This year, eggs basked in the media spotlight. Since July, news about the lower cholesterol egg has taken over long-lead magazines and has even made experts, such as Dr. Oz, bust the cholesterol myth and expand on the many health benefits of eggs, as demonstrated in the September 12 issue of Time magazine.

AEB’s News Bureau impressions totaled more than 405 million, exceeding our goal by 84 percent.

Chef Jeffrey Saad and eggs continue to be a perfect match. Saad is currently filming Season 3 of Cooking Channel’s “United Tastes of America” and is publishing a cookbook, “Jeffrey Saad’s Global Kitchen, Recipes without Boarders,” set to release March 2012. Eggs appear on the cover of his cookbook and have their own chapter, “Eggs: The Protein Powerhouse,” along with 10 recipes.

In October, Jeffery, Howard Helmer and AEB attended breakfast and lunch with 14 top food editors from outlets such as Bon Appetit, Food and Wine, Everyday with Rachael Ray, Food Network Magazine and Cooking Light to talk about Jeffrey’s upcoming cookbook and the latest egg news.

Recent media coverage highlighted National Deviled Egg Day on November 2, mentioning deviled eggs are a protein-packed, classic dish. The November 7 issue of People features an article titled “4 ways to make eggs sizzle” that showcases Chef Zoe Nathan, from Santa Monica’s Huckleberry, giving tips on serving up eggs.

“The great thing about eggs is you can have them for breakfast, lunch or dinner,” says Nathan. “They’re the perfect protein.”

NBC New York ran an article titled “An egg a day can’t hurt you, says dietitian” while the New York Times suggested “Topping a meal with a poached egg.” FOX News, Chicago Tribune and other national outlets have run incredible features, and coverage should only increase throughout the holiday season.
The team at the American Egg Board (AEB) has reinvented its focus and drive for 2012 as evident in the Committee Meetings and Board Meeting this month, where engaged producers asked questions and actively oversaw the best plan for limited checkoff dollars.

In my opening comments at the Board Meeting, I reminded the Board that the staff has been listening to them. They said they did not want status quo or business as usual. Next year’s approach is very different than what we have been doing in the past. We have taken a Fresh Look Forward approach. We have looked at all our programs, tactics, and partnerships with fresh eyes to make sure we are maximizing your investment into AEB to impact egg demand. The Board witnessed cost efficiencies in all program areas.

The third annual Speed Stacking Competition was held. Jacques Klempf won the competition—complete with trophy—despite several new contestants—including the tag team of Bruce and Deb Dooyema.

We have been and will continue to analyze how we spend every dime to ensure it provides the greatest return on your investment. For the first time in many years, we are not doing TV advertising due to the reduced budget, but the marketing team has looked at creative ways that we can still have a significant impact on consumers and their buying habits. Consumer Marketing’s focus for 2012 is: Wake Up to Eggs. A strong print advertising, an aggressive social media and a robust online program will get this message to the consumer.

Agricultural Education and The Good Egg Project remains of key importance to the egg industry. In 2011, egg donations and three breakfasts fed those in need in Joplin, Seattle and Boston. The latter focused on World Egg Day (WED). In total, AEB earned 18 million impressions from WED.

A consumer survey was recently completed and results have shown that the Good Egg Project has made a difference. Top-line results showed that consumers are feeling better about the egg farmer and the eggs they produce, than they did in 2009. The Good Egg Project in 2012 will also look different, building on the strengths of the first two years and making necessary adjustments from lessons learned to be even more impactful with a smaller budget. Going forward in 2012, Good Egg Project 2.0 will focus on learn, share and participate.

The Egg Nutrition Center (ENC) continues to focus on health professionals through a wide variety of methods. More than 1,000 new subscribers opted in to receive ENC’s mailings this year. In 2012, ENC aims to focus on targeted research for next year, form strategic partnerships, enhance communications efforts, and complete updates to EggNutritionCenter.org.

