ENC/AEB’s most recent Twitter Chat was co-hosted by RD Rebecca Scritchfield (@ScritchfieldRD) and @IncredibleEggs and helped debunk common egg myths and offered nutritional tips. Conversation focused on cholesterol myths, the importance of eating the whole egg, favorite egg recipes and general egg nutrition.

Rebecca also published a recap on http://rebeccascritchfield.com/blog/.

The Twitter Chat was the most successful to date, with #EggChat trending for users with “tailored” Twitter settings. This means the #EggChat was one of the hottest emerging topics of discussion and was therefore prominently highlighted on the home screens of users specifically interested in health and nutrition topics, such as RDs, MDs, NPs, trainers and the like. While the trending topic did attract a few animal welfare activists at the end, their comments were largely ignored by participants and overall, positive chatter and support for eggs was overwhelming. Key metrics from the chat include:

From 8-9 p.m. ET, ENC recorded more than 1,140 tweets and 123 participants (about 9 tweets per person on average).

Combined, #EggChat Tweets reached more than 137,939 Twitter followers and generated approximately 1.2 million impressions.

When #EggChat promotion was in full swing, @IncredibleEggs has gained 196 followers, putting us at 5,247 followers overall. On an average day, AEB/ENC gains approximately 3-5 followers.

Several influential RDs joined the chat, including ENC’s HPA Serena Ball (@tspcurry), Lauren Harris-Pincus/Kathy Siegel (@NutritionBabes) and Angie Wallick (@SouthernRD).

To compare, ENC’s last Twitter Party for Jeffrey’s cookbook and Easter in April garnered 187 tweets via 19 participants, reached 34,000 followers and generated 500,000 impressions.

One possible reason partly behind this success is Rebecca’s reputation. She was recently named in the Huffington Post as a nutrition expert to follow on Twitter. Conversation highlights follow:

@islandkimmi
@IncredibleEggs that is comforting because I could not manage without eggs in my diet #Eggchat.

@nikki2kids
@ScritchfieldRD Q1 I’m so glad to learn that eggs are a good part of a healthy diet, my kids love eggs #EggChat.

@AnnsTipToes
@ScritchfieldRD Wow this really answers all of the questions I had! #EggChat.

@MVIII1980 @ScritchfieldRD the eggnutritioncenter is such a great resource information #Eggchat.
With AEB’s November Board Meeting already behind us, I am again so proud of my staff and the program plans and results we presented. I’m also proud of the support America’s egg farmers are providing to those affected by Hurricane Sandy. We’re working on a special event right now to help feed those affected by Sandy. In addition, meeting attendees generously donated more than $1,200 that will go toward relief efforts.

Almost three years ago, we started talking about increasing vitamin D in eggs to market eggs as an excellent source of vitamin D. Given that eggs are one of the few foods to naturally contain what has become a “hot” nutrient, AEB surveyed the industry to gauge interest. To date, 81 percent of the industry responded in favor of adding vitamin D to feed. Additional outreach is ongoing, and next steps are being planned.

In 2012, 10 chains accounted for 51 percent of the traffic at Quick-Service Restaurants (QSRs). These chains are the focus of AEB’s efforts and afford the best opportunities to increase sales of eggs and egg products. As a result of AEB’s national accounts program, total QSRs serving breakfast have increased 6.5 percent from 2007, which included an increase of 3.3 percent this past year.

For World Egg Day, Subway’s month-long promotion included a BOGO offer on egg sandwiches. It included 2,000 stores, and 350,000 eggs were donated to food banks on the East Coast. Due to its success, the promotion has already been expanded for 2013.

Since its launch, AEB’s Speakers’ Bureau has reached more than 15,000 consumers with messages directly from egg farmers in their areas. In 2013, AEB will focus on telling more farmer stories as part of the Good Egg Project (GEP). State Support is targeting 10 state promotional groups to execute GEP events for 2013. In 2012, the states earned more than 1 million media impressions through promotion and advertising programs executed with AEB funding.

A Volumetric Study and an Attitudes and Usage Study will be conducted to provide a better understanding of how egg products are used in food processing and in foodservice and will examine the use of replacers in the marketplace.

The Incredible Edible Egg Jingle relaunch has proved to be an overwhelming success. AEB will continue utilizing the Jingle in 2013. In October alone, AEB earned 40 million impressions and gained almost 80,000 Facebook fans — without the help of a coupon offer, which is AEB’s typical method for attracting new Facebook fans. For 2013, Consumer Marketing will focus on growing weekday egg breakfasts to 22 percent of the total weekday breakfasts by promoting nutrition messages. Building on momentum started this year, AEB will heavily promote Easter through all its outreach, and shopper marketing will focus on partnerships and coupons.

