This month, the new Incredible Edible Egg Jingle launched and within its first week, earned more than 5.9 million media impressions. This jingle has a fun, modern flair and builds on what AEB started 35 years ago when the Incredible Edible Egg campaign first was introduced. The new lyrics celebrate the health benefits of eating eggs with updated information on cholesterol and vitamin D content.

To help promote the new tune and encourage consumer engagement, AEB programming includes:

• Partnerships with popular national radio programs, “Mike and Mike” on ESPN and Ryan Seacrest’s American Top 40, to promote the jingle to their listeners throughout the month.

• An “Incredible Edible Egg Jingle Contest” on AEB’s Facebook, encouraging fans to record their own rendition of the new jingle to win prizes. The contest will run through November 6, with winners chosen on November 12. The contest was featured on OnlineVideoContests.com, a popular video site, and is in cue to launch on VidOpp.com, another popular site.

• Thanks to several egg farmer “volunteers,” we created a video of farmers and their families singing the jingle, which is being posted to Facebook and YouTube to help promote the contest. View it here: http://tinyurl.com/8k57smr. The video has already received more than 1,900 views.

• Press materials were developed, including a release promoting the 35th anniversary of the jingle and the contest along with a fact sheet with “35 Reasons to Love Eggs.” The press kit reached media across the country on October 9 and was posted to PR Newswire. AEB also has plans to engage consumers via its online communities, including Twitter, Facebook and blogs.

To date, the press kit has a 11.4 percent open rate and 12.8 percent click-thru rate to date (industry average is 2 percent), and the press release has been picked up by 256 outlets.

Continued Inside...
World Egg Day in the Middle East

USAPEEC Middle East developed and published an advertorial featuring two recipes on U.S. eggs in the Pan Arab bi-monthly women’s magazine Al Hadeel, which has a circulation of 43,000 and a readership closer to 344,000, in celebration of World Egg Day.

The popularity of magazines is growing significantly in the Arab world due to such factors as advancement in education, increased number of working women, eagerness to gain new information and strong westernization.

U.S. exports of table eggs and egg products to the Middle East grew at an average rate of 26 percent in the past decade ending in 2011, and Jan-Jul 2012 export value increased 37 percent year-on-year. The region currently ranks number four by region market.

Key messages are included; The copy reads:

“Celebrate World Egg Day this October 12. Join all the countries around the world to share the joy of eggs through hundreds of activities aiming to promote the consumption of eggs and raise the awareness of the people of their benefits. Offer your family the opportunity for enjoying nutritious, safe and delicious meals prepared with U.S. eggs.

America’s egg farmers are committed to caring for animals and providing nutritious and affordable eggs to you. This commitment starts on our farms and continues through the egg’s journey from the processing plant, to the delivery truck, to the grocery store and then to your table. These carefully developed practices ensure delivering high-quality, great-tasting, wholesome eggs to tables all around the world.”

AEB’s World Egg Day Efforts

To celebrate World Egg Day, AEB conducted some fun social media outreach including: tailored tweets to celebrity egg fans such as Heidi Klum, Joy Bauer and Rachael Ray, asking how they plan to celebrate the day. Joy Bauer responded to our Tweet:

@IncredibleEggs: Happy #WorldEggDay @JoyBauer! Saw your tip on @todayshow to add protein like #eggs to bfast! What’s your fave #egg breakfast?
@joybauer: @IncredibleEggs @todayshow Egg white omelet bursting w/veggies! Heavy on fresh basil :)

“And Everyday with Rachael Day” also tweeted about World Egg Day: @RachaelRaymag: Today is WORLD EGG DAY! Click here if you don't know how to poach an egg...NOW! http://bit.ly/SSFtV

A Facebook post showcasing an e-card with egg-head likenesses of Prince Harry, Prince William and Duchess Kate wished fans a Happy World Egg Day and asked them how they think the royals are celebrating the day.

Continued from Cover Page

... Incredible Edible Egg Jingle

The jingle press kit has already exceeded the recent back-to-school press kit, which had a 10.9 percent open rate and 7.9 percent click-thru rate. Articles appeared in the Star Tribune and Agri-Marketing. AEB will continue pitching media over the next few weeks.

• AEB developed a ringtone of the jingle for smart phones that is available for free on IncredibleEgg.org.
• The state promotional organizations are already leveraging this national message locally through radio buys. These contacts also received the press kit for sharing with local media. Through the share button on Facebook, the state organizations are also sharing the contest details with their followers.

AEB is eggcited to reintroduce the iconic jingle to consumers.
For a writing class, Lisa Wooldridge, a 70-year-old egg lover from Houston, TX, picked the egg as a topic for an essay on her hero. She shared her essay, titled “The Egg … a Hero of Mine … an Object of Extreme Admiration,” with AEB along with a sampling of her egg art. In line with AEB’s Wake Up to Eggs campaign, Lisa outlines breakfast options and continues through the countless items eggs are included in. Why did she pick the egg as her hero?