Egg Product Marketing will highlight the 20-plus functional benefits of eggs in 2012 through updated advertising. The Egg Product School will focus on research and development professionals showcasing the expertise of AEB. The updated Buyers’ Guide is now available and remains the most-visited area of AEB.org.

Foodservice, specifically the Quick-Service Restaurants (QSRs) segment, continues its growth. In the past five years, QSR morning meal is up 2 share points and $7.3 billion incremental sales. The Breakfast Beat newsletter remains a good avenue to reach these operators and promote AEB’s expertise.

Breakfast growth continues through the major chains including McDonald’s who accounts for 22 percent of all breakfasts sold in the category.

The Industry Programs’ Committee welcomed Allison Madell to AEB. Industry Communications continues to reach producers with updates on AEB’s programs, and plans are underway in 2012 to improve AEB’s communication to those producers not currently on AEB’s Board. The State Support Program continues to align with the overall national marketing messages and focuses on helping the state promotional organizations best execute AEB’s national messages locally. ...Continued on the back page.
Egg Product Buyers’ Guide

Every two years, AEB surveys the U.S. egg processors to update their listing in the Buyers’ Guide. This year’s edition is available with a new section dedicated to egg product nutrient figures and specifications.

The Buyers’ Guide is specifically made available for food manufacturers, bakeries and foodservice operators to easily obtain the product and company information to meet their purchasing requirements. This listing is also available online at AEB.org/food-manufacturers/egg-product-buyers-guide.

In fact, the Buyers’ Guide remains one of the most popular sections of AEB.org. From August 1 to October 31, the Food Manufacturer section of AEB.org received more than 6,372 site visitors—more than 75 percent were new visitors. This is a 72 percent increase over the same time in 2010. The AEB’s Buyers’ Guide page received 1,589 views while the All About Eggs page, which highlights the 20+ functions of egg products, received more than 1,229 views.

To obtain a complimentary copy of the Buyers’ Guide, contact Elisa Maloberti via emaloberti@aeb.org.

Egg product workshops for Hong Kong bakers

Working with the Hong Kong Bakery & Confectionery Association, USAPEEC conducted two hands-on workshops for the bakery industry in Hong Kong, featuring U.S. egg products on October 20 and 21. The workshop aimed to give bakers and bakery chefs more exposure to use dried and liquid egg products to prepare recipes. More than 32 professionals from the following chain bakeries took part in the well-attended sessions: Maxim’s, St. Honore, Kee Wah Bakery, Italian Tomato and Vero.

Executive Pastry Chef Wins Hung from the Kowloon Shangri-la Hotel demonstrated 3 pastry dishes using U.S. liquid eggs and dried egg powder. During his demonstration, Chef Wins Hung endorsed the advantages of using U.S. egg products in bakery application. Attendees found the workshops very practical and educational as they were given the chance to use U.S. egg products to make their own cakes after watching the demonstrations from Chef Wins Hung.

Two U.S. egg companies, Michael Foods and Rembrandt Enterprises, attended the events and provided products for demonstration, display and testing.

Reaching the industry

AEB’s Weekly Media Update now reaches more than 500 contacts throughout the industry. Emailed via Constant Contact, the update typically earns an open rate of 25.3 percent, well above industry average, and earns click-through rates as high as 24 percent. The sidebar features articles about AEB’s programs with clickable links. Please continue to forward this information, or let AEB know what contacts should be added to this list. Its look will be updated quarterly in 2012.

Efforts were also increased to reach the industry press with updates on AEB’s efforts and timely information. AEB is seeing improved coverage in both print and online publications and aims to increase its efforts even more next year. Currently, articles are contributed on a regular basis to Urner Berry’s Reporter, Poultry Times and others as requested.
World Egg Day and the Good Egg Project

World Egg Day (WED) 2011 was filled with great initiatives to celebrate The incredible edible egg™. Activities began Monday, October 10 with a coupon promotion on the Incredible Edible Egg Facebook page. More than 63,000 coupons offering $.55 off of two-dozen eggs were downloaded, resulting in 44,000 new fans on Facebook. The Incredible Edible Egg Facebook page now has more than 200,000 fans!

