Philly’s Community Breakfast

On Wednesday, September 1, AEB fed approximately 220 members of the faculty and staff at Frankford High School in Philadelphia, PA, home of the “Rachael Ray” show’s Incredible Person Wilma Stephenson. R.W. Sauder Inc.’s Paul Sauder coordinated the breakfast that honored the teachers and staff’s dedication to education excellence! This provided an incredible opportunity to highlight what good eggs America’s egg farmers really are.

The local FOX station sent a camera crew, and they captured several soundbites from Paul about the breakfast and the Good Egg Project. They filmed a lot of footage, and we’ll keep an eye out for a segment to air. If the segment airs, we may post it on Facebook. Paul and his staff definitely have a great system going – they whipped up over 200 omelets in under an hour!

The host of speakers included: Joanne Ivy who spoke about GEP and introduced all the speakers and Paul who spoke briefly about the egg recall, highlighting that egg farmers follow strict guidelines and reassuring the audience the eggs are safe to eat, which drew some applause from the crowd.

He presented egg donations to AEB’s Incredible Person Wilma and Philabundance, the area’s largest food bank. Both donations were well-received.

USDA’s Kevin Concannon gave a brief talk about the importance of eating healthy for school children highlighting eggs as a great meal option. If you’re interested in seeing this footage, please let AEB know as it was recorded via flip cam.

The teachers seemed to have a great time, signing the pledge and snapping photos in the egg chair. The principal, pictured with Wilma below in the egg chair, seemed happy as well!

As shown on the “Rachael Ray” show, culinary arts teacher Wilma uses a “boot camp” style of teaching to show her predominantly underprivileged high school students how to cook healthy meals. She says when her students sign up to take her elective class they often don’t know how to hold a knife, let alone chop and prepare food. She also works with her students to help them win culinary scholarships to major universities so they have a chance at higher education.

American Egg Board
This year marks the end of the Howard Helmer’s full-time employment at the American Egg Board. As you know through 2011, he’ll remain with AEB on a part-time basis to handle specific projects, like the food publicity in national consumer magazines and be able to visit each state once during 2011.

We want to honor his 43 years of service to the egg industry at our upcoming November Board Meeting in Carlsbad, CA. And, AEB hopes to have World Record-level attendance at the Thursday night dinner honoring his incredible contributions.

He’s the world’s fastest omelet maker, twice earning the Guinness Book record for his high-speed eggsperience. Howard can cook up a whopping 427 omelets in a mere 30 minutes. He contends that even a slowpoke can turn out a perfect omelet in 40 to 60 seconds by following his technique.

Professional culinary groups, international chef societies, and restaurant and retail grocers associations worldwide have enthusiastically received him. Please make your reservations now to help honor Howard.

AEB’s November Meeting in CA

From the moment you enter through the gates of La Costa Resort and Spa, you are embraced by the picturesque beauty and leisurely charm of the coastal California lifestyle. Here within this quaint village setting, you’ll discover an idyllic Southern California getaway.

Nestled among 400 lush garden acres near the beach, this delightful hotel is a haven of comfort and escape. This is the perfect location for AEB’s November Board Meeting, November 3 - 5.

Walk in the footsteps of legends as you welcome the challenge of two championship golf courses. AEB’s annual Golf Outing will be held at the North Course at Carlsbad Golf Resort.

Please contact AEB’s Phyllis Summers, psummers@aeb.org or 847.296.7043, to receive registration forms and to secure your room at AEB’s group rate.

Forms are due to AEB by Thursday, September 30.

Schedule of Events

**WEDNESDAY, NOV. 3**
7:30 a.m. Executive Committee Meeting, private
12:30 p.m Shotgun start for the 18th Annual AEB Golf Scramble at the North Course at Carlsbad Golf Resort
6:30 p.m. Chairman’s Reception, at the hotel

**THURSDAY, NOV. 4**
8:30 a.m. Agricultural Education Committee
12:00 p.m. Lunch
1 p.m. Committee Meetings
6:30 p.m. Reception
7:15 p.m. Dinner honoring Howard Helmer

**FRIDAY, NOV. 5**
7:30 a.m. until 12:30 p.m. Board Meeting

Please plan your return flight no earlier than 3:00 p.m.
Howard Helmer was again well-received on his recent tour to Mexico, reported USAPEEC Mexico Director José Luis Cruz. Howard did his trademark omelet demonstrations at four events in Mexico City, Acapulco and Cancun.

