

incredible!

NEWS FROM AEB

September 2012 Editor: Ashley G. Richardson

Back-to-School Results



Join AEB in Austin, TX!

There's always much to do, discover and see in Austin, TX. And Barton Creek Resort & Spa – the location for AEB's November 7-9, 2012 Board meeting – is minutes from it all.

Besides being the state capital and home to The University of Texas, Austin is home to a world-renowned music scene and is an arts and cultural center. This graceful river city is also the gateway to more than 32,000-square-miles of Texas Hill Country and is full of recreational opportunities.

AEB's 20th Annual Golf Scramble will be held at Fazio Canyons, designed by the legendary golf designer Tom Fazio. This is the first resort course in TX to be certified as an Audubon International Signature Sanctuary and was designated as a Certified Signature Sanctuary in 2003.

Continued Inside...

Back-to-School coverage has garnered nearly 33 million impressions, exceeding AEB's goal of 25-30 million impressions. The following are highlights:

The back-to-school audio news release (ANR) with Chef Jeffrey Saad aired on Bloomberg Radio/Radio America, generating 8.7 million impressions through 729 radio airings.

"The Daily Buzz" segment with Jeffrey aired along with a short summary on the Daily Buzz's website, driving viewers to IncredibleEgg.org.

The NBC Chicago segment with Jeffrey showcased two of his cookbook recipes—Poached Egg & Arugula Bruschetta and Bacon & Gruyere Quiche.

The Staten Island Advance

As Easy as 1-2-3 WAKE UP TO EGGS
For Back-to-School Breakfasts

There are many misconceptions about eggs, but the truth is, eggs are a nutrient-rich, convenient and affordable breakfast for kids heading back to school. Wake up in the middle of eggs and egg-crazy goodness with these interesting facts!

- 14% LESS CHOLESTEROL** (per 1/2 large egg compared to 1 whole egg)
- 64% MORE VITAMIN D** (per 1/2 large egg compared to 1 whole egg)
- 50% PROTEIN** (per 1/2 large egg compared to 1 whole egg)
- 70 CALORIES** (per 1/2 large egg compared to 1 whole egg)
- 15¢ AN EGG** (per 1/2 large egg compared to 1 whole egg)
- 90 SECONDS** (per 1/2 large egg compared to 1 whole egg)
- 7-11 a.m.** (per 1/2 large egg compared to 1 whole egg)

www.IncredibleEgg.org

The "Mr. Food" segment aired on August 22 and received 96 placements, garnering 1.6 million impressions.

The "Mr. Food" newsletter went to approximately 1 million subscribers, highlighting five easy egg recipes for back-to-school.

(190,842 impressions) published an article on September 3 that talked about foods that can help children increase brain power, such as eggs.

Continued Inside After Board Meeting Details...

American Egg Board

P.O. Box 738, Park Ridge, IL 60068 | ph: 847.296.7043 – fax: 847.296.7007 | AEB.org | GoodEggProject.org | IncredibleEgg.org

Responding to the Recent Study in *Atherosclerosis*

The Egg Nutrition Center (ENC) and AEB vehemently disagree with the results of a recent study in *Atherosclerosis* that indicates egg consumption can be almost as large a coronary risk as smoking. ENC conducted an internal review of the study and asked for an external review from three epidemiologic experts. Each expert found a number of flaws with the study.

ENC/AEB's statement addresses some of the methodological flaws in the study but does not go much further than that. We felt this was the appropriate tone for information that may get picked up by the media.

In the near future, ENC plans to write about this article in its communications: blogs, *Nutrition Close-Up* newsletter and *Nutrition Research Update*, its online science journal. Plans are underway to obtain quotes from epidemiological experts as well as other information to emphasize ENC's stance more forcefully.

Below are the key statements ENC/AEB shared in response to this article:

- The comparison between egg yolks and smoking is not a valid one. It goes without saying that smoking is widely considered one of the most harmful activities when it comes to personal health and wellness.