In addition to the coupon drop, “Mr. Food” took viewers on a tour of a modern egg farm and showcased the Good Egg Project with Jacques Klempf. He also shared easy egg recipes. The segments aired on more than 115 stations for 2.3 million impressions.

Mr. Food also included an egg recipe in the weekly newsletter that went out prior to WED, which is distributed to more than 700,000 readers, bringing the total WED media impressions to more than 18 million.

Additionally, for the second year in a row, AEB teamed up with Subway to celebrate WED, including a promotion this year where AEB donated one egg for every egg sandwich purchased at Subway restaurants in the Boston area along with Scranton and Wilkes Barre, PA, from October 3 to October 14. The promotion culminated on WED with a Good Egg Project Community Breakfast that took place at the New England Center for Homeless Veterans in Boston. AEB fed a hot breakfast to the veterans who live at the shelter, and they were extremely grateful and excited to be the recipients of the breakfast – some even saying it was the best breakfast they’ve had all year. Chef Jeffery Saad also lead a cooking demo. Michael Foods donated 50,000 eggs to the Greater Boston Food Bank as well as 20,000 eggs to food banks in Wilkes Barre and Scranton, PA, which will go a long way to feeding those in need. A photo of the breakfast was also picked up by USAToday.com.

State Support Program Spotlight—a new feature

Each year, AEB allocates funding, based on a population/layer formula, for the state promotional organizations to carry out AEB’s national message to consumers on a local level through the State Support Program. The leaders of these groups have connections that help AEB extend its reach and maximize this investment. Without these leaders, AEB would miss a vital opportunity to reach these audiences in such a targeted and often hands-on way. Going forward, the News from AEB will spotlight one event showcasing the incredible results of this program each month. Information and pictures of approved events that used AEB funding should be sent to Jacinta LeDonne, jledonne@aeb.org, for consideration.

August 2011 – Using AEB funds, New York Egg Producers put the incredible egg chair to work as part of its award-winning interactive display at The Great New York State Fair, which drew more than 900,000 attendees. Attendees could sign the Good Egg Pledge to “Eat good. Do good everyday.” For every signature, New York Egg Producers donated one egg to those in need for a total of 103,680 eggs!

The egg chair helped lure attendees into its booth and presented the opportunity to talk about the efforts of America’s egg farmers to feed the hungry and about modern agriculture. The display also featured a map that showed all the NY egg producers’ locations. Farmers were on hand throughout the Fair to answer consumer questions.

This display caught the attention of a local TV station and in turn, won its coveted Blue Ribbon Award that highlights the good deeds done by various groups at the fair as well as a brief segment on the newscast.
Quarterly Reports

AEB supports the USA Poultry & Egg Export Council (USAPEEC) with a limited amount of funding for export programs to promote shell eggs and egg products internationally. USAPEEC provides AEB with Quarterly Reports for its sponsored programs. This report provides an in-depth look of the U.S. Egg Program in the Dominican Republic, Europe, Hong Kong, Japan, Korea, Mexico and Middle East.

If you would like a copy of this report, please contact Ashley Richardson via arichardson@aeb.org or at 847.296.7043. For more information on USAPEEC, please contact Jennifer Geck via jgecj@usapeec.org or at 770.413.0006.

Incredible Breakfast Webinar

On November 16 at 2:00 p.m. ET, “Breakfast: The Incredible Eggspanding Market” Webinar will be presented in cooperation with AEB’s media partner, QSR magazine. To date, the one-hour webinar has more than 400 registered participants from the Quick-Service Restaurant (QSR) segment.

Breakfast continues to be the major growth driver in foodservice – with more breakfasts, more customers and more innovation. Two of the top Breakfast Research experts will showcase trends, strategies for growth and winning menus.

