks, including lutein and zeaxanthin and choline, and debunks the cholesterol myth.

A screenshot of a USA Today article. The main headline is "Frugal, healthy: Feed 4 for below \$10". The article features a photo of a stack of pancakes and a glass of milk. There is a sidebar on the right with a "Win a prize a day" promotion. A red box highlights a quote from the article: "All four dietitians say eggs — at about 15 to 18 cents each — are a great bargain. Make breakfast for dinner with scrambled eggs, omelets or a frittata. Add leftover vegetables, meat and low fat cheese. Serve it in a whole-wheat pita pocket or with crusty wheat bread, a salad and a glass of milk." The USA Today logo is at the top left.

Enclosures

- eggscetera – AEB’s foodservice newsletter