AEB has partnered with Subway Restaurants in the Boston market and the Central Pennsylvania area to conduct a Good Egg Project promotion that culminated on World Egg Day, October 14. In total, more than 320 Subway stores participated in the promotion that ran September 30 - October 14.

During these two weeks, for each egg breakfast sandwich sold at participating Subway restaurants, America’s egg farmers donated an egg to an area food bank. The goal is to donate 50,000 eggs in Boston and an additional 20,000 in Central Pennsylvania.

The Greater Boston Area Food Bank is the recipient of the egg donation in Boston. In Pennsylvania, three area food banks will benefit from the egg donation: Central Pennsylvania Food Bank in Harrisburg; Second Harvest Food Bank in Allentown; and Weinberg Food Bank in Wilkes-Barre. Michael Foods generously provided the egg donations to the four food banks.

Point-of-sale items were used to publicize the promotion in the Subway stores. To maximize publicity opportunities surrounding the promotion, press releases and media alerts were distributed in both Boston and Pennsylvania.

The two-week promotion culminated with a Good Egg Project Breakfast in Boston on World Egg Day. To help feed Boston-area veterans in need, a hot egg breakfast was served to residents at the New England Center for Homeless Veterans located in downtown Boston. Boston-area Subway restaurants donated egg sandwiches for the breakfast. At this event, Cooking Channel series host Chef Jeffrey Saad provided demonstrations of easy and nutritious egg dishes. There were also photo opportunities for veterans in the famous Incredible Egg Chair as well as signing the pledge to “Eat good. Do Good every day.”

The breakfast, donation and promotion are all efforts of the Good Egg Project, an initiative by America’s egg farmers to educate people about where eggs come from and to encourage Americans to help conquer hunger.

in this issue...

- AEB’s new Vice President of Strategic Operations
- Promoting U.S. egg products
- Eggs in the national media
- ENC completes exhibit schedule
- Good news continues from Back-to-Breakfast Challenge
- Being a good egg around the world
- Free DVD
AEB’s new Vice President of Strategic Operations

Allison Madell joined the American Egg Board on October 10 as Vice President of Strategic Operations. Allison will serve as an integral member of AEB’s senior management team and will be responsible for providing strategic support to the CEO, overseeing organizational goal-setting and accountability measurements and coordinating across departments.

She will have the direct responsibility of industry relations programs, and on occasion, serve as ambassador and representative of AEB at industry events and agricultural-related meetings. As the architect of the AEB’s Good Egg Project Campaign while employed by Edelman PR agency, Allison will manage and direct its growth to continue to promote, enhance and protect the egg farmers’ reputations. She will also maintain egg sales and consumer demand data to support accountability of marketing programs.

Allison will serve as lead coordinator of AEB strategic planning development and implementation. On behalf of the CEO, she will work closely with the management team and lead integration of program areas to ensure successful attainment of organizational objectives.

She will serve as conduit to SVP of Marketing and ENC Executive Director to help insure strategic integration and maximize communications efforts. Allison will leverage opportunistic events, information and partnership opportunities for the benefit of the industry.

She will be responsible for the organization and coordination of requests for strategic information on AEB, such as FOIA requests, throughout the office.

In addition, she will work directly with the CEO to develop an internal AEB communication efforts and staff development, including efforts to increase efficiency, integration, continuous improvement, a commitment to quality and job satisfaction.

Allison is a communications professional with more than 20 years of experience in integrated marketing communications and strategic communications counsel. Throughout her career, Allison has specialized in food communications, with a particular interest in food commodities and producer marketing programs.

Allison has most recently led consumer teams at the global PR firms of Weber Shandwick and Edelman Worldwide and prior to that, managed integrated marketing programs client-side for Dairy Management Incorporated. Allison earned a bachelor’s degree from College of the Holy Cross. She lives in Chicago with her husband, three kids and a crazy Airedale.

AEB is very excited to have someone of Allison’s caliber to join the American Egg Board team.

Promoting U.S. egg products

USAPEEC’s Mexico staff coordinated a joint technical seminar with the National Chamber of Bakeries recently in Mexico City, aimed at promoting the use of U.S. processed egg products among Mexican bakeries. Funded by AEB, the seminar targeted the bakery and pre-mix sectors and was coordinated by José Manuel Samperio–Señor Huevo. The event attracted 60 people from the bakery industry, including large and mid-sized companies, including the Bimbo Group, Latin America’s largest bakery goods company.

José Manuel also appeared on a popular Dominican Republic TV show where he promoted U.S. pasteurized eggs as well as the importance of using refrigerated shell eggs. This was his first television appearance, and he hopes to return and make Howard Helmer-style omelets for this same show.