As part of an ongoing effort to evolve our working style and service to egg farmers, a project team was tasked with creating a mantra for the American Egg Board. A mantra is a motto that will guide our strategy and daily work here at AEB and reflect our culture. It is not a mission statement. It is crisp, it is sharp, and it reflects action! AEB’s new mantra is Make it incredible!

Passion is a word that is often overused, but in this case, no other word more succinctly describes my enthusiasm for the infinite opportunities ahead for the American Egg Board. A mantra is a motto that will guide our strategy and daily work here at AEB and reflect our culture. It is not a mission statement. It is crisp, it is sharp, and it reflects action! AEB’s new mantra is Make it incredible!

Our Strategies and Measurable Objectives for our 2013 Strategic Plan were approved at this meeting, and you will be receiving your own copy of the plan in January. We plan to Make it incredible!
Be a Good Egg Contest Wraps

AEB’s Discovery Be a Good Egg Contest ended on November 15 receiving 23,943 entries, nearly 4,000 entries over our goal of 20,000! Discovery received entries from all 50 states, with North Carolina, California and Alabama coming out on top as the states with most entries. AEB and Discovery are in the process of certifying the winners. The following are key metrics from the Good Egg Project Education Station website in October:

- Home Page: 105,832 total page views (20,568 in October)
- Contest Website: 263,213 total page views (91,68 in October)
- October Social Media: 1 Facebook Post (5,525 fans), 3 Tweets (60,211 followers)
- Promotional Campaign (DE.com online media): 7,321,098 total impressions (1,637,423 impressions in October)
- Positive Change Activity: 168 total downloads (41 downloads in October)
- Super Strength Activity: 164 total downloads (34 downloads in October)

Subway & the Good Egg Project

The last three donation events in NYC, Washington DC and Lehigh Valley were rescheduled due to Hurricane Sandy. AEB is revising media pitch angles and will conduct outreach as appropriate. The schedule is as follows:

- The Lehigh Valley donation event took place on 11/19 and included breakfast for food bank staff.
- The Washington, D.C. donation event will take place on 11/28, including a potential nutrition education piece as well as breakfast for staff.
- NYC is still TBD

To date, media efforts have generated approximately 7.4 million impressions. Expanded markets are already planned for next year’s promotion.

Egg Product Research to Begin

AEB will be conducting a quantitative and qualitative study to track egg product consumption by utilization to augment the USDA per capita consumption data. AEB has reliable data for retail and foodservice but none, as yet, for egg products when used as an ingredient. Having this information will help AEB identify volume potential for retail and foodservice products that utilize egg products as an ingredient. Also, this information will help strengthen the AEB marketing program for egg products. Results will be reported at the March 2013 Board Meeting.

Making IncredibleEgg.org Mobile Friendly

AEB recently updated the recipe section of IncredibleEgg.org, making it more mobile-compatible and visually appealing.

The recipe section is easily accessible via all technologies from laptops and tablets (iPads, Notebooks, etc.) to mobile devices and allows for a very user-friendly experience when people are on this site looking for recipes.

Since the launch of the updates, 26 percent of all recipe section visits have come in from mobile or tablet devices with a 16 percent increase in time spent on the site and 18 percent increase in page views.

As the holidays approach, visit IncredibleEgg.org/recipes for your favorite egg dishes – from quiches to pies. AEB is sure to have what you need for all your festivities!
Since launching along with the Good Egg Project in 2009, AEB’s Speakers’ Bureau has trained 52 speakers who reach local civic organizations with information about modern egg production and how eggs travel from the farm to dinner plate. More than 350 speeches have reached 15,000+ consumers — excluding talks the industry has given without AEB’s assistance. The audience feedback continues showing an appreciation for egg farmers. AEB continues to streamline the process making it as easy for speakers as possible.

The next training will occur in Hilton Rosemont Chicago O’Hare on Tuesday, December 11. Another training is planned for the afternoon of March 14 and morning of March 15 following the Midwest Poultry Federation Convention in St. Paul, MN.

The incredible feedback this program receives illustrates how this local program changes minds and makes a difference. Here is a selection of the most recent feedback.

“Mark Oldenkamp’s program was spot on. It was educational, informative and entertaining. A clean sweep! His presentation revealed his obvious care for and concern with his chosen profession.”

“The meeting ran 45 minutes longer than usual because members were so interested and had so many questions for Jeannette Kreher. People were still talking about it the next day!”

“Lisa Timmerman’s professionalism is a positive reflection on Cooper Farms and all the members of the American Egg Board. Questions are a good judge of our club’s interest and with the many that she fielded; they were quite interested in the topic.”

“Greg Herbruck did a great job of explaining the process and how it works. I appreciate your suggesting we have him as a speaker.”

“I had multiple club members tell me Dave Cisneros’ presentation was fantastic and very fun.”

