More than one year since its official launch, the Good Egg Project (GEP) has generated nearly 91 million media impressions, reached consumers with farm-to-table education and highlighted the fact that America’s egg farmers are good eggs who give back to their communities through an established legacy of doing so. Two more eggciting components: another promotion with Subway and the final GEP Community Breakfast.

AEB has partnered with Subway Restaurants in an 18-county Central Pennsylvania area, three area food banks, and the Pennsylvania Department of Military and Veterans Affairs for a promotion that ran November 7-13. As part of the GEP and during this promotion, for each egg breakfast sandwich sold at Subway, America’s egg farmers donated an egg to an area food bank. Additionally, on Veterans’ Day (November 11), active members of the military received a free breakfast sandwich.

Point-of-sale items were used to publicize the promotion in the Subway stores. Publicity opportunities as a result of this program are currently under development. The donated eggs will be delivered the week of November 15.

At the end of October, AEB hosted the last of five 2010 Good Egg Project Community Breakfasts at the Charlotte Farmers Market. North Carolina’s egg farmers worked hard to make the event a great success. Five farmers, including Richard Simpson, Jake Simmons and Trey Braswell and John and Kathy Brinn, served breakfast along with Kim Decker and Jan and Clarence Kelly. This was the first breakfast open to the public and approx. 800 people enjoyed a delicious egg breakfast. Chef Jeffrey Saad was a huge hit doing a demonstration of quick-and-easy breakfast recipes.

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- Rachel returns with more Incredible People
- EGGSolutions chef delivering
- Egg Handling at the Warehouse DVD
- ACNP National Clinical Conference
- Breakfast Innovation Webinar
- New cholesterol info from USDA
The American Egg Board had an excellent Board Meeting earlier this month at California’s La Costa Resort. The meeting kicked off with the California egg industry’s Educational Mobile parked for everyone to view. This eggscellent mobile continuously shows AEB’s Eggs 101 DVD. Everyone was very impressed with its potential to provide modern egg production education.

During the Agricultural Education Committee and at the Board Meeting, AEB’s actions in regards to the recent SE recall were reviewed. The Board and industry visitors were reminded that AEB provided a supportive role to UEP, the lead organization handling the crisis response. AEB oversaw the responsibility of reassuring consumers.

From day one, AEB implemented a number of activities including outreach to key audiences, partners and spokespeople. AEB also purchased key word search terms related to the recall with Google, Yahoo and Bing that redirected consumers to the Egg Safety Center (ESC) website. In addition, regular updates were posted on Twitter and Facebook, and AEB appropriately forwarded consumers to the ESC or CDC for updated info and responded to questions as needed. The media was redirected to the ESC media hotline. These were just a few of AEB’s initial response actions.

By the end of the first week, it was evident that the media coverage of the recall situation was not slowing down, resulting in AEB reallocating $1 million from its existing budget to implement a campaign to maintain/regain consumer confidence in eggs. Some of these activities included:

- Running a full-page ad in USA Today, Wall Street Journal, and New York Times and in the top 25 news markets
- Conducting a Satellite Media Tour with Egg Ambassador and Registered Dietitian Liz Ward demonstrating proper egg cooking techniques on 27 live TV interviews and 9 live radio shows as well as a taped version sent to 60 broadcast TV stations including top 20 U.S. markets
- Recording a 60-second radio spot with egg farmer Chris Pierce, which aired on nationwide channels
- Distributing a statement from America’s egg farmers on egg safety to 200 media outlets.

According to IRI data, egg sales returned to normal in just 7 weeks (October 3). Considering the magnitude of the recall and the negative media coverage of the crisis, I’m sure you’ll agree AEB’s quick actions paid off for the egg industry.

In other news, our Nutrition Committee reported on its efforts and involvement with USDA’s announcement that eggs now contain 12 percent less cholesterol than previously thought. Now, 1 large egg contains 185 mg of cholesterol instead of 215. Advertising and PR programs will incorporate this message into 2011 efforts to health professionals and consumers.

Building on the success of AEB and Subway’s Good Egg Project promotion for World Egg Day, we’re thrilled to be conducting another program with Subway focused on veterans. These two test programs may create an opportunity for a larger, national program. Overall, the Good Egg Project yielded incredible results all year—educating consumers on the farm-to-table process via Webisodes, Community Breakfasts, monthly e-Newsletters and more.

Retail promotion programs, designed to increase purchase size and frequency, are reaching consumers closer to their purchases—in grocery stores and online. AEB is also collaborating with nationally branded manufacturers, such as Minute Rice and Kikkoman, to maximize budget dollars. Egg Product Marketing continues educating food manufactures about the benefits of egg products as ingredients.

Our Thursday night dinner, aptly titled “Everybody Loves Howard,” proved to be a true showcase of one man’s dedication to the egg industry and an overall celebration of his 43 years of service. We’re thrilled to have him on a part-time basis through 2011.

Please take a few moments to read about AEB’s incredible programs on the following pages.
Rachel returns with more Incredible People

The “Rachel Ray” show returns this fall with three more AEB-sponsored integrations that highlight Incredible People.

