AEB launched the Incredible Fridge, an interactive application, on the Incredible Edible Egg Facebook page. Much like the focal point of the family kitchen, the Incredible Fridge is a place where users can honor their family and friends' accomplishments by posting them to the fridge door. Users are able to customize their post with their own photos and change the look and feel of every achievement with different papers and magnets.

Scattered around the Fridge are bonus features of egg recipes, fun facts and word poetry magnets. The egg recipes and facts support AEB’s overall messaging—lower cholesterol, protein and other nutritional benefits. The word poetry magnets serve as an extra point of interactivity, with words such as “breakfast” and “incredible” that users can move around to form fun phrases and sentences.

Additionally, AEB will be hosting an 8-week sweepstakes in conjunction with the application. When users share an achievement post on the fridge wall, they may voluntarily enter a sweepstakes by providing their email addresses. AEB will be randomly selecting seven winners throughout the sweepstakes period to win prizes such as an iPad, microwave, digital camera or set of pots and pans. All winners will also receive a gift card for a year’s supply of eggs. During the week leading up to World Egg Day, which falls on Friday, October 14, AEB will offer a coupon for all Incredible Edible Egg Facebook fans.

The Incredible Fridge launched on Tuesday, September 6 and saw more than 350 posts in the first day. In many of the posts, users wrote about serving their families eggs for breakfast to help them succeed. For example, one user posted, “My daughter works two jobs. She is such a hard worker. She eats eggs for breakfast frequently.” Another user wrote, “Made 100 on first-ever spelling test and first-ever oral reading test!! Needed real brain food from eggs to make it happen.”

It seems even the user-generated content of the Incredible Fridge app is supporting AEB’s brand messaging goals!
**Back-to-school coverage & eggs**

Media outlets across the country continue to encourage readers to feed their families nutritious, high-quality protein breakfasts during the back-to-school season. In a September 6 article, writer Catherine Thompson recommends hard-boiled eggs or tuna and egg salad sandwiches for a protein-packed school lunch.

Other egg-filled articles feature headlines like “Healthy Lunchbox Meals,” “Full Tummies, Calm Kids,” “Ask the Expert: No Need to Skip Breakfast” and more.


If you do not currently receive AEB’s weekly e-Media Update, please contact Ashley Richardson at arichardson@aeb.org.

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**Successful Webinar highlights protein**

On August 31, ENC hosted a Webinar with more than 360 health professionals. ENC Research Director Don Layman, Ph.D., and Registered Dietitian Advisor Eileen Behan, R.D., L.D., presented the popular topic. They focused on equal distribution of protein throughout the day, especially at breakfast and how this affects metabolism, satiety and weight management. Dr. Layman discussed the research behind the recommendations, and Eileen discussed meal options and the different kinds of protein. The evaluations of the 1.5 hour Webinar were positive, and participants received continuing education credits.

Below are some of the key comments from the participants:

- “The science was excellent, but the practical application with real food examples was the best part. It is possible with real food without lots of supplements to get 30 grams protein at a time.”
- “Dr. Layman's presentation was very eye-opening. As a dietitian, we are often told that Americans do a very good job of getting in the protein and grains that they need but lack fruits, vegetables and dairy. But his presentation gave a bit of a twist on this statement. And I enjoyed listening to various ideas of breakfast protein ideas from Eileen.”
- “This was a great presentation. I learned a lot and will use the information to help improve my clinical practice.”
- “One of the best Webinars I have attended in a long time. Interesting, informative and useful. Thank you.”

View the Webinar at EggNutritionCenter.org/page.cfm?page=videos.

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**Research award presented**

The 2011 AEB Research Award was recently presented at the Poultry Science Association Awards Banquet in St. Louis. This award is given to increase interest in research relating to egg science technology or marketing that has a bearing on egg or spent hen utilization. The award honors an author for a manuscript published during the preceding year. A. Brooke Caudill is this year’s honoree.

She graduated from North Carolina State University with a BS in poultry science with minor in microbiology. She studied for her MS in poultry science at Auburn University under the direction of Dr. Pat Curtis, who presented this award on behalf of AEB. Her thesis research focused on egg quality and safety, specifically the effects of commercial cool-water washing of shell eggs on functional and microbiological quality. While completing her degree, she was employed by Tyson Foods Inc. as a quality assurance superintendent. She graduated with her MS in 2007 and is currently working as a researcher for Marel Poultry Processing in GA.
New industry tool

Going beyond USDA’s Per Capita Consumption, the new AEB Demand Dashboard was introduced to the industry at AEB’s July Board Meeting. Its purpose is to provide more meaningful metrics to measure demand trends in the marketplace.

Agreements are in process to include ingredient figures for food manufacturing, which are the only demand figures currently not available; this data will be added shortly. The Dashboard also included consumer measures of egg and industry health and is available to the egg industry. AEB aims to update and track each set of data going forward. While no data is perfect, the Demand Dashboard should prove useful. For a copy, contact Joanne Ivy at jivy@aeb.org.