- Decades of independent research confirms that dietary cholesterol in eggs has little effect on blood cholesterol levels. Some of these studies have also

looked at people with existing heart disease and eating an egg a day did not increase their risk for cardiovascular disease or for stroke.

- Canadian health care professionals are far more concerned with overall diet. To help reduce the risk of cardiovascular disease or stroke, one may want to limit the intake of saturated fat and trans fat — two areas of concern that the recent University of Western Ontario (UWO) study failed to include in its review.

- Regarding the study, it is surprising that important factors like saturated fat and trans fat intake, alcohol intake, exercise, waist circumference and HDL/LDL cholesterol were not considered or factored into the findings. Problematic also is the study's observational nature—the researchers based their findings entirely on self-reported consumption data and the subjects' egg intake is not verifiable.

- Eggs have always been an excellent choice for a healthy diet. They're low in saturated fat, contain only 70 calories per egg and have no trans fat. Eggs are one of nature's most nutritious foods and the egg yolk is the major source of the egg's vitamins and minerals. Eggs can be part of a healthy balanced diet; Canada's Food Guide recognizes two eggs as a serving in the Meat and Alternatives group.

For more information about ENC's efforts, please contact Dr. Mitch Kanter, 847.296.7055 or mkanter@eggnutritioncenter.org.

Discovery Education



In partnership with Discovery Education, the Be A Good Egg Contest ties together egg education, donation and the opportunity for students to “do good” by voting for their school to win an educational grant. More than

1 million teachers who subscribe to Discovery's network received an e-blast with contest details. In mid-September a similar e-blast reached 10,000 PTO subscribers, enhancing the visibility of the archived virtual field trip, as well as webisodes and the contest.

Visit to view the current leader board: <http://tinyurl.com/8qd9ujg>.

...Continued from Cover Page Back-to-School Results

The Kansas City Star (700,000 impressions) featured an article on August 27 about back-to-school breakfast ideas, including AEB's Microwave Scrambled Eggs recipe.

The Detroit News (515,000 impressions) ran an article on August 30, featuring back-to-school tips and four recipes from IncredibleEgg.org.

In addition to Back-to-School coverage, the **Discovery Education Be a Good Egg Contest** has received 13,601 entries, 4,198 more entries than last week. @DiscoveryEducation (53,537 followers) tweeted about the contest, linking to @IncredibleEggs.

State-Related Calendar of Events

Below is a sample of events using State Support funding to promote eggs locally. Please submit your events to Jacinta LeDonne for future listings. More details on any specific event are available from the contacts listed.

SEPTEMBER

25 **MOMS@WORK**
WINSTON-SALEM, NC
CONTACT: JAN KELLY
egg lady@ncegg.org

28 **MOMS@WORK**
CHARLOTTE, NC
CONTACT: JAN KELLY
egg lady@ncegg.org

28 **WOMEN@WORK**
DURHAM, NC
CONTACT: JAN KELLY
egg lady@ncegg.org

TBD **MONTHLY ON-AIR DEMO**
ST. LOUIS, MO
CONTACT: JO MANHART
jmanhart@juno.com

OCTOBER

3 - 14 **MS STATE FAIR**
JACKSON, MS
CONTACT: JENNIFER THOMPSON
jennifer@mdac.ms.gov

4 **FARM CITY DAY**
HARRISBURG, PA
CONTACT: PAUL HOSTETTER
phostetter@pennag.com

5 - 6 **KEYSTONE INTERNATIONAL**
HARRISBURG, PA
CONTACT: PAUL HOSTETTER
phostetter@pennag.com

11-12 **NC STATE FAIR**
RALEIGH, NC
CONTACT: JAN KELLY
egg lady@ncegg.org

20 **REGIONAL FACS MEETING**
RICHMOND, VA
CONTACT: CEIL GLEBOCKI
virginiaegg@cox.net

TBD **MONTHLY ON-AIR DEMO**
ST. LOUIS, MO
CONTACT: JO MANHART
jmanhart@juno.com

NOVEMBER

7 **SYSCO HEALTH PROFESSIONAL CONFERENCE**
RICHMOND, VA
CONTACT: CEIL GLEBOCKI
virginiaegg@cox.net

9 - 10 **PA GOURMET**
HARRISBURG, PA
CONTACT: PAUL HOSTETTER
phostetter@pennag.com

State Support Program Spotlight—Mississippi



September 2012 – The Mississippi Egg Marketing Board has taken to the airwaves this year in an effort to further spread the Wake Up To Eggs messages.