Greg Satrum honored

Greg Satrum, owner of Willamette Egg Farm, has been named Oregon’s Agriculturist of the Year for 2011 by the Agri-Business Council of Oregon. Greg’s hard work on Senate Bill 805, requiring egg producers to transfer to "enriched colony" systems by 2026, earned him the award. According to the article, “Agri-Business Council Executive Director Geoff Horning said Satrum's work ‘showed everybody that with an open mind and a determined work ethic, solutions can be found that work for every interested party.’”
ENC completes exhibit schedule

During the months of September and October, ENC exhibited at three shows and more than 600 people signed up for the newsletter and donated an egg through the survey. These shows included the American Academy of Physician Assistants (AAFP) in Orlando; the American Dietetic Association’s Food Nutrition Conference and Exhibition (ADA FNCE) in San Diego; and the American College of Nurse Practitioners (ACNP) in Denver.

Tricking the body against allergens

Researchers in a new preclinical study for Northwestern Medicine have tricked the immune system. They have figured out how to turn off a life threatening allergic response to peanuts or nut proteins. The investigators used mice that were bred to mimic one with severe food allergies and attached peanut proteins on white blood cells and reintroduced them into the mice’s bodies. What happened next? The mice ingested a peanut extract and did not have an allergic reaction.

The second part of the study directly impacts eggs. The researchers successfully desensitized mice to egg proteins. The Northwestern researchers used the same tactic with egg protein. They attached the proteins to white blood cells and infused the cells back into the mice. The mice then inhaled the egg protein and their lungs did not have a reaction. Dr. Paul J. Bryce, Department of Microbiology-Immunology, Feinberg School of Medicine, noted that this approach could be used to target multiple food allergies at one time.

Each year there are between 15,000 and 30,000 episodes of food-induced anaphylaxis and 100- to 200-related deaths in the United States, according to the National Institutes of Health. This study may be the link regulating allergic diseases. To quote Dr. Stephen D. Miller, the Judy Guggenheim Research Professor at the Feinberg School: “This is an exciting new way in which we can regulate specific allergic diseases and may eventually be used in a clinical setting for patients.”

If this were successful in clinical settings, what are the implications? People with food allergies would not have to worry everyday about coming in contact with the allergen causing food. Also, it would mean that people would be able to enjoy the “allergen causing foods,” including eggs, without risk! This would impact egg consumption in all areas, and this is great news for the egg industry.

Egg in the national media

Dozens of articles this month discuss the high-quality protein benefits of eggs and recipes for busy school mornings, including an article in Glamour promoting coffee cup scrambles and in Women’s Health featuring incredible nutrition messaging. Ladies’ Home Journal includes eggs in a feature on go-to foods. The author calls out eggs as “gold standard for protein – they’re loaded with amino acids our bodies need.” Last month’s Woman’s Day features poached eggs with baby kale as part of a “Desperation Dinner” feature.

Eggs continue to receive positive coverage on blogs. Skinny Mom’s Kitchen features a recent post on “Freezer meal: Sausage and egg breakfast burritos” that she notes are “very tasty, satisfying, and are perfect for on the go.” AEB’s online World Egg Day coupons also have great traction with bloggers like Coupon Barn and Grocery Coupon Network.

Attendees were interested in ENC’s information and asked many questions.

ENC attended a total of six shows, and people were most interested in cholesterol information and were overall very engaged. This year has been successful with spreading ENC’s research messages, as well as continuing to reach attendees after the conference through ENC’s quarterly newsletters. Plans are underway for next year’s applications for speaking engagements and exhibits.
One of the 12 winners from last year’s Back-to-Breakfast Teacher Challenge, Margaret Turk continues to be very impressed with the impact their breakfast program has had on students. Several of her students at Grovetown Elementary in GA have adopted a daily egg breakfast, helping their moms make quick microwave egg cups to eat on their way to school.

Here is what Ms. Turk wrote to AEB:

“I want to thank you and the American Egg Board once again for the experience you afforded our students last year. Our kids have been reporting how they are continuing to use the recipes, songs and exercises from last year. We all had so much fun learning about eggs and implementing new food choices! Several students have seen the Egg Mug recipes in various magazines and have actually tried the recipes. Each child has a favorable report! Haleigh, Steven, and Emma make an Egg Mug every morning. See what you started? I love it!

One skeptical parent told me to 'get out of here!' when I told her she could microwave an egg. Her kids love eggs yet she doesn’t have time to cook in the mornings. She told me that she and her boys (three of the four) tried it and, to her astonishment, ‘it worked!’ They love the One Minute Egg on Toast because it is easy, mess-free and a wholesome HOT breakfast. Perhaps printing this recipe on egg cartons would increase awareness of this wonderful, simple, healthy treat.

Thank you, again. Your generosity continues to ripple through our little school and community, and we are most appreciative!” –Ms. Turk.