In her introduction, Lisa writes, “As to people, I could not focus on a hero or heroine, so I let my mind wander, and it did that! What do I admire, an object—how about the multi-dimensional egg? I love to cook, and the egg is an essential ingredient in all types of dishes. It is known as the concrete of cooking.”

AEB sent Lisa an incredible prize pack for her truly incredible essay.

Throughout October, Subway Restaurants and America’s egg farmers are teaming up to help feed those in need. America’s egg farmers will donate an egg for every egg breakfast sandwich purchased from 6 to 11 a.m. at more than 2,000 participating SUBWAY restaurants throughout the Northeast.

The month-long campaign is part of the Good Egg Project, an initiative to help educate people about where eggs come from and to feed the hungry in the United States. Subway’s breakfast sandwiches are included in this month’s national promotion of “Buy One Six Inch Sandwich with a Drink, Get One Six Inch Sandwich Free.”

On Monday, October 8, AEB distributed five geo-targeted, tailored press releases to markets participating in this year’s Subway/Good Egg Project partnership to help feed the hungry. This year, more than 2,000 stores are participating in Dayton, OH; Washington, D.C.; Eastern Pennsylvania; Hartford/New Haven, Connecticut; and the New York Tri-State area. Combined, the releases have been picked up by more than 1,400 outlets. QSR Magazine picked up the news, and AEB is continuing to pitch local media.

The program is also supported with social media outreach, including geo-targeted posts on Facebook and weekly Twitter giveaways each Monday for up to two random winners who RT a Tweet with hashtag #subwaygoodegg.

Next week, AEB will be conducting radio giveaways for listeners in the participating Subway markets to drive listeners to their local Subway restaurants for breakfast. These efforts resulted in more than 6.9 million media impressions.

“Our 10-year partnership with Subway helped them introduce breakfast nationwide. We began working with their local store markets three years ago in around 500 Subway restaurants, so it’s thrilling to expand to more than 2,000 restaurants this year, all in the name of helping people in need,” said Joanne Ivy, president and CEO of AEB.

The donations will be made to six food banks on the East Coast, including Philabundance (Philadelphia); Capital Area Food Bank (Washington, D.C.); Second Harvest Food Bank of the Lehigh Valley (serving Allentown and the Lehigh Valley, PA); City Harvest Food Bank (New York City); the Connecticut Food Bank (serving Hartford and New Haven); and The Foodbank Inc. (Dayton, OH). These donations will go a long way in providing the high-quality protein food Americans need, which is often something food banks lack.

This donation is one of many that will be taking place across the Northeast this month, resulting in more than 350,000 eggs donated to help fight hunger. “The Subway franchisees in these markets are proud to join forces with America’s egg farmers and their commitment to feeding the hungry,” said a Subway spokesperson.

“The brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something. Because the brick walls are there to stop the people who don’t want it badly enough. They’re there to stop the other people.”

-Randy Pausch
American Egg Board’s Egg Product Marketing: Promoting the functional benefits of egg products to the food industry

858 MINTEL
new products with eggs introduced in 2011 - a 10% increase over 2010

2,000 Egg Science Lesson Plans reached college educators

20,000 visitors Were reached at IFT’s Annual Meeting & Food Expo® through AEB’s exhibit

RCA Chef developed 12 new formulations using dried & liquid eggs to inspire new product development

25% increase in visits @ incredible!
AEB.org/FreeManufacturers

20 R&D staff educated at Safeway Culinary Kitchens’ AEB product workshop

Trend expert Dr. Elizabeth Sloan addressed the Food Technology Advisory Council

AEB staff are teaching egg product functional and wellness benefits to multiple classes of bakers

12 educational videos on unique and multiple functional properties of egg products

FUNCTIONAL EGG.ORG
ENC recently published an article in the journal *Advances in Nutrition* titled “Exploring the Factors that Affect Blood Cholesterol and Heart Disease Risk: Is Dietary Cholesterol as Bad for you as History Leads us to Believe?”

The article is a review of a symposium that ENC sponsored at the Experimental Biology meetings last year. Symposium participants included Dr. Penny Kris-Etherton from Penn State University; Dr. David Katz from Yale University; Dr. Maria Luz-Fernandez from the University of Connecticut; and Dr. Kasey Vickers from the National Heart, Lung and Blood Institute (NHLBI).

Among other things, the article addresses much of the new clinical and epidemiological research that indicates that dietary cholesterol is not the “boogeyman” it once was thought to be. Some of the symposium presenters pointed out the difficulty in trying to tease out other dietary factors from dietary cholesterol when analyzing study results suggesting, in essence, that the presence of food components such as saturated fat, sodium, simple sugars and calories may well be the culprits in elevated disease risk and that dietary cholesterol may have been unfairly indicted by “the company it keeps.”

