ENC hosted educational sessions related to protein research at the Food & Nutrition Conference & Expo (FNCE), Osteopathic Medical Conference and Exposition (OMED), and The Obesity Society (TOS). Each event reached ENC’s target audience of health professionals (HPs).

ENC sponsored a member breakfast and educational session with the Weight Management Dietetic Practice Group during the annual meeting of the Academy of Nutrition & Dietetics (FNCE) in Atlanta. Dr. Nikhil Dhurandhar, Ph.D., Professor at Pennington Biomedical Research Center and President-Elect of TOS, presented “Strategic Use of Protein Quality and Quantity to Enhance Satiety and Weight Management.” Dr. Dhurandhar shared data from ENC-funded studies on egg-versus bagel-based breakfasts, as well as other thought-provoking information on obesity and satiety. The Registered Dietitian Nutritionists were engaged and asked many questions at the end of the presentation.

Several people came by to talk with Dr. Dhurandhar at the ENC exhibit booth later that day.

In addition, Dr. Dhurandhar also shared his research on obesity and satiety during an ENC-hosted breakfast reception at the ObesityWeek annual conference in Boston. The reception was held to honor the 2013 and 2014 recipients of ENC-sponsored research grants. This event provided an opportunity to network with researchers.

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Help People Optimize Weight Management With Protein

Just one big meal does not cause obesity. Just one small meal does not fix obesity.

- Long-term voluntary control of food intake to treat or prevent obesity is highly challenging
- One strategy may be to leverage the satiating properties of foods, particularly those containing HIGH-QUALITY PROTEIN

Evidence suggests that the satiating effect of protein can be maximized:

- As part of a reduced-energy diet for weight loss
- By including a higher quality protein source like eggs
- When consumed at breakfast

High-quality protein may promote satiety during the day, increase dietary adherence, and enhance weight loss.

A breakfast containing EGGS may

- Prolong satiety
- Decrease energy intake
- Promote greater reduction in body weight and waist circumference
The November Board Meeting in Napa earlier this month was an incredible success. I’m always amazed by the accomplishments and results that AEB is able to deliver at each meeting.

With great enthusiasm, both Chairman Paul Sauder and I shared USDA’s most recent Per Capita Consumption figure of 261 eggs. This figure is projected to increase again next year, and I’m thrilled at the role AEB has played in promoting the Incredible Edible Egg to various audiences.

Throughout the year, we’ve been saying, “Protein is the New Black,” and this trend doesn’t show signs of weakening soon. We’re also seeing consumers opt for more meatless meals, specifically at dinner, as the price of other protein sources increase. This is an incredible opportunity for AEB to remind consumers how eggs can play a major role in meatless meals throughout the day.

At the four Committee Meetings, staff presented 2015’s Measureable Objectives and Strategies that are a direct outcome of the discussions and directives from the egg producers on each Committee. At the March 2015 Board Meeting, we’ll present the results of 2014’s Measureable Objectives and Strategies. This is part of AEB’s overall Strategic Plan that is developed, according to the Board’s input and direction to ensure AEB’s programs are delivering on the industry’s expectations.

Those in attendance to the Board Meeting had the privilege to hear Dr. David Hughes, Ph.D., present on both “Global Consumer and Food Industry Trends” and “Global Retail Trends and Implications for the U.S. Egg Industry.”

Dr. Hughes is an extraordinary international marketing speaker, and he held everyone’s full attention at both the luncheon and Board Meeting. Tim Lambert, CEO of Egg Farmers of Canada, gave an inspirational presentation at the Board Meeting on their Corporate Social Responsibility initiative to create an egg farm at Project Canaan in Swaziland. He also discussed the newly created International Egg Commission Foundation, which is assisting to fund and guide this initiative.

During Thursday night’s dinner, AEB showed its appreciation to Dr. Glenn Froning for his many contributions to the American Egg Board and the Egg Product Marketing program. In addition, the highly coveted “Good Egg Award” was presented to Jim Nield, who epitomizes the qualities of a “Good Egg.” I consider it a privilege to have worked closely with both exceptional men.

We relished the opportunity to hear Jeff Hardin play his guitar and sing with the entertainment Sean Delano helped provide, featuring two young ladies, Alaska and Madi, who were contestants on “The Voice.” We cannot overlook Sean’s contributions on the drums.

To avoid conflicting with travel for IEC and UEP’s annual meetings, AEB is moving its Annual Meeting to March with a destination meeting starting in March 2016. Next year, Board Meetings will take place in Rosemont, IL, in March and November. July’s Board Meeting will take place downtown Chicago. We look forward to seeing you then.

The latest retail egg sales data shows a 2.4% increase through September 27, 2014, while egg prices continued to rise. The fact that the egg industry has not seen sales drop off due to high egg prices confirms that fact that consumers, food manufacturers, foodservice operators, health professionals and others realize the value and nutritional powerhouse that eggs provide.