IDEA World of Fitness Conference

ENC attended the IDEA World of Fitness Conference in Los Angeles in August. It was ENC’s first conference with the fitness and personal trainer profession. This audience already has an increased awareness of the importance of exercise for improved health, weight control and strength in aging.

Earlier this year via a focus group, ENC learned that the personal trainers’ scope of practice does not include nutrition counseling; however, since this profession is seen by many as a role model of healthy living, ENC wanted to reach this group with accurate information about eggs and overall nutrition. More than 170 participants signed up for ENC’s newsletter.

ENC discussed the role of the whole egg, as many trainers eat multiple egg whites daily; the additional benefits of satiety; and the role of amino acid leucine. Many attendees were curious about the benefits of additional nutrients in specialty eggs. They appeared to have a basic knowledge about the eye health benefits of lutein, the infant brain development benefits of choline as well as the cardiovascular benefits of omega-3 fatty acids, but they wanted more information about eggs and nutrition. In fact, this group of exercise enthusiasts serves as a wonderful example of how eating eggs, while maintaining a healthy body weight and exercising regularly, can reduce the risk of most chronic diseases. ENC submitted a proposal to be on the program for IDEA World of Fitness 2012 to spread eggs’ incredible nutritional story.

Sponsoring excellence

The Excellence in Innovation (EII) Awards were begun by Prepared Foods, one of the premier publications for food formulators, nine years ago and is a unique opportunity to acknowledge outstanding product development teams and the innovation used to design and launch successful new products, while providing new products and companies with priceless worldwide exposure.

Co-sponsored by Prepared Foods and AEB, the 2011 EII Awards recognized innovative new commercial products introduced nationally during 2010-2011 and the inspirational teamwork and creativity that made these new products possible.

During the September 12 award ceremony in Naples, FL, AEB president and CEO Joanne Ivy presented the awards for Excellence In Innovation in two categories: Retail and Foodservice, to the following companies:

**Retail:**
First: Ticklebelly–brownie/blondie pops
Second: Schwans Freschetta Simply Inspired–frozen pizza
Third: CSM–Sensibly Indulgent Cupcakes

**Foodservice:**
First: TCBY–Super Fro-Yo Frozen Yogurt
Second: King & Prince Seafood–flavor-infused fish

Third: Awrey Bakeries, LLC–mini desserts

In addition to award recognition to the first place winners in each category, AEB provided a $2,500 honorarium to Johnson & Wales University, Denver, CO, on behalf of Ticklebelly and to Culinary Institute of American, Hyde Park, New York, on behalf of TCBY.
## September - October TV

### Network TV
- NBC Today Show: Week of 9/12, 10/10
- Today Show Saturday: 9/10, 9/17, 10/10
- Today Show Sunday: 9/11, 9/18, 10/10
- ABC America this Morning: Week of 9/12, 10/10
- Good Morning America: Week of 9/12, 10/10
- The View: Week of 9/12
- CBS The Early Show I: Week of 9/12, 10/10
- The Early Show II: Week of 9/12, 10/10
- Saturday Early Show: 9/10, 9/17, 10/10
- Metro Various Morning: Week of 9/12, 10/10

### Syndication TV
- Dr. Oz: 9/12
- Rachael Ray: 9/12, 10/10
- The Doctors: 9/12, 10/10
- INT Custom Daypart: Various

### Cable TV
- Animal Planet: Early Morning, Daytime including “Animal Zone” and “On the Wild Side”
- Cooking Channel: Early Morning, Daytime including “Everyday Italian,” “Emeril’s Fresh Food Fast”
- Entertainment: Early Morning
- Hallmark Channel: Martha Stewart, Original Lifestyle Block, Overnight
- HGTV: Morning, Daytime, Prime Access, Primetime
- Lifetime Movie Network: Lifetime Movies, Lifetime Movies Weekend
- Nick @ nite: Early Morning, Primetime
- Soap Network: Early Morning, Daytime
- TBS: Daytime
- The Food Network: Daytime including “Barefoot Contessa” and “30 Minute Meals,” Weekend
- TNT: Primetime in the Daytime
- TVLand: Early Morning, Prime Access, Prime, Weekend
- USA: Early Morning, Daytime including “Burn Notice,” Primetime includes “Law and Order SVU”
- Weather Channel: Early Morning including “First Outlook,” “Weekend View,” “Wake Up with Al,” and “Your Weather Today”

## September Magazine

### On Sale
- American Profile: 9/18
- Better Homes and Gardens: 9/20
- Country Living: 9/13
- Every Day with Rachael Ray: 9/20
- Healthy Cooking: 9/27
- Parenting: 9/13
- Redbook: 9/13
- Relish: 9/4
- Scholastic Parent & Child: 9/19
- Taste of Home: 9/27
- Woman’s Day: 9/20
- Women’s Health: 9/13
- Working Mother: 9/20

### Week of 9/12, 10/10
- American Profile
- Better Homes and Gardens
- Country Living
- Every Day with Rachael Ray
- Healthy Cooking
- Parenting
- Redbook
- Relish
- Scholastic Parent & Child
- Taste of Home
- Woman’s Day
- Working Mother
BREAKFAST BEAT

All-Day Success

Consuming Interest

Electronic Connections

New research to start

ENC is happy to announce the 2011 Grant and Fellowship Recipients. Contracts are in progress, and research should begin shortly.