AEB’s National Account Director Steve Solomon will moderate the Webinar. Expert panelists include: Maeve Webster, Research Director, Datassentials; and Warren Socolchek, Vice President Client Development, The NPD Group, both AEB research suppliers. Maeve and Warren will discuss findings from their proprietary research and show how trends are shaping the future of breakfast.

Following the event, this Webinar will be archived on the QSR magazine website and sound clips will also be posted on AEB’s website. Go to QSRmagazine.com/webinars to register for this eggsciting program.

Roundtable on childhood obesity

The Egg Nutrition Center (ENC) hosted a roundtable in October to discuss obesity and nutrition in children. Participants included research and clinical experts from Harvard, University of Illinois and University of Missouri and two Registered Dietitians – a school nutrition director and a private-practice practitioner. The discussion covered strengths and gaps in current research, nutrition in schools, counseling strategies and overall nutrition issues.

Based on insights learned, the school nutrition program is working hard to improve children’s nutrition, but gaps may still exist when students are at home. Current research appears to focus on adults but not children. At best, assumptions can be made that adult studies can translate to child nutrition.

These conversations are good to have especially with the researchers and practitioners bringing different perspectives together. This can lead to future ideas for research and health-related materials for ENC to provide its health professionals and indirectly their patients. ENC will continue to promote overall health, including fighting the obesity epidemic. Eggs have a great role in child nutrition and remain an affordable source of high-quality protein for only 70 calories and a slew of valuable nutrients. ENC plans to use some of the valuable information received during this roundtable for creating the ENC-Teacher Exchange Program.
President’s Message

Continued from page 2.

Tim Lambert, President of Egg Farmers of Canada (EFC), attended the Board Meeting. I want to take this opportunity to thank Tim Lambert for his invaluable insight and guidance and financial support of the Egg Nutrition Center and nutrition research. Additionally, the EFC have proved to be a great financial support for efforts outside AEB’s domain. “We truly enjoy our partnership with AEB because we see a lot of value in it, and I look forward to working together going forward,” said Lambert in response.

Demand in 2011 is looking positive – especially in the retail and foodservice channels. We expect it to continue. AEB will be updating its new Demand Dashboard, which I introduced at the last Board Meeting and which shows more realistically what egg demand is doing in all areas of the marketplace.

AEB’s staff is more energized and eggcited for the year ahead. Through the comprehensive analytical and strategic process of taking a Fresh Look at everything that we do, new, exciting opportunities have been created. AEB has an extraordinary, devoted staff working on your behalf to increase the sales and profitability of egg and egg products.

AEB aims to have the most incredible year yet in 2012, and I look forward to your continued involvement and insight moving forward. More than anything, I want the entire egg industry to know how proud I am to serve as your president and how much I love my job. – Joanne C. Ivy

We are Good Eggs!

AEB’s 19th Annual Golf Scramble raised $485 through mulligan sales, a tradition started by Immediate Past Chairman Jacques Klempf. The golfers enjoyed a picturesque afternoon on the Desert and Oasis nines. The first place team included Jim Davis and Bill Glass; second place included Bill Bradley, Kevin Burkum, Clint Hickman and Roy Patterson; and third place included Ken Dowling, Chris Pierce and Blair Van Zetten. Ken Dowling won the longest men’s drive. Jan Kelly won the longest women’s drive. Clarence Kelly won the men’s closest to the pin, and Ashley Richardson won the women’s closest to the pin. Dennis Casey took the longest putt.

During his report at the conclusion of AEB’s Board Meeting, Sheriff Bruce Dooyema challenged all attendees to place a donation for the Park Ridge Food Pantry in the back of their badge in lieu of fines. Because of mulligan sales and fines from throughout the year, AEB will make holiday donations to Park Ridge’s Food Pantry and Lutheran General Hospital in the amount of $1,335 –a record high amount!