Marketing strategies included a statewide radio campaign using American Egg Board commercials.

The campaign runs March, April, May, November and December. Using AEB dollars, the ad campaign garners 750 commercials for an average \$26.50 per commercial. The markets bought included Jackson, Hattiesburg, Meridian and Batesville/Oxford. The coverage of these combined stations is from Memphis to the Gulf Coast and from east of Meridian to the Mississippi River covering about 80 percent of the state. Two major markets were covered, garnering more than 516,800 gross impressions that reached a total of 189,800 different people. In addition, two smaller market buys brought in over 259,000 impressions, for a total of more than 776,000 media impressions.

These figures do not account for various in-person activities. The Mississippi Egg Marketing Board will be at the 153rd annual Mississippi State Fair next month. This 10-day event attracts nearly 700,000 visitors. The MS Egg Marketing Board sponsors a booth that includes free photos in the egg chair, recipes and giveaways. Senior adults visiting the booth on “Senior Day” are presented with *incredible* aprons and potholders.

In addition for 2012, the MS Egg Marketing Board will sponsor an “Egg Bowl Giveaway” with a drawing for a family 4-pack of tickets and tailgating package to the MS Egg Bowl (Mississippi State vs. Ole Miss). Visitors to the booth can register to win. Make sure to stop by, and say hello!



QSR Breakfast Growth Continues

Datassentials is an AEB research partner that analyzes trends based on a data base of menus from more than 6,000 U.S. restaurants. Following are mid-year 2012 highlights from their recently released “Egg Menuing: Breakfast and Beyond Volume 9” report.

Breakfast item penetration growth rate, the percent change in restaurants that offer breakfast, has increased across all restaurant segments over the past five years. In the Quick Service Restaurant (QSR) segment, the 5-Year Penetration Growth Rate has increased by 8 percent from 2007 to 2012.

With consideration for the number of units in chain restaurants, breakfast penetration in the QSR segment has increased by 45 percent from 2007 to 2012.

The QSR segment maintains the largest share of breakfast overall, and this segment has shown a growth of 8 percent over the past five years from 76 percent in 2007 to 82 percent in 2012.

Among QSRs with new breakfast items, the percent that feature eggs has increased considerably over the last five years. Egg incidence among newly added breakfast items at QSRs was 28 percent in 2007 and increased to 39 percent in 2012, a 39 percent increase.

Over the past five years, the incidence of hot Breakfast Sandwiches at QSRs has increased by 13 percent from 16 percent in 2007 to 18 percent in 2012.

Hot Breakfast Sandwiches continue to be the top breakfast item menued at QSRs, comprising an 18-percent share of breakfast items in this segment.

These insights continue to demonstrate the great opportunities for eggs at QSR breakfast, AEB’s primary target. For further information on the Datassentials egg menu trend report, contact Kevin Burkum (847.296.7043 or kburkum@aeb.org).



Visit ENC’s Updated Website



New improved features on the refreshed EggNutritionCenter.org include the *Nutrition News* and *Hot Topics* areas located on the homepage. These areas will be updated regularly with new research studies and nutrition items of interest.

You can now easily navigate the site and find your favorite items such as egg facts, nutrition and research, Continuing Professional Education (CPE) opportunities, patient/client materials, recipes and more. Researchers can check out the ENC Grant Program

page for relevant information. Bookmark and visit EggNutritionCenter.org for great nutrition updates.