The article also briefly delves into the argument that prehistoric ancestors subsisted on a diet rich in cholesterol sources such as eggs, bone marrow and organ meat, so it makes sense that we would have evolved and adapted to thrive on cholesterol-containing diets.

A discussion of the current global view of dietary cholesterol is also addressed in the paper. One of the symposium presenters points out the fact that many countries in the European Union, as well as Korea, India, Canada, New Zealand and others no longer have a daily dietary recommendation for cholesterol, indicating their belief that other dietary factors are more culpable in the development of heart disease.

Finally, the paper addresses the implications of removing otherwise healthy foods from the diet in an effort to lower dietary cholesterol intake. It points out that eggs, for example, are a key source of high-quality protein, carotenoids, essential fatty acids, various vitamins and minerals and are one of the few dietary sources of choline, a key nutrient in fetal brain development. Removal of a nutrient-rich food such as eggs from the diet can make it harder to attain optimal intakes of any or all of these nutrients.

Overall, the paper represents a somewhat new and growing development in the nutrition science literature — a re-assessment of long standing beliefs about the foods we eat and the diets we prefer. With the troublesome and growing obesity epidemic in the United States and abroad, as well as alarming rates of Type II diabetes and other related conditions, this re-assessment is long overdue.

If you’re interested in receiving a copy of the paper, please contact Egg Nutrition Center at info@eggnutrition.org.

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**Calendar of Events**

**November**

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<th>Date</th>
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<tr>
<td>7-9</td>
<td><strong>AEB Board Meeting</strong></td>
<td>Austin, TX</td>
<td>Phyllis Summers</td>
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**January**

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<tr>
<td>29-31</td>
<td><strong>International Poultry Expo</strong></td>
<td>Atlanta, GA</td>
<td>Anne Sculthorpe</td>
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<td><a href="mailto:asculthorpe@poultryegg.org">asculthorpe@poultryegg.org</a></td>
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**February**

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<tr>
<td>20-21</td>
<td><strong>NE Poultry Industries Convention</strong></td>
<td>Norfolk, NE</td>
<td>Susan Joy</td>
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**March**

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<tr>
<td>12-14</td>
<td><strong>Midwest Poultry Federation (MPF) Convention</strong></td>
<td>St. Paul, MN</td>
<td>Theresa Neddermeyer</td>
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<tr>
<td>20-21</td>
<td><strong>AEB Board Meeting</strong></td>
<td>Chicago, IL</td>
<td>Phyllis Summers</td>
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<td>28-30</td>
<td><strong>URNER BARRY</strong></td>
<td>Las Vegas, NV</td>
<td>Lynn Dekovitch</td>
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**Send Calendar Items To:**

Ashley Richardson

**Industry Communications Director**

via arichardson@aeb.org
Internship Program

During a four-week period, ENC will have Tessa Adcock as its dietetic intern. Tessa is currently a master’s degree candidate in the Coordinated Program in Dietetics at the University of Illinois at Chicago. She is a Grinnell College graduate and holds an associate degree in Culinary Arts from the Culinary Institute of America. Tessa is already hard at work on several projects for ENC. Her foodservice and nutrition background make her an ideal fit for this internship.

“My passion for food and nutrition has really developed through the course of my academic accomplishments, in addition to my relevant work experiences,” shares Tessa. “I moved to Chicago after accepting a foodservice director position for the Organic School Project.”

State Support Spotlight – MO

Despite not having a full-time employee, the Missouri Egg Council does an incredible job leveraging its AEB State Support Funding through on-air television demos done by Jo Manhart and Kim Warkenthien — the Egg Ladies — who provide viewers with egg recipe ideas and tips. The demos air in five cities including St. Louis, Joplin, Springfield, St. Joseph and Kirksville.

In addition to the on-air time, the demos may appear online and rerun as part of late-night replays. The area’s most popular daytime TV show “Show Me St. Louis” reaches 180,000 viewers daily, commanding a 50 percent increase in viewership over the next closest competitor. This show hosts an egg cooking demo each month.

Four other stations are visited six times a year. With a wide array of recipes, the Missouri Egg Council has a great opportunity to spread the national message with local flair.

The average segment lasts about four minutes and allows the Egg Ladies plenty of time to present a new, current egg dish and convey AEB’s key messaging including affordability, versatility, nutrition and convenience. Thirty-six segments air live, while many receive a second life on line. Unpaid media time equals more than $89,000 of publicity, not including the online exposure, for The incredible edible egg™ each year.

This program earns more than 3.2 million media impressions throughout the year.