“Stan Foster was one of the most interesting and informative programs in recent memory. Thank you for working out the details in making his presentation possible.”

“No one had any idea of the scope of operation and the way the chickens and eggs are handled. John Mast explained a lot about the actual operation.”

“Bill Glass raised awareness about a field that most of us are pretty far removed from. He covered the opponents of modern farming with far greater dignity and respect than they have earned and brought into play how much the farmers actually care.”

“Our group certainly enjoyed Alan Andrews’ talk. I so appreciate you all being able to help out and for Alan to drive over on short notice.”

“Jerry Wilkins engaged the audience with charm and grace. The slides were excellent, and the data presented informative yet entertaining.”

In October and on behalf of AEB, USA Poultry & Egg Export Council (USAPEEC) participated with an egg booth at the second largest food show in the world, SIAL. Held in Paris with more than 140,000 visitors from 200 countries, the show created at least 40 trade leads during the five-day event with lots of interest at AEB’s booth.

The Middle Eastern and European regions requested the most U.S. eggs and egg products at the show; however, a few requests also came from Latin America, Africa and Asia.

A couple of U.S. egg companies – Rembrandt Foods and Sauder Eggs – were available at the egg booth for the entire show to meet with potential buyers. Other U.S. egg companies sent brochures.

USAPEEC also hired an American pastry chef based in London to prepare samples and desserts for display to show the various applications of eggs and egg products. The pastries displayed included tarts, angel food cake and banana bread. The chef also prepared 89 samples of meringues, 65 banana muffins and 48 coconut meringues.
The Incredible Jingle garnered Incredible results in just four weeks. Key highlights include:

- 79,100 Facebook fans gained
- 5,725 farmer video views on YouTube
- 13,855 likes; 1,929 shares; 1,746 comments and 6.7 million impressions of the farmer video on Facebook, making it the most popular Facebook post to date.
- 41 Jingle contest entries
- 7 million traditional media impressions (270 total media placements including press release pick-up).

The Incredible Edible Egg Jingle contest submission period ended November 7 with 41 total entries. As voted on by the Incredible Edible Egg Facebook fans, Lorie Magelky was announced as the grand prize winner. Sawyer Frye was voted as runner up, and Danny Thomas was the second runner up.

As a result of the contest the Incredible Edible Egg Facebook page gained more than 79,000 fans pushing the page over the 400,500- fan mark!

Traditional media impressions totaled more than 6.6 million. A News Star columnist from Louisiana covered the Incredible Jingle campaign, discussing his enthusiasm for both eggs and the new jingle. The South Jersey Times and Quad City Times ran articles both online and in print. Farm and Dairy also covered the Incredible Jingle campaign.

**Additional Results from ENC**

ENC had conducted two successful webinars. The most recent was a prerecorded SCAN webinar, “The State of Cholesterol Science,” featuring Maria Luz Fernandez that was accessible for free on the SCAN website during the month of August. During this time, 2,286 unique viewers watched the entire recording. Earlier in 2012, ENC hosted a webinar “Carbohydrate and Saturated Fat: Emerging Research and New Schools of Thought” presented by Jeff Volek Ph.D., RD, and Kathleen Zelman, MPH, which drew 533 participants during the live presentation.

The redesign of EggNutritionCenter.org has also increased views of this site. An eblast went out on September 7 that resulted in 1,300 hits the first day. As part of the relaunch, ENC is running an email contest through December 1 for one $100 Amazon gift card. Since its launch and through November 15, ENC has received 47,000 hits on this site.
Eggs in the News

AEB saw incredible coverage of eggs and egg nutrition messages this fall. September’s Health magazine mentioned that yolks in eggs are high in choline, which helps with signaling between memory-supporting neurons in an article titled, “Eat your way happy.” The Richmond Times Dispatch, Orlando Sentinel, Chicago Tribune, Idaho Statesman and numerous others promoted AEB’s back-to-school messages about starting your day off right with eggs. The Idaho Statesman included AEB microwave egg recipes and directed readers to IncredibleEgg.org.

As a result of AEB’s Fresh Year of Focus outreach, daddy blogger “The Real Matt Daddy” featured an October blog on the benefits of eating eggs for breakfast, including AEB’s back-to-school infographic and mentioning eggs are a good source of protein, affordable and nutrient-rich. October’s Runner’s World magazine described eggs as antioxidant-rich, inexpensive, nutritious and a quick-cooking alternative to meat for dinner. An article titled “Smart ideas to fight fatigue fast” in Woman’s World magazine noted that the choline in eggs is a great way to boost energy. Egg cookbook author Marie Simmons was interviewed by Experience Life magazine for a feature that included six quick and easy techniques for cooking eggs.