In Mexico City, USAPEEC collaborated with the National Poultry Institute and Howard on a “Joy of Eggs” seminar. Targeting housewives, the educational seminar included lessons from a cadre of professionals that highlighted the nutritional attributes of eggs. The event brought out the local media and generated a brief report on Mexico’s leading morning television news program.

Helmer took part in promotional activities for Mexico’s National Poultry Institute (INA). These activities will lead up to the World Egg Day celebration in Mexico in early October. INA and USAPEEC are committed to developing joint educational programs to offer healthy and nutritional eggs and egg products to the Mexican people, said Cruz.

During the other three presentations in Acapulco and Cancun, Helmer taught “omeletology” using U.S. frozen liquid eggs, attracting more than 150 participants from the local foodservice sector. At each of the events and after Howard’s performance, attendees enjoyed cooking their own omelets under the Omelet King’s supervision. USAPEEC members also took part in the activities.

### e-Nutrition Research Update launches

The first issue of the newly redesigned *Nutrition Research Update* (NRU) e-newsletter launched on August 19. The 900+ recipients of this e-blast consisted of individuals in the ENC’s thought-leader/HP database, as well as those signed up for the e-version of *Nutrition Close-Up*.

To date, ENC has tracked a 32.9 percent ‘open rate’ for the NRU. The open rate is the percentage of those individuals emailed who opened the email.

ENC has received very positive direct feedback regarding the launch of the NRU e-newsletter. One recipient forwarded the e-newsletter to additional contacts, and we received only six requests to opt out of future e-mails. Another recipient contacted us and suggested that having the newsletter available in a print-friendly format so it can be shared with patients. ENC will incorporate this feedback into upcoming issues.

The next NRU e-newsletter is slated for distribution mid-October 2010. To sign up, visit EggNutritionCenter.org, and look for the green sign-up box at the bottom, left corner of the homepage.

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**Teaching the joys of eggs in Mexico**

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**Commercial returns with strong message**

“World record speed starts with a world class breakfast,” says Luke Meyers in AEB’s new commercial highlighting the importance of protein for breakfast. Once again the messaging is backed by Luke’s amazing agility and coordination in cup stacking powered by the protein found in eggs. Since Luke’s introduction in February 2009, he has continued his record-setting pace, setting new world records in 2010 in his age bracket.

The commercial also features a revised ending to signal the benefits of a protein-filled and convenient morning. Supported by online ads, TV advertising began airing Sept. 6.

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**Eggspression**

**“Motivation is simple. You eliminate those who are not motivated.”**

- Lou Holtz
The American Egg Board’s efforts during this recall

The voluntary recalls of shell eggs issued by Wright County Egg (August 13) and Hillandale Farms (August 18) of Iowa because of potential Salmonella contamination has brought an increased focus on the egg industry. While UEP and the Egg Safety Center (ESC) were the lead organizations on all recall specific activities, AEB worked hard to reassure and educate consumers about the safety and quality of their eggs.

AEB’s efforts immediately following the recall announcement focused on monitoring media and online conversations, forwarding inquiries to ESC and implementing a key word search program with Google, Yahoo and Bing to guide consumers looking for more information about the recall online to EggSafety.org.

Additionally, AEB coordinated the distribution of outreach and update information to key audiences (retailers, culinary schools, foodservice operations, mom bloggers, partners, food manufacturers and spokespeople). We regularly updated all online properties (AEB.org, Incredible Egg.org, Facebook and Twitter) and continue to do so as news coverage evolves. For example, we created and posted a draft alert banner, fact page and link to EggSafetyCenter.org on IncredibleEgg.org. The fact-page also includes a video from Jeffrey Saad on proper egg cooking and handling tips. Overall, consumer response on social media properties was limited and largely positive.