Dissertation Fellowship

• Gina Wee, Penn State University, “Diet and health attributes of egg consumption”

Research Grants

• Ellen M. Evans, Ph.D., University of Georgia, “The EPHT Study: Eggs, protein and high-intensity training: A diabetes prevention program for postmenopausal women”
• Maria Luz Fernandez, Ph.D., University of Connecticut, “Egg effects on postprandial glucose, insulin and lipoprotein metabolism in diabetic subjects”
• Barbara A. Gower, Ph.D., University of Alabama at Birmingham, “An egg-based breakfast maintains metabolic flexibility in older adults”
• Elizabeth J. Johnson, Ph.D., Tufts University, “The effect of consumption of 2 eggs per day for 6 months on cognitive function in older adults”
• Jill Kanaley, Ph.D., University of Missouri, “Effect of a high protein breakfast on glycemic control, insulin sensitivity, and cell function in individuals with type 2 diabetes (T2D)”
• Tanja V.E. Kral, Ph.D. University of Pennsylvania, “Comparison of the satiating properties of egg- versus cereal grain-based breakfasts for appetite and energy intake control in 8- to 10-year-old children”
• Jeff Volek, Ph.D., R.D., University of Connecticut, “Effect of incremental increases in dietary carbohydrate on saturated fat levels and blood borne risk markers for cardiovascular disease.”

Breakfast Beat reaches QSRs

Issue three for 2011 of the Breakfast Beat newsletter is enclosed. This Quick Service Restaurant-focused (QSR) quarterly publication contains data and insights concerning the growth and opportunities that exist for eggs and the breakfast daypart. This information assists QSR operators in starting or expanding a breakfast program.

Some of the topics of interest in this issue include: the trend toward all-day breakfast; healthy menus and restaurant nutrition labeling; new breakfast menu introductions at several major chains; and egg white sandwiches on the QSR menu.

A “Did You Know?” sidebar contains the latest information on egg nutrition. One additional issue is planned for 2011. In the upcoming year, Breakfast Beat will continue to focus on the eggspending opportunities for eggs in the growing QSR breakfast market. For more information on this newsletter or if you have foodservice operators you want to have added to the distribution list, contact Alice Heinze at AEB.

National Day of Service

The September 11th National Day of Service and Remembrance was established into law by the Edward M. Kennedy Serve America Act in 2009 and is consistent with President Obama’s overall call to service, United We Serve.

This year, more than 1 million Americans were expected to serve in their communities in honor of 9/11. AEB and ENC’s staff shared personal efforts to do so. One baked cakes, frosted with cool whip and decorated as an American flag, and then delivered them to five area fire stations. A few made a point to give blood; one donation can help save the lives of up to three people making this gift an ideal way to honor the memory of the injured and fallen including first-responders, survivors and others.

Some at AEB opted to do for traditional American pastimes like watching baseball games, spending time outside and participating in children’s games like a spoon and egg run, water toss and scavenger hunt. Area memorial services also served as a special way to spend the day.

More than anything, the staff at AEB enjoyed spending the day with loved ones and remembering all those who have sacrificed for the freedoms Americans enjoy every day.
Community Breakfast in Joplin

AEB hosted another Good Egg Project breakfast in Joplin, MO, in appreciation of the community that was devastated by the May tornado. On a recent Saturday morning, AEB fed a diverse group of Joplin volunteers, firefighters, tornado victims, college students and more. Each person had their own incredible story to tell and mentioned how much the breakfast and donation meant to them, their friends and families. Chef Jeffrey Saad and egg farmers Craig Willardson and Jerry Welch spent time visiting with each attendee and listening to their stories.

Along with the breakfast, Moark LLC donated 54,000 eggs to the Ozarks Food Harvest, a local food bank that has been integral to the relief effort in Joplin. Folks expressed sincere gratitude to have the support of their local egg farmers in the fight against hunger, especially in light of the recent tornado, as many have not had eggs in several months.

The generous donation and breakfast were well-covered by the local media. In the days leading up to the event, several online and broadcast outlets promoted the breakfast and donation. Additionally, several CBS/FOX and ABC/NBC news programs attended the event on Saturday and interviewed Jerry Welch of Moark, Chef Jeffrey Saad and Candice Haines of CCF Brands, and the Joplin Globe ran a follow-up article in its Wednesday food section, featuring a profile of Chef Jeffrey, his favorite egg recipes and briefly mentioning the breakfast. SEKInfo.com and Joplin.com encouraged folks to come to the event. The local ABC affiliate conducted a live interview with Ozarks Food Bank representative Denise Gibson. Jo Manhart of the Missouri Egg Council did a great job of promoting the event on Joplin’s “Carol Parker Show.” KOAM (CBS/FOX) and KODE (ABC/NBC) ran stories on at 6 p.m. and 10 p.m., respectively.