The first integration (aired 10/12) this season introduces Mark Lilly and his mobile farmers market. He and a used Craigslist van are hitting the road in Richmond, VA to bring fresh produce to more than 4,000 families living more than a mile away from a grocery store without transportation.

Mark’s story brings to light the fact that more than 23 million Americans live in food desserts or barren, urban areas without any means to fresh food items. This episode highlights how fresh produce and eggs change the lives of all the families Mark helps.

The second integration (aired 10/25) introduces Deng Leek, a 17 year old from Sudan. Derek came to America five years ago and since then he’s lived in at least 10 different homes, in several different states and attended several different high schools without any type of family support. But Deng’s luck turned last year when he enrolled as a junior at High Point Wesleyan where he met Sam Johnson who changed his life. Visit IncredibleEgg.org/incredible-people/rachael-ray-show to view these segments and see firsthand the power of this partnership.

The third (airing TBD) features Cincinnati mother-of-three Dena Hippskind, who’s 16-month-old son Auggie was sick in the hospital with a rare disease for weeks. With no time to cook, she and her family subsisted on a diet of fast food. One day, she came home to find a cooler filled with a week’s worth of nutritious, homemade meals for her family with a kind note from neighbors. After her son returned to good health, she started an organization called Comfort Food, where she and volunteers hold cook-a-thons, preparing nutritious, mostly one-pot meals—with notes of love—to be delivered to people coping with a patient’s illness in area hospitals.

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Subway & the GEP’s Breakfast

More than 800 people took the pledge to “Eat good. Do good every day.” The pledge sign was so popular, there was barely any room left for people to sign by the end of the breakfast.

As part of the day’s festivities, Richard Simpson of Simpson’s Eggs, along with AEB, presented a 50,000 egg donation to the Second Harvest Food Bank of Metrolina. The food bank’s manager of operations said a few words of gratitude and highlighted how important eggs are to the food bank because of their high-quality protein content.

The GEP also received incredible media attention leading up to the event from both The Charlotte Observer and The Enquirer Journal.
Everybody loves Howard!

43 years of service

AEB presented Howard with a scrapbook filled with pictures and letters from the industry. If you missed the opportunity to submit yours, please send it to AEB, attention Ashley Richardson, and it will be forwarded along to Howard.
ENC made a huge splash this year in Tampa, FL, at the American College of Nurse Practitioners (ACNP) National Clinical Conference. ENC hosted an exhibit booth at the meeting and sponsored a breakfast symposium for more than 200 nurse practitioners titled, “Credible Science, Incredible Egg: Translating the Latest Science into Meaningful Nutrition Communications.”

ENC’s Executive Director Mitch Kanter, Ph.D., and Senior Director of Nutrition Education Marcia Greenblum, MS, RD, were speakers for this symposium. Mitch focused on the latest research about cholesterol and cardiovascular health, as well as the benefits of having adequate amounts of high-quality protein in one’s diet. Marcia then offered suggestions of how Mitch’s discussion of balancing protein intake could be included in patient counseling and the importance of eating a variety of foods, including a balanced nutrient intake and controlling portion size to achieve a healthy diet.

Countless attendees stayed after the presentations to thank the speakers for providing interesting and helpful information at this program, and even more stopped by the ENC exhibit booth. More than 100 nurse practitioners signed up to receive ENC mailings, including the quarterly Nutrition CloseUp newsletter. Many others chose to take the sign-up form with them to sign up on EggNutritionCenter.org later.

Overall, the meeting was a huge success. Nurse practitioners from around the country are getting to know ENC as “a credible source of nutrition and health science information and the acknowledged leader in research and education related to eggs.”
Studies show eggs have less cholesterol than ever before. USDA recently reviewed the nutrient content in an egg, and the results revealed that the average amount of cholesterol in a Grade A, large egg is 185 mg, 12 percent lower than the previously recorded value.

ENC has enlisted the expertise of a researcher from Iowa State University to conduct a literature search and subsequently, to write a white paper on the reason for this decrease. Currently, there are several speculated reasons for this drop in the amount of cholesterol in an egg. One possible cause is the improvement in the feed given to hens over the years. ENC will provide a summary of key findings from this literature search and the white paper in 2011. The above press release was also sent to health, food and feature editors along with media-focused health professionals.

If you are interested in hearing more details about how this lower cholesterol content of the egg was uncovered, go to EggNutritionCenter.org, and click on the link to “Watch full-length videos” in the box on the homepage titled “University Investigators Discuss Their Research.” Dr. Anderson’s ENC-funded research spurred the interest in re-evaluating the cholesterol content of an egg and led to the most recent change in the USDA’s nutritional analysis of the egg.

**UEP honors Howard**

Started three years ago, UEP’s President’s Award is given annually to recognize and honor someone other than an egg producer for his or her contributions to UEP and the egg industry. This year’s award was bestowed upon Howard Helmer at UEP’s meeting in Williamsburg. Gene Gregory thanked Howard for teaching us that it only takes a few seconds with “two eggs and two tablespoons of water” to make the perfect omelet and noted he has coached millions of people including most of the members of the U.S. Congress this recipe.