On Saturday, August 21, AEB fielded an overnight Omnibus survey of 2,000 people to measure consumer sentiment with regards to the recall. Key results included:

• 75% of consumers had heard about the issue.
• However, only 28% of consumers said this will affect how they eat eggs and of those, most (17%) said it will make them more careful about cooking eggs.
• Just 8% said they had stopped eating eggs.

A second survey was done the following weekend, on Saturday, August 28, to gauge the changes in consumer attitudes. The results remained fairly consistent, with the only significant shift being that a higher number of consumers said the recall gave them a more negative image of egg farmers (from 20% to 27%).

As news of the recall continued to expand, AEB began outreach to re-install confidence in eggs and educate consumers on proper preparation, handling and cooking techniques. On Tuesday, August 24, AEB issued a statement reminding consumers to thoroughly cook their eggs. The statement was picked up by more than 200 media outlets. On Wednesday, August 25, AEB ran a full-page advertisement in the Wall Street Journal, New York Times and USA Today. This same ad was also placed in the top daily newspapers in the country’s largest 25 markets.

In addition to print, AEB also used broadcast media to further the proper food preparation, handling and cooking message. We conducted a Satellite Media Tour (SMT) with Egg Ambassador and Registered Dietitian Liz Ward. Ward delivered the message that thoroughly cooked eggs are safe and included the signs of a thoroughly cooked egg (firm whites/yolks) using scrambled eggs and hard-cooked eggs for reference.

... Continued on next page
State Support—working at the local level

To date, AR, CA, NC and UT plan to run the Egg Recall radio spot recorded by Chris Pierce. While participating in state fairs, MN, NE and IL were among the state groups handing out a one page SE information sheet to fair goers. Most state directors were contacted by media and directed inquiries to the Egg Safety Center.

Leveraging a new retail partnership

Phil Lempert, the Supermarket Guru, is a new partner with AEB through its retail outreach efforts. AEB used the immediacy of his radio show to spread positive, appropriate messaging about the outbreak and recall. This information was also included in his eNews, as shown to the left. AEB’s contracted radio spots are for 60 seconds, but segments have been running 2 minutes and longer.

Foodservice responses

• A banner ad “Foodservice Egg Safety Materials” that links to the ordering page for egg safety materials and an egg recall-related statement with foodservice egg handling guidelines has been added to the foodservice section of AEB.org

• Press releases, blogs and tweets about the availability of egg safety materials have been distributed.

• Outreach to foodservice editors and culinary schools about available egg safety materials occurred.

• Development of a “Foodservice Egg Safety Materials” banner ad for existing online campaign with foodservice publications and non-commercial segment of the industry was completed.

AEB’s efforts during this recall

Continued from previous page...  The SMT was very strong with 27 interviews. During the SMT, a generic interview was also recorded and will be distributed by Ion Media Network, which owns and/or operates 60 broadcast television stations, including stations in each of the top 20 U.S. markets. The interview will air as a paid-for placement, similar to an ad or Public Service Announcement (PSA) in a commercial pod, throughout regular programming and during early morning newscasts. We also recorded a 60-second radio spot with egg farmer Chris Pierce that ran on national satellite radio from August 27 - September 2. The commercial was also made available to state organizations. Lastly, we enlisted Mr. Food to record a PSA on safe food preparation that will be used online.

We will continue to keep you posted on AEB’s efforts to reassure consumers about the safety of their eggs.

Egg product outreach efforts

• An Egg Products Are Safe Products press release was developed and sent to editors of the leading ingredient publications: Food Business News, Baking & Snack, Milling & Baking News, Food Product Design, Prepared Foods, Food Technology and Food Processing. Each shared this information with its audiences.

• New web banners were developed for use on AEB.org as well as key publications. All addressed the functionality of egg products with the following message that appeared in rotation: Egg Products Are Safe Products. All Egg Products Are Pasteurized. It’s Mandatory According to FSIS Regulations. Liquid, Frozen or Dried U.S. Egg Products Are The Safest In The World. To Learn More, Click Here.

• Our 20+ Functions supplement combined with the Egg Products Are Safe Products message was sent to 7,700 food manufacturers.

