Virtual Egg Farm Field Trip

On World Egg Day, AEB reached middle school classrooms for the first time through an additional Virtual Egg Farm Field Trip in partnership with Discovery Education. This version again highlighted the relationships between primary and secondary consumers, showing how all aspects of the farm are connected. Ron and Mindy Truex were engaging hosts, and we can’t thank them enough!

More than 3,200 classrooms registered, representing an estimated 81,000 students. More than 2,880 classrooms tuned in to the live event, representing more than 72,000 students. Discovery Education uses a multiplier of 25 students per location. This event actually earned a higher penetration than AEB’s successful Easter-time Virtual Egg Farm Field Trip, which targets elementary schools.

AEB also leveraged social media to promote this event, including Facebook ads and other online banner ads. Using #EggBoardVFT, AEB earned more than 6 million potential impressions on Twitter. Discovery Education also reached its teacher database with several eblasts—two of which earned 40 percent and higher open rates and more than 6,000 clickthrough totals.

From their classrooms, students explored the ecosystem and food webs of an egg farm. New for the middle school students was a segment on the farm’s water treatment facility.

The archive is now available on AEB’s Education Station on DiscoveryEducation.com and AEB.org.

Thank you again to Ron, Mindy and their entire staff.
Tech Talk Videos – Baking

Role of REAL Eggs in Bakery Applications

To help high-volume bakers gain a more thorough understanding of the role of eggs in bakery applications, AEB turned to the baking experts at AIB International, Manhattan, Kan., to film a short video series highlighting the functionality and versatility of eggs. Luis Belozerco, Baking Professional, Technical Service Support provider at AIB, describes how egg ingredients function within various baking systems and dives into best practices to help maintain product appearance, taste, texture and quality. Some of the finer points Belozerco addresses in the video series include critical phases during baking production – the mixing process, oven temperature, bake time and the challenges high-volume bakers encounter when swapping REAL eggs for replacer ingredients.

Sixteen videos have been posted on AEB.org/TechTalkBaking and on AEB’s YouTube channel since September and already received 700+ views. In additional to AEB’s promotional efforts, AIB has also garnered visibility for these videos through its social media and other outreach efforts.

Tribune Co. Partnership Wraps

AEB’s partnership with the Tribune Co. and Mashable wrapped up last month. The “Why I Farm” micro-documentary segments aired on TV in select markets and nationally online. In total, the campaign earned more than 13 million media impression, exceeding the set goal by 104 percent.

Three videos, featuring Dick Patmos, Bob Krouse and Paul Sauder, reached viewers in 16 Tribune markets on 19 affiliates.

Additional videos, featuring Tom Hertzfeld, II, Mindy Truex, Steve Herbruck, Mark Oldenkamp, Bruce Dooyema, Brent Nelson and Jacques Klempf, will be created for AEB’s social media. Plans to promote these videos online have been pushed to the first quarter of 2016, as to not conflict with current holiday outreach. All three videos are currently on YouTube.com/AmericanEggBoard.

The on-air media earned 8.8 million impressions, and local Tribune stations delivered an additional 3 million. The Mashable campaign delivered more than 1.25 million media impressions, exceeding the set goal by 125 percent.
Materials Priced to Move

Periodically, AEB offers large discounts on relevant materials that either have limited availability to have been inventory items for quite a while.

All orders for these materials should be emailed to Maryanne Crandell, mcrandell@aeb.org, and Jacinta Le Donne, jledonne@aeb.org, as soon as possible. Items available include:

- **E0066** – 2006 Calendar recipe cards/12-full color recipes on 3x5 inch perforated-edge cards. A year’s worth of calendar-pretty recipes in an east-to-file format. $.02 Each.

- **E0102** – Back to Basics 101 (Spanish)/The Spanish version of Back to basics 101 (English). Step-by-step photos that show the consumer the basic egg recipes such as: fried; hard-cooked; omelet; scrambled and poached. $.02 Each.

- **E0104** – Eggs-actly Right for Your Health (Eggs-Actamente Bueno Para Tu Salud) details the latest findings about why eggs, packed with healthy nutrients and vitamins, such as choline and lutein, are a perfect choice for a health-conscious snack. $.02 Each.

- **E0110** – Timeless Classics Spanish “Las recetas Clasicas de huevo que no pasan de moda” in Spanish. $.02 Each.