Howard was nominated for the award for his work as an egg ambassador traveling the world promoting eggs and egg consumption, with his cookery performances, which have generated an eggstraordinary amount of positive international publicity for eggs.

During his 40+ years of promoting the goodness of eggs and omelets, Howard has met an incredibly long line of omelet aficionados who he knows will continue to spread egg enthusiasm to others.

AEB often receives similar questions that you may also face. With the incidence of gluten allergies on the rise, this is an important question that can have great health implications for many Americans.

The Q&A format below is meant to provide expert insight and an additional resource for follow up, if needed. Dr. Steve Taylor, co-founder and director of the Food Allergy Research and Resource Program (FARRP) and professor with the Department of Food Science and Technology at the University of Nebraska-Lincoln, provided the answer below. If you would like more information, please contact Dr. Taylor, staylor@unlnotes.unl.edu, directly.

Q: Should eggs be considered gluten free?

A: Eggs should be considered gluten-free. Many gluten-free products contain eggs, and they do not test positive for gluten. Although it is likely that egg-laying chickens eat wheat grain containing gluten, it is also likely that the birds digest the gluten and break it down to its constituent amino acids that in turn are used to build chicken and egg proteins. Little if any of the gluten appears to make it to the egg in an intact form.
Breakfast presentation reaches target

Approximately 200 members of the Dietetic Practice Group on Sports Cardiovascular and Wellness Nutrition (SCAN) attended ENC’s presentation on protein distribution and recovery for athletes by Mitch Kanter, Ph.D. and Dave Ellis, RD, CSCS. SCAN’s members are Registered Dietitians who specialize in Sports Nutrition, Cardiovascular Health, Wellness and Weight Management and Disordered Eating and Eating Disorders.

This presentation was well received, and the participants asked many questions as well as using social media to spread the message. Below are some of tweets from the event.

• Protein at brkfst [eggs vs bagels] = greater satiety/lower kcal intake at lunch 3.5 hrs later & overall less kcals over 24 hrs. #FNCE #SCAN

• Protein for satiety & muscle synthesis effect: need 25-35 g [~350-500 kcal meals]. Balanced throughout the day x 3 meals. #FNCE #SCAN

Being a good egg around the world

The International Egg Commission (IEC) awarded Center Fresh Egg Farm with the prestigious IEC Crystal Egg Award in recognition of its outstanding commitment to Corporate Social Responsibility (CSR). In 2006, after visiting Mozambique and witnessing the hunger and lack of development within the country, Bruce and Kim Dooyema, along with like-minded partners, and Peter and Andrew Cunningham from Mozambique established Mozambique Fresh Eggs, an egg production facility in Mozambique. Bruce and Kim are now working with Peter and Andrew along with Mozambique egg farmers, bringing 21st century farming practices to this part of Africa, enabling the nation’s egg farmers to produce more eggs to help feed the country’s population.

Bruce and Kim explained that this is all about creating commerce, not charity; giving local people the opportunity to work; and developing a sustainable food supply. They stressed that although this initiative is an excellent example of CSR, it is trade, not aid, that is the key.

A portion of the profits will go back to fund a Christian English speaking school for k-through-college age, and the other profits go back to build the business. This school is being modeled after The Ebenezer Agriculture College currently running in Zimbabwe by Peter.
Free DVD

AEB works closely with leading grocers to develop tools to accomplish their goals and objectives. A key need voiced by virtually all retailers is for training materials on proper egg handling at the warehouse and the store.

This DVD provides retailers with a hands-on, how-to guide to proper egg handling...from the time the warehouse receives the eggs to the time trucks are loaded for shipment to the stores. The DVD runs just under 10 minutes in length. To request your FREE copy, please contact Ashley Richardson at 847.296.7043 or arichardson@aeb.org. Quantities are limited.

Community Breakfast in Seattle

Last month, AEB conducted another successful Good Egg Project Community Breakfast alongside Northwest Egg Farmers! On a Saturday morning, 700+ people in need were fed in Seattle. More than 400 people gathered at the Filipino Community Center to enjoy a hearty breakfast and Good Egg Project activities while another 374 women received the remaining food at their local shelter nearby. Attendees commented on how grateful they were for the food and how much they enjoyed the Good Egg Project pledge sign, Incredible Egg chair and Chef Jeffrey Saad, which are always big hits.

The Northwest Egg Farmers made the event a true success by donating more than 70,000 eggs to Feeding America, including more than 60,000 eggs to Seattle’s largest food bank, Food Lifeline, and 10,000 eggs to Second Harvest in Kenneweck, WA! FoodLine’s CEO Linda Nageotte expressed sincere gratitude to have the support of their local egg farmers in the fight against hunger, especially providing foods that contain high-quality protein, like eggs.