• The next issue of EGGSaminer newsletter will discuss the safety of egg products. This publication reaches more than 22,000 industry contacts.

• AEB recently sent an email blast offering our Egg Science & Technology Lesson Plan to professors. The new press release will be included.
AEB Advertising Update

August & September TV 2010

**Network TV**
- NBC Today Show
  - Dates: Sept. 13, 14, 15, 16, 20, 21, 22, 23, 24
- ABC Good Morning America
  - America this Morning
  - The View
  - Dates: Sept. 13, 14, 19, 21, 23, 24, 26
- CBS The Early Show I
  - The Early Show II
  - Saturday Early Show
  - Sunday Morning
  - CBS Morning News
  - Dates: Sept. 13, 15, 16, Sept. 13, 17, 20, 21, Sept. 4, 18, Sept. 5, Sept. 15

**Syndication TV**
- Dr. Oz
  - Dates: 9/13, 9/20
- Rachael Ray
  - Dates: 9/13, 9/20
- The Doctors
  - Dates: 9/13, 9/20
- Martha
  - Dates: 8/30
- Tyra Banks
  - Dates: 9/13, 9/20
- Live with Regis & Kelly
  - Dates: 9/13
- Disney Movies
  - Dates: 8/30

**Cable TV**
- Animal Planet
- Discovery Health
- Entertainment
- FOX News
- Great American Country
- Hallmark Channel
- Hallmark Movie Channel
- HGTV
- Lifetime Movie Network
- Oxygen
- Soapnet
- Style
- TBS
- The Food Network
- TNT
- USA
- Weather Channel

**Online 2010**

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<td>9/6 - 10/31</td>
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<td>Weight Watchers</td>
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<td>SheKnows</td>
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**Recall Response Advertising**

**Newspaper Print**

**Sirius & XM Satellite Radio**
Weekend: 6 a.m. - 9 p.m., Weekday: 6 a.m. - 9 p.m.: Fox News, FOX News & Talk, CNN, CNN Headline, MSNBC, CNBC, Bloomberg, ESPN, NFL Radio, MLB Network, Sports Nation, NASCAR, Oprah Radio, Martha Stewart, SIRIUS Radio and Radio Disney.

**Online Banner Ads**

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<td>MSN</td>
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Delivering results through social media

Social media outreach remains an important part of AEB’s Consumer Marketing program and a growing component of AEB’s other programs as well. Through a number of well-established social media sites, Consumer Marketing maintains an incredible presence with more than: 3 million moms through blogs; 210,000+ monthly unique visits on IncredibleEgg.org; 80,000+ fans on Facebook; 47,000+ views on Gather.com; 40 videos on YouTube.com; 623 Photos on Flickr and 1,430+ followers on Twitter.

Why is online outreach so important? Research shows that moms go online for shopping, banking, recipes and social networking, and 77 percent use search engines to find recipes. Incredible Egg social media platforms reach a combined 200,000 people per month.

These efforts are tracked through reporting on quantitative and qualitative information, and the ongoing strategy receives tweaks as needed. Here’s a look at the sites where AEB has a large presence:

**Facebook (FB)**—AEB’s Incredible Edible Egg fans are worth an estimated $9.9 million and spend $5.2 million more on eggs than non-fans. The conversations on the page include: recipes, food trend stories, current events, preparation methods, animal welfare, health and affordability. AEB’s FB fans are engaged through 6 to 7 posts a week with a theme for each day. Fans are encouraged to share stories through questions asked in the posts and picture for the Incredible Edible Egg’s profile picture.

In one month’s time, AEB acquired more than 10,200 “likes” via FB advertisements. Plans are also underway to expand chef Jeffrey’s FB presence through a video series to show his egg cooking techniques, answers to FB fan questions and quick egg cooking tips. AEB aims to increase cross-promotion with state association pages as well.

**Twitter**—AEB’s @incredibleeggs followers include news outlets, foodies, moms, bloggers, RDs, and agriculture groups like the American Farm Bureau.

