Join Us in Savannah, Ga.

The American Egg Board’s upcoming Board Meeting will take place at the newly reimagined Westin Savannah Harbor Golf Resort & Spa.

Continually ranked on numerous must-visit lists, Savannah combines Southern charm and modern luxury. Located in the heart of the historic Savannah River District, this premier resort is not far from fantastic shopping and nightlife but removed just enough for tranquility.

On Wednesday with a 12:30 p.m. shotgun start, AEB’s 21st Annual Golf Scramble will be held at The Club at Savannah Harbor, home of the internationally televised Liberty Mutual Insurance Legends of Golf, part of the PGA Champions Tour. Both Mulligans and Yardstick Mulligans will be available that will benefit the Park Ridge’s Maine Township Emergency Food Pantry.

Sponsored by Hartmann, Pactiv LLC and Tekni-Plex, the Chairman’s Reception will be held Wednesday evening from 6:30 p.m. to 7:30 p.m.

Thursday morning the Executive Committee will meet. Following lunch and the announcement of the Golf Awards, AEB’s Committee Meetings will meet from 1 p.m. to 5 p.m.

Thursday’s Reception & Dinner, sponsored by Big Dutchman USA and Sanovo/Staalkat, will be hosted outdoors at the Westin on the Harbor Lawn. On Friday, AEB’s Board Meeting will run from 7:30 a.m. until 11:30 a.m. All registration forms, golf forms and payments must be received at AEB’s office by Wednesday, October 2 at 5 p.m. Please see the enclosed forms for the complete details.

Questions? Please contact Gwen Ramirez, gramirez@aeb.org or 224.563.3712.
ENC’s Breakfast Infographic

As shown on the following pages, Egg Nutrition Center’s recent infographic highlights the benefits of eggs at breakfast and as a part of a healthful diet. This infographic will be used with health professionals who will leverage it with their clients.

The evidence-based infographic captures the benefits of eggs-at-a-glance insights. The infographic features:

- Key Egg Research
- The Beneficial Nutrients in Eggs, including High-Quality Protein
- How to Pair Eggs with the Company They Deserve for a Well-Balanced Breakfast.

The infographic will be housed on ENC’s website and printed versions will also be used at health professional conferences. This infographic has been shared throughout ENC/AEB communications. It was also housed on Visual.ly’s site and had more than 1,200 views, as well as several shares on social media sites like Facebook and Twitter when released.

Eggs, Breakfast & School

Back-to-School (BTS) outreach kicked off in August as the summer wrapped up, and moms started getting into weekday breakfast routines. Thus far, AEB’s BTS program has garnered 54 million impressions (exceeding the goal of 46 million by 18.5 percent), including traditional media coverage; a distribution of an Audio News Release featuring Serena Ball, M.S., R.D., mother of four young kids and an ENC Health Professional Advisor; and blog partnerships. A final wrap up will be shared as results become available.

Consumer Marketing is also finalizing new dashboards to report metrics for both the paid and unpaid efforts relating to advertising and public relations. The dashboards provide insight into qualitative and quantitative data for paid print and online advertising and unpaid traditional public relations initiatives, as well as social media outreach. AEB is looking forward to sharing insights gained through this tracking system.
New Research Grants Announced

Egg Servings at QSRs Continue to Grow

Foodservice research experts from The NPD Group, an AEB research supplier, provide valuable information through its CREST® data (Consumer Reports on Eating Share Trends). This research continually tracks consumer behavior as related to the use of commercial foodservice outlets. AEB’s strategic focus in the foodservice channel is to increase the distribution and innovation of breakfast in quick-service restaurants (QSRs).

Here are three highlights of the CREST Breakfast Research confirming AEB’s focus on QSR breakfast is on target.

1. Egg servings continue to grow at QSR breakfast. Through May, there are 4.