1. Chairman Paul Sauder presented Jim Nield with AEB’s “Good Egg Award.” 2. Tim Lambert, Chad Gregory, Dr. Hughes and Blair Van Zetten enjoy the reception. The sponsorship of Big Dutchman, Hartmann North America, Hy-Line North America, Pactiv, Sanovo/Staalkat, Sauder’s Eggs and Tekni-Plex contributed to the meeting’s success.

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3. Sean Delano made possible a performance by Alaska and Madi, with Larry Robison and Austin Pollock. 4. Dr. Froning accepted a clock in honor of his service to AEB and the industry.
Jim Nield Presented Good Egg Award

Exemplifying the qualities of a “Good Egg,” Jim Nield was presented with AEB’s second “Good Egg Award. His outstanding service and dedication to the industry is evident in the numerous ways that he assists and supports the egg industry.

Jim was AEB’s first and longest serving Allied Industry Advisor for 15 years. During that time, he provided valuable input into how allied industry could and should show support for AEB. Jim realized that the well-known Incredible Edible Egg slogan and logo had not been trademarked and took it upon himself to do so. With AEB’s booth at the International Poultry Expo across from Diamond for many years, he also recognized that AEB needed a new exhibit booth, so he contributed the funds for AEB to have a new booth.

Jim’s thoughtfulness and kindness is immeasurable. If he sees someone needing help or something that needs to occur, he helps without delay. Jim believes in giving back to his employees and the community.

A few of Jim’s generosities with his staff include: paid employees to quit smoking; purchased a wig for an employee’s wife with cancer; provided legal representation for a child custody issue; financed legal assistance for citizenship help; and paid for a disabled union employee’s 401k for one year.

He also provided Diamond trucks for church rummage sales and storage space and trailers for Boy Scouts’ camping equipment and canoes. He sponsored a graphic artist to clean and restore Northville High’s class composites dating to 1901; and funded customers and employees’ children to visit from other countries, during the summer, to work on their language skills.

Jim is an Eagle Scout, husband to Martha for 43 years, father to Stacey and Jeff and grandfather to 3.5 children: James, Jack and Everett. Jeff and Amy are expecting a girl due in February.

The American Egg Board is thrilled to present this very special “Good Egg Award” to Jim Nield. ●
**Egg Product Conversion Videos**

Converting shell eggs to either liquid or dried egg products is an often asked question for AEB and American Institute of Baking (AIB). AEB partnered with AIB to develop quick, easy-to-understand videos to help educate small independent local bakeries on how to convert their shell egg formulations to liquid and dry egg products.

Filming took place in AIB baking labs this summer in Manhattan, Kan., featuring AIB baking professionals, explaining and demonstrating the conversion process. Two versions of the video are available, one to convert shell eggs to liquid egg products, and the other to convert shell eggs to dry products.

Both videos are available in English and Spanish on AEB.org. Videos, worksheets and additional online content will be promoted via digital media to baking and food formulating professionals. To view these resources, visit AEB.org/Conversion and AEB.org/ConversionDelHuevo.

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**NYC Consumer Magazine Editor Events Held**

During the first week of October, the American Egg Board met with top-tier magazine publications such as *Real Simple, Food and Wine, Cooking Light, Parents* and *Health* to share the latest news about eggs. During three days in New York City, editors were able to meet with a local egg farmer, who cleared up the confusion around egg labels like “organic” and “cage-free,” and learn about the newest studies examining the relationship between eggs and protein.

As a result, 21 editors — with a combined reach of 267 million impressions through their publications — walked away with a greater understanding and affinity for the Incredible Edible Egg and egg production.
Capitalizing on the Protein Trend (continued from page 1)

Dr. Tia Rains, ENC Senior Director, Nutrition Research and Communications, provided an education session during OMED in Seattle, Wash. More than 100 osteopathic physicians (DOs) attended the session, “Challenging Nutrition Dogma: New Research on Dietary Protein and Health.” The DOs enjoyed hearing emerging data on protein and cardiovascular health, and the group had many egg-related questions after the presentation. DOs are a new HP audience for ENC, and the attendees were very interested in receiving additional nutrition information.

ENC also engaged attendees at their exhibit booth during FNCE and OMED, gaining more than 1,100 new subscribers.

ENC’s latest infographic, shown left, on Choline, TMAO & Health was also debuted. This infographic highlights a timely topic of interest and captures the current science in an easy-to-read format that can easily be updated in-house and expanded to highlight other emerging topics.

Providing an Update on AEB’s Programs

Last month, AEB reached attendees of the Midwest Foods Association’s Future Leaders Meeting with updates on AEB’s history, current programs and results. The attendees of this Chicago meeting represent the next generation of farm leadership.