Topics on the page include: recipes, current events, trends, preparation methods, animal welfare, health, affordability and consumer inquiries. These tweets help build blogger relationships. AEB strives to post multimedia content and lighthearted egg trivia and continues searching for other relevant Twitter users to follow.

**YouTube**—With 40 video uploads, 1,449 channel views and 16,619 upload views, AEB’s conversations on this online video outlet include How-to videos with Jeffrey/Howard, Eggs 101, AEB Luci advertising commercial, Howard Guinness Record and vintage clips and Hard-Cooking How To, which are the most viewed.

All AEB videos are posted on the AEB Channel, and these links are posted on Facebook/Twitter to drive traffic to the channel. Links are also provided to consumer egg videos on YouTube.

**Flickr/Gather**—On Flickr, a photo-sharing site, AEB has 146 contacts, 63 recipe photos, 174 Community Breakfast photos and 80 Farm to Table Tour photos. AEB often asks its contacts here to use egg/family-friendly photos as their Facebook profile photo, to post photos with robust captions to tell a story and link to Flickr group via Twitter and Facebook. On Gather, AEB has 603 group members. These conversations include: Jeffrey’s Egg Tuesday tips, How-to videos, Good Egg Project info and link to credible mom blogs. Gather features repurposed FB posts/photos.

**Mom Blogger Outreach**—includes nearly 70 “friends of eggs” and 260 posts since World Egg Day 2009. This conversation focuses on coupons, recipes, farm tours, cooking education and events like Easter, World Egg Day and Back-to-school. AEB monitors and conducts targeted outreach as well.
Breakfast at QSRs–more eggs then ever

AEB’s National Accounts’ strategy focuses on getting breakfast on the menu at every major Quick-Service Restaurant (QSR) chain and driving more sales with new products. AEB targets this segment because 83 percent of all breakfasts served outside the home are at QSRs (Datassentials Research, 2010). This strategy contributes to the fast-paced growth of breakfast away-from-home, even while other dayparts decline.

Chains without national breakfast programs, like Wendy’s and Taco Bell, are testing breakfast. Egg sandwiches and other egg dishes are now available nationally at Starbucks and Panera. The increased competition is making chains such as McDonald’s, Burger King, Dunkin’ Donuts and Hardee’s/Carl’s quicken the pace of new egg-related product launches and limited-time-offers. According to Datassential, nearly half of all QSRs are now serving breakfast, up from less than a third in 2006. In the last year alone, the number of QSR units serving breakfast has grown by almost 10 percent. There are more than 40,000 new QSR locations serving breakfast since 2006. With as many as 20,000 more locations potentially serving breakfast within the next few years and with more people eating eggs at QSRs, our focused strategy is critical to driving consumption.

ENC’s research grants approved

Egg Nutrition Center is thrilled to announce the 2010 ENC-funded Research Grants. With insight from the Scientific Advisory Panel, ENC selected research projects based on ENC’s strategic focus, long-term publication needs and scientific merit. Each research project is scheduled to begin this month. These projects include:

• Maria Luz Fernandez, Ph.D., Dept. of Nutritional Sciences, Univ. of Conn—Effects of Egg Intake on Reverse Cholesterol Transport and Insulin Resistance in Subjects Classified with Metabolic Syndrome
• David L. Katz, MD, MPH, FACPM, FACP, Director and Co-Founder, Yale-Griffin Prevention Research Center—Effects of Egg Ingestion on Endothelial Function in Adults with Coronary Artery Disease
• Mark Kern, PhD, RD, CSSD, School of Exercise and Nutritional Sciences, San Diego State Univ.—Effects of Consuming an Egg-Based Breakfast Combined with a Resistance Exercise Program on Body Composition and Serum Cholesterol Levels
• Lynn L. Moore, DSc, Associate Professor of Medicine, Section of Preventive Medicine & Epidemiology, Boston Univ. School of Medicine—Effects of Animal and Plant Proteins and Their Food Sources on Selected Cardiometabolic Risk Factors in Adults
• Theresa Nicklas, DrPH, Professor, Children's Nutrition Research Center, Baylor College of Medicine, Department of Pediatrics—Egg Intake, Diet Quality, and Healthy Lifestyle (NHANES data).