Eggs to Mexico

Mexico continues to face severe shortages of table eggs due to the *Avian Influenza* (AI) outbreak that has been plaguing the country since late June. The strain hit the heart of the leading local egg producing region – known as Los Altos de Jalisco – with perhaps the highest concentration of egg laying farms worldwide, reported USAPEEC Mexico Director Jose Luis Cruz.

The state of Jalisco represents 55 percent of total egg production in Mexico. The Mexican Department of Agriculture’s Food Safety and Animal Health Authority (SENASICA) has reported more than 122 million layers in Jalisco have been vaccinated for the H7N3 strain of avian influenza. To date, the virus has primarily affected egg laying farms. Since early August more than 2,000 metric tons of U.S. table eggs and breaking stock have entered Mexico with additional truckloads expected in coming weeks, according to industry sources.

USDA’s Agriculture Marketing Service (AMS) has been a tremendous help to U.S. egg exporting companies. USDA has indicated they also need the U.S. egg industry’s assistance by ensuring table eggs originate from a National Poultry Improvement Plan (NPIP) monitored flock for highly pathogenic avian influenza virus.

USAPEEC Mexico staff also continues to closely work with U.S. exporting companies to clarify any concerns regarding export documentation and shipping container labels and other related documentation.

National Media Schedule

AEB's advertising appears in the following print issues: **August Issues:** Better Homes and Gardens on-sale date: 7/17; Country Living on-sale date: 6/26; Eating Well on-sale date: 6/26; ESPN the Magazine on-sale date:

8/10; Good Housekeeping on-sale date: 7/12; Men's Health on-sale date: 6/26; Men's Health bonus 1/3 unit on-sale date: 6/26; Men's

Journal on-sale date: 7/13; Prevention on-sale date: 7/5; Prevention tablet execution tappable content on-sale date: 7/5; Shape on-sale date: 7/23; Taste of Home on-sale date: 8/1; Women's Health on-sale date: 6/26; Women's Health Bonus 1/3 unit on-sale date: 6/26.

September Issues: Better Homes and Gardens on-sale date: 8/21; Better Homes and Gardens e-newsletter on-sale date: 8/21; Eating Well on-sale date: 8/28; ESPN the Magazine on-sale date: 9/7; Everyday with Rachael Ray on-sale date: 8/7; Everyday with Rachael Ray tablet takeover on-sale date: 8/7; Food Network Magazine on-sale date: 8/7; Food Network Magazine enhanced tablet slideshow on-sale date: 8/7; Kraft Food & family on-sale date: 8/17; Parenting on-sale date: 8/14; Parenting bonus 1/3 unit on-sale date: 8/14; Shape on-sale date: 8/20; Shape bonus 1/2 page unit on-sale date: 8/20; Working Mother on-sale date: 8/2.

October Issues: Cooking Light on-sale date: 9/14; Country Living on-sale date: 9/11; Country Living 1/3 Advertorial on-sale date: 9/11; Dash on-sale date: 9/5;

Dash e-blast on-sale date: 10/12; Everyday Food on-sale date: 9/24; Everyday Food Bonus 1/2 page on-sale date: 9/24; Good Housekeeping sale date: 9/13; Good Housekeeping 1/3 unit on seepers page on-sale

August					September					October			
29	5	15	19	26	2	9	16	23	30	7	14	21	28
	Print												
Display													
Search													

date: 9/13; Men's Health on-sale date: 9/11; Men's Journal on-sale date: 9/14; Men's Journal Bonus 1/3 unit on-sale date: 9/14; Parenting on-sale date: 9/11; Parenting bonus 1/3 unit on-sale date: 9/11; Prevention on-sale date: 9/1; Prevention bonus unit and promotional listing on-sale date: 9/1; Prevention tablet execution slideshow on-sale date: 9/1; Redbook on-sale date: 9/11; Redbook 1/3 promotional unit on-sale date: 9/11; Women's Health on-sale date: 9/11; Working Mother on-sale date: 9/13; Working Mother bonus full page unit on-sale date: 9/13.