If you need an AEB Update at your next meeting, please contact Ashley Richardson, arichardson@aeb.org or 224.563.3715.
Reaching International Audiences

Funded by AEB, USAPEEC Japan recently conducted an egg bakery seminar at the test kitchen of Shoei Foods, a leading bakery wholesaler in Japan. In addition to the media, approximately 100 industry professionals attended the event. Chef Yutaka Yamazaki, a legend in the Japanese bakery industry, who has received many awards, demonstrated recipes during the seminar using U.S. dried whole eggs and egg yolks. Tsukasa Ichimura of Kewpie Egg Corp. also gave a lecture on U.S. dried egg product functionality and benefits.

Plans are also underway for an AEB booth at the Gulfood trade show in Dubai from February 8-12, 2015. This booth will be located within the USA Pavilion. All U.S. egg and egg product companies are welcome to meet potential customers at the AEB booth. The Gulfood Show, which began 27 years ago, is now one of the largest food and hospitality trade shows in the world, boasting more than 4,200 exhibitors and almost 78,000 visitors in 2013. The United States exported approximately $1.1 billion of poultry and egg products to the Middle East and Africa regions last year.

For more information on the Gulfood trade show or for copies of USAPEEC’s Quarterly Report, contact Jennifer Geck Ott, JGeckOtt@usapeec.org or 770.413.0006.

EggPops Debut

At the School Nutrition Conference, AEB served a variety of hard-boiled eggs to more than 6,000 attendees. The reaction was tremendous. An opportunity to capitalize on this success was realized, and EggPops were created.

This new brochure focuses on how schools can serve their students a nutritious hard-boiled egg at breakfast, lunch or snack occasion. The EggPops brochure provides recipes with complete nutritional and “how to get started” information, showing school nutrition operators how to take fun spices and dips to add fantastic flavors to hard-boiled eggs.

EggPops are nutritious, low cost and easy to serve — designed to be conscientious of students’ tastes, as well as nutrition standards for K-12 schools. These suggestions offer a fun, new way of approaching hard-boiled eggs that both school nutrition operators and students will enjoy.

In addition to the brochure, the EggPops information appears on AEB.org’s School section providing more great information about nutrition, operator-tested recipes and “egg as a meat alternative” information for school foodservice.

Visit AEB.org/EggPops for your downloadable version of the EggPops brochure, or e-mail Amanda Ferencz, aferencz@aeb.org.
## Promoting Good Egg Project Messages

Throughout 2014, AEB has worked to improve agricultural literacy — awareness, knowledge, and appreciation — among PreK-12 teachers and students. In partnerships with educational experts, AEB developed multiple assets that adhere to the Common Core.

This FREE content includes: Lesson Plans, Eggsperiments, Classroom Activities, Online Games, Video Content, Posters and Updates to Existing Materials — for all grades.

A new online game that helps highlight the farm-to-table process will be posted to AEB.org shortly. This type of resource, which adheres to the Common Core, helps AEB reach classrooms, while providing teachers with follow-up activities for AEB’s Virtual Farm Field Trips.

Additionally, AEB leveraged influential bloggers focused on cooking, nutrition and agriculture to drive conversations around and about eggs.

### New Discovery Materials

Discovery Education remains a key partner in AEB’s Good Egg Project efforts. This new poster (left) reached teachers to promote the wealth of resources available on Educationstation.DiscoveryEducation.com. Other materials include interactive lessons plans and a sustainability challenge.
Higher Protein Diets May Predict Lower Risk of High Blood Pressure

In a new study published in the American Journal of Hypertension, participants consuming the highest amount of protein (an average of 100 g protein/day) had a 40 percent lower risk of having high blood pressure compared to the group with the lowest intake level.

Lower High Blood Pressure Risk in Framingham Offspring Study Adults. Am J Hypertens. 2014; Epub ahead of print. (Study from Dr. Lynn Moore’s lab at Boston University). A press release from this study has garnered more than 40 million impressions.

Citation: Buendia JR, Bradlee ML, Singer MR, Moore LL. Diets Higher in Protein Predict

Benefits of a Regular Protein Breakfast

New research published in Nutrition Journal, suggests that a high protein breakfast leads to a decrease in post-meal food cravings, and an increase in a blood-borne marker associated with well-being.

These research findings highlight that affordable and versatile sources of high-quality protein, like eggs, can be consumed as part of a heart-healthy diet, and can help individuals manage calorie intake throughout the day to maintain an optimal body weight.

Citation: Hoertel HA, Will MK, Leidy HJ. A randomized crossover, pilot study examining the effects of a normal protein vs. high protein breakfast on food cravings and reward signals in overweight/obese “breakfast skipping,” late-adolescent girls. Nutr J. 2014;13:80. (Study from Dr. Heather Leidy’s lab at the University of Missouri)