Coinciding with the Chicago Marathon, November’s Ladies’ Home Journal, Good Housekeeping, Health and Fitness all spotlight healthy egg recipes. Health’s “Build a better egg sandwich” features ideas for egg sandwich toppings, also noting that egg yolks have cancer-fighting choline and are a source of protein.

This month, holiday recipes and suggestions for not overindulging tend to spotlight the incredible egg.

Reaching Attendees of FNCE

ENC recently exhibited at the Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo 2012 (FNCE). This is the largest gathering of food and nutrition experts including Registered Dietitians (RDs), scientific researchers, policy makers, industry leaders and other health professionals (HPs). The ENC booth highlighted current research and educational materials for use by HPs in their practices.

In partnership with the Sports, Cardiovascular and Wellness Nutrition (SCAN) dietetic practice group, ENC hosted a well-attended breakfast education session titled, “Weighing the Evidence: The Role of Protein in Satiety and Weight Management.” The presenters, Doug Paddon-Jones, Ph.D, from the University of Texas Medical Branch, and Heather Leidy, Ph.D, from the University of Missouri, did an amazing job engaging the audience on current research topics. FNCE was a great opportunity to provide information and resources to those professionals influencing nutrition and dietetic practices among the general population.

ENC also raffled off diabetes books at the booth from Joslin Diabetes Center. These books were a great tie in with the well-attended presentation “Myths and Mysteries: Dietary Intake and Diabetes” by Joslin Diabetes Center’s Osama Hamdy, MD, Ph.D., FACE, and Amy Campbell, MS, RD, LDN, CDE. This session highlighted many misconceptions in the diabetes world for practitioners. – Contributed by Tessa Adcock, one of ENC’s dietetic interns and a master’s degree candidate at the University of Illinois at Chicago.
NBC Partnership Results

Custom-content segments – a collaboration between NBC-owned TV stations and AEB – started airing in late June and continued through early fall. Results from the Los Angeles and San Francisco segments with Jill Benson are expected shortly. The final and incredible metrics are now available for the Chicago, Dallas and New York markets.

The Chicago segment featured Ben Thompson from Pearl Valley Eggs earning the following number of media impressions:

- **On-Air:** 730,900
- **Online:** 96,995 (35 click-thrus, 0.4 percent click-thru rate)
- **Foodies Metrics:** 36,000
- **Social Media Total:** 2.9 million, Facebook 1,144,798, Twitter 1,818,579

**OVERALL Chicago:** 3.79 million.

The Dallas segment featured Brian Barrett of Feather Crest Farms and earned the following number of media impressions:

- **On-Air:** 562,500
- **Online:** 66,847
- **Social Media Total:** 4.2 million, Facebook 381,599; Twitter 3,821,103

**OVERALL Dallas:** 4.8 million.

In the New York market, AEB’s Chairman Chris Pierce, who is also president of Heritage Poultry Management Services Inc., earned the following number of media impressions:

- **On-Air:** 1.1 million
- **Online:** 106,514
- **Social Media Total:** 1.9 million, Facebook 809,404; Twitter 1,136,350

**OVERALL New York:** 3.1 million, plus additional airings not yet reported.

In 2013, AEB plans to film one segment that will air across the country in further partnership with NBC Universal.
New Pamphlet

This playing-card size, tri-fold, full-color pamphlet highlights the Good Egg Project, egg nutrition, egg farmers and their commitment to producing high-quality eggs, the various choices made for bird welfare and feeding the hungry. Bulk pricing is available.

For orders more than 1,000, the cost is only $.08 each. To order, contact AEB’s Maryanne Crandell, mcrandell@aeb.org or 847.296.7043. New materials and brochures are added to AEB’s online Merchandise Catalog, available at AEB.org/about-aeb/merchandise-catalog.

State Support Program Spotlight – Nebraska

One focus of the Poultry and Egg division of the Nebraska Department of Agriculture is middle and high school classes. Beginning cooks need education about the countless ways to prepare eggs and nutritional information about eggs. Funded through AEB’s State Support Program, the Egg Cookery Resources and Reimbursement Program creates the opportunity for Family and Consumer Science (FCS) teachers to order free egg resource materials for their classrooms. Additionally, FCS teachers can submit for reimbursement up to $50.00 worth of eggs per teacher, per semester – encouraging teachers to utilize as many eggs as possible in their classes. Students learn about the health benefits and functionalities of eggs and how they relate to baking and cooking.

Nebraska pairs these efforts with an on-air radio campaign. Through the University of Nebraska – Lincoln sports radio broadcast, Cornhusker fans will hear the incredible messaging throughout the entire fall and spring sports seasons. Fans of both men and women’s sports hear the incredible message several times throughout the various games. To maximize exposure, Nebraska is running the current :30 second AEB spot, with multiple placements throughout each game. This partnership secures more than 760,822 impressions during the course of the sports contract, impressing upon all listeners just how incredible the edible egg really is.