Online (Display) Advertising Update: Audience on Demand 7/30/2012-10/31/2012; All Recipes 7/30/2012-10/31/2012; All Recipes Breakfast & Brunch hub sponsorship 9/1/2012; All Recipes Recipe of the Day takeover 9/3/2012; Livestrong 7/30/2012-10/31/2012; Livestrong homepage takeover 8/28/2012, 9/25/2012, 10/30/2012.

Search Advertising Update: Search/mobile campaign with egg-specific keywords, recipes and copy 1/1/2012-12/31/2012; Facebook Ads: World Egg Day, holidays 10/12/2012-12/31/2012.



35th Commemorative Egg

The White House shared the official photograph of AEB Chairman Chris Pierce, President, Heritage Poultry Management Services, Annville, PA, presenting First Lady Michelle Obama the 35th Commemorative Egg on behalf of America's egg farmers alongside AEB President Joanne Ivy.

President Obama attended the presentation as did their daughters Malia and Sasha and Bo, the first dog, who appeared in a promotional video for the White House Easter Egg Roll.

USAPEEC Japan

On October 31 in Tokyo, USAPEEC Japan will conduct a bakery seminar featuring U.S. dried egg products at Iwase Esta, a leading company of ingredients for confections and bakeries. An audience of approximately 100 professionals from bakeries and confectionaries as well as the press is expected.



The seminar will consist of a lecture by QP Egg Corporation's Mr. Tsukasa Ichimura on the benefits and quality of processed egg products, and a demonstration by Chef Jiro Fujimori, an owner of BIGOT Tokyo Bakery. Mr. Fujimori is one of the most famous bakery chefs in the nation and has published many books on baking. He has five stores in Tokyo and Kanagawa prefectures. He will demonstrate original recipes using both dried whole egg and egg yolk.

Speakers' Bureau Update

This year, AEB's Speakers' Bureau has reached more than 100 groups and educated these audiences about the farm-to-table process and modern egg production.

AEB continues to refine the process in order to make it as easy as possible – including the reminder process for speaker engagements. Here's what speakers will receive going forward:

- Laurie Fallon, a Center for Food Integrity employee, will send the speaker a Speaker Placement Form once she schedules and confirms the speech.

- Ten days out from the speech, the speaker receives his/her e-packet from AEB including the Speaker Placement Form, map and evaluations. Laurie and the club contact for this speech will be copied on this email.

- Speakers should return their evaluations to AEB either by mail or by email to Karen Muir, kmuir@aeb.org. Please feel free to share any unusual feedback or insights or any other comments that might be useful to other speakers.

Please remember to respond to Laurie's emails about possible speaking engagements within 24 hours. She has contacted these civic groups as a representative of America's egg farmers and the speaker's company, and she needs to respond to these groups as soon as possible.

If any trained speakers want additional speaking opportunities in 2012, please let AEB's scheduler Laurie (913.486.4706 or Laurie.Fallon@foodintegrity.org) know immediately. AEB can schedule approximately 70 additional speeches and remain within 2012's budget.

For 2013, AEB is exploring expanding the Speakers' Bureau into schools. If you're interested, please let Ashley Richardson, 847.296.7043 or arichardson@aeb.org, know. Thank you again for your support of this program.

Success with 2012 Print Plans

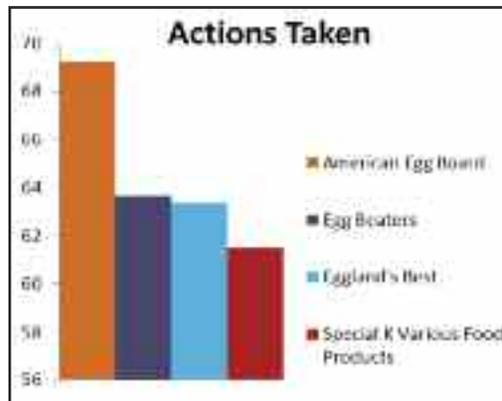
After reviewing the first part of the 2012 print plan, AEB is far exceeding its competitors, especially looking at Actions Taken by readers who saw AEB's ads. The Actions Taken measurement is a compilation of various individual actions including:

- More Favorable Opinion
- Visited Website
- Looked for More Information
- Recommended the Product
- Consider Purchasing the Product
- Purchased the Product
- Saved the Ad.

AEB's success in Actions Taken is partially a result of the relevant ad positioning secured within each publication.

AEB consistently ran its ads alongside relevant content such as healthy egg recipes as well as breakfast and healthy lifestyle content.

This 2012 print plan also outperformed the rest of its category (Dairy, Produce, Meat and Baked Goods) by 3 percent.



MONTHLY Eggspression

"That proves you are unusual," returned the Scarecrow; "and I am convinced that the only people worthy of consideration in this world are the unusual ones. For the common folks are like the leaves of a tree, and live and die unnoticed."

-L. Frank Baum

INDUSTRY Calendar of Events

OCTOBER

9-12 **UEP ANNUAL MEETING**
SAN DIEGO, CA
CONTACT: LINDA REICKARD
563.285.9100
lindareickard@netins.net

15-17 **EGG PRODUCT SCHOOL**
AUBURN, AL
CONTACT: REGINA CRAPPS
334.844.7456
crappre@auburn.edu

NOVEMBER

7-9 **AEB BOARD MEETING**
AUSTIN, TX
CONTACT: PHYLLIS SUMMERS
224.563.3712
psummers@aeb.org

JANUARY

29-31 **INTERNATIONAL POULTRY EXPO**
ATLANTA, GA
CONTACT: ANNE SCULTHORPE
678.514.1976
asculthorpe@poultryegg.org

MARCH

12-14 **MIDWEST POULTRY FEDERATION (MPF) CONVENTION**
ST. PAUL, MN
CONTACT: Theresa Neddermeyer
763.682.2171
theresa@midwestpoultry.com

20-21 **AEB BOARD MEETING**
AUSTIN, TX
CONTACT: PHYLLIS SUMMERS
224.563.3712
psummers@aeb.org

SEND CALENDAR ITEMS TO:

ASHLEY RICHARDSON

INDUSTRY COMMUNICATIONS DIRECTOR

VIA arichardson@aeb.org

Reaching Tablet Users

For the rest of 2012, AEB secured four tablet enhancement opportunities with Food Network, *Prevention* and *Everyday with Rachael Ray* to align with the back-to-school time period. These ads were focused toward tablet users and helped influence consumer engagement.

The Food Network execution ran during the September issue and utilized a slideshow that allowed users to scroll through different facts about eggs. AEB ran two enhanced ads with *Prevention*; one in August and October issues. The August execution utilized five hot spots as tappable content which allowed users to access these same facts about eggs by clicking on various parts of the ad. The October execution utilized a slideshow similar to the enhanced ad that ran in Food Network.

The Rachael Ray tablet takeover was executed with the September issue, and gave AEB a 100-percent share of voice on the application. Throughout the application, users were given six different AEB ads.



Reaching Health Professionals

ENC hosts a Health Professional Advisory Panel of independent allied health professionals with expertise in its target audience of health professionals (HPs). This group helps foster relationships and educate HPs on ENC's key nutrition and health messages.

Neva Cochran, MS, RD, LD and one of ENC's Health Professional Advisors (HPAs), was recently quoted in the *Dallas Morning News* blog about eggs: <http://healthblog.dallasnews.com/2012/09/say-yes-to-the-egg.html>. Neva provided a lot of the information for the post as well as one of ENC's recent news releases. She posted the links on her Twitter, Facebook and Pinterest sites-lending her credibility to ENC's messages!

Another HPA Mary Donkersloot, RD, was featured on the Oldways/MedAlliance website discussing her professional outlook about eggs and her private practice.

The blog posting "All About Eggs A Q&A with Mary Donkersloot" included pictures from AEB's recipes: <http://oldwayspt.org/blog/all-about-eggs-qa-mary-donkersloot-rd>.



Enclosures

- *Nutrition Close-Up* • *Super Powers, Simple Ingredients*