- **E0108** – Timeless Classics/ 4-panel brochure with 10 classic recipes such as Meringue, Ice Cream, Egg Nog and several types of egg-based sauces. $.02 Each.

- **E0114** - Eggonomical Egg Spanish – “El Huevo Vence Al Reto De Los Alimentos” discusses why eggs are so very healthy for you and also a very good value. $.02 Each.

- **E0118** – Latin Eggspressions - A full-color, 14 page recipe brochure of recipes with a Latin flare. $.02 Each

- **E0122** – Facts & Fiction (Spanish) All of the “myth-busting” information contained in Facts & Fiction English version but printed in Spanish. $.02 Each.

- **E0131** – Eggsquisite Egg Dishes – A lovely Tiffany-blue booklet that has eleven delicious and elegant, yet easy to prepare recipes. $.10 Each.

- **P0204** –Easy Entertaining- Tasty appetizers for easy entertaining with eggs. 17 pages, full-color. $.02 Each.

- **P0322** – Get Crackin’ in the Kitchen with Howard Helmer - 8-page, recipe booklet. Full-color book has six recipes including Howard’s Basic 40 second Omelet recipe. Limited quantities available. $.02 Each.

*All orders must be submitted to AEB by Friday, Dec. 11, 2015.*
At the recent IEC Global Leadership Conference in Berlin, the International Egg Nutrition Consortium (IENC) presented its second annual nutrition science symposium titled, *Egg Nutrition Research Update: Exploring the Impact of Egg Consumption on Various Aspects of Human Health and Disease*. The symposium brought together speakers from three European countries to discuss their research on the impact of eggs and protein on various aspects of health and disease.

The three presenters were Dr. Nina Geiker, senior researcher, Nutrition Research Unit, University of Copenhagen; Dr. Bruce Griffin, professor, Nutritional Metabolism and Research Group Leader, Nutrition, Metabolism and Diabetes, University of Surrey, UK; and Dr. Mario Diaz, full professor, chemical engineering, Department Head, Engineering, University of Oviedo, Spain. Dr. Mitch Kanter, IENC Director, served as the session moderator.

Dr. Kanter began the symposium by reviewing the goals and vision of the IENC, and discussing some recent activities of the Consortium. In addition to the development of a task force that holds quarterly conference calls to discuss IENC issues, Dr. Kanter discussed plans to expand the size and scope of future IENC nutrition symposia by combining efforts with a group in Canada that has been supporting a yearly egg research conference for a number of years. This potential collaboration would provide IENC an opportunity to put on much larger, more technical conferences in the future.

This year’s session was well attended, and it was obvious to all that health and nutrition remain topics of great interest to delegates who attend the IEC Global Leadership Conference. Based on the outcome of discussions to create a larger, more technically oriented IENC conference the format of future IENC nutrition science symposia may change, but the topic is sure to remain a part of the IEC Global Leadership Conference agenda.

Reminder:

All state directors are encouraged to apply for a 2016 State Grant for the period January through June, 2016. Deadline for grant applications is Dec. 1, 2015.

Questions? Contact Jacinta Le Donne, jledonne@aeb.org or 224.563.3709.
AboutAvianInfluenza.org: Consistent, Efficient Communication

The American Egg Board (AEB), Egg Industry Center (EIC) and United Egg Producers (UEP) joined together in preparation for the possible return of avian influenza (AI) and launched AboutAvianInfluenza.org.

AboutAvianInfluenza.org is a “one-stop shop” for consumers, media, elected officials and foodservice to find facts, consistent updates and resources about AI in layer flocks. The website includes:

- General facts and Questions & Answers (Q&As)
- AEB retail and foodservice resources
- Links to credible resources and organizations
- UEPs’ stakeholder update and media statements
- Food safety links – Egg Safety Center, CDC and USDA Food Safety
- Submission forms for consumers, media and retailers needing more information

AboutAvianInfluenza.org is housed within the new-and-improved EggIndustryCenter.org. AEB and UEP is grateful to EIC for making this resource available and their time to develop the new AI site.

Media Response Plans: AEB, EIC and UEP anticipate that in a recurring AI outbreak, reporters will ask more in-depth questions because they are more familiar with basics of the disease. We are prepared to provide prompt and in-depth responses to media inquiries. AEB, EIC and UEP can host media briefing calls for consistent, efficient updates to reporters – in a similar manner as the UEP member-stakeholder calls last spring.

While these plans were developed with every hope they are not used – we are ready to provide facts, consistent messages and efficient communications to media, consumers and other stakeholders.
International Promotions

USAPEEC Middle East planned and conducted a special U.S. egg promotion, targeting the foodservice sector, in collaboration with the Emirates Culinary Guild (ECG) in Dubai. Activity was conducted in the Radisson Blu Hotel with the help of Chef Uwe Micheel, Director of Kitchens in the hotel and President of the ECG.

A get-together workshop was held during one of the ECG monthly meetings, in an adjacent room, between U.S. egg supplier representatives/importers in the UAE and local importers, wholesalers, distributors, some HRI decision makers, and chefs.

One very well known, famous chef attending this event was Chef James A. Griffith of the Emirates Flight Catering. Major local parties from the trade base attended this event. These were either importers of shell eggs or egg products.

Following this presentation, a reception dinner was held for all participants to get together, discuss interests and communicate with U.S. supplier representatives about U.S. egg varieties and import prices.

Butterball Turkey Bacon & Eggs Make a Popular Pair

This fall, the Incredible Egg partnered with Butterball Turkey Bacon to offer up a protein-packed offer in grocery stores across the nation. More than 400,000 coupons for savings on eggs were placed on packs of Butterball Turkey Bacon as part of an offer that will run through the end of 2015. The coupon redemption rate so far is more than 10 percent, well above the industry average.
Taco Bell “Steal A Base Promotion” Focuses on Breakfast

Taco Bell’s fan favorite “Steal a Base” promotion returned during this year’s World Series, but with a twist. Teaming up with Major League Baseball and AEB during the 2015 World Series for the “Steal a Base, Steal a Breakfast” promotion, Taco Bell gave America the chance to get a free A.M. Crunchwrap if any player steals a base during the World Series.

During Game 1 on Oct. 27, Kansas City Royals’ Lorenzo Cain stole second base in the bottom of the 6th inning, earning every American the right to a free A.M. Crunchwrap®. According to the Taco Bell website, “In Game 1 of the World Series, Lorenzo Cain stole a base. But really, he stole breakfast for all of America.”

On November 5, Taco Bell gave away 1.3 million A.M. Crunchwraps. Breakfast continues to grow in all segments. According to NPD, an international consulting firm, through August, traffic grew 5 percent in QSRs, continuing six consecutive quarters of growth. Additionally, traffic grew in midscale chains such as IHOP and Denny’s by 2 percent and 11 percent in casual restaurants. AEB continues to work with many large chains to promote the use and consumption of eggs across all dayparts (breakfast, lunch, snacking, dinner and late night). Breakfast is truly the most important meal of the day – all day long.

Thank You!

Magazine Editors Visit with an Egg Farmer & Learn All About Eggs

This year, the American Egg Board traveled to New York to meet with some of the most influential magazine editors in town. In addition to the 26 editors present, Howard Helmer, Paul Sauder and Dr. Tia Rains from the Egg Nutrition Center joined in to shed light on the latest research, talk about the latest culinary trends with eggs and discuss egg farmer production and sustainability practices.

Publications in attendance included top magazines like Bon Appetit, Food and Wine, Food Network Magazine, Self, Health and Weight Watchers, among others.

Combined, the 26 editors in reach more than 250 million readers with any given issue.
Adventurer Egg Rallies the Globe To Celebrate World Egg Day 2015

On World Egg Day, the Incredible Edible Egg celebrated as one of the world’s most perfect proteins through globally inspired recipes and an interactive contest on Twitter featuring the Adventurer Egg.

Throughout the day on Twitter, Facebook and Instagram, the Adventurer Egg bobbed on the torch of the Statue of Liberty, floated with the lanterns at a Thai night market and got chased by a polar bear across the Arctic, all through animated gifs — a series of still photos combined together to create a single animation.

Fans that followed his travels had a chance to win free eggs for a year and a Kevin Bacon T-Shirt and helped to make #WorldEggDay trend on Twitter for most of the day.

In addition to social media, traditional media joined in the fun by sharing stories and recipes for World Egg Day, including Huffington Post’s Voces (their Spanish media channel) and About.com.

Good Egg Project blog ambassadors, like Hither & Thither, helped wrap up the day by bringing an egg farm to life for readers by sharing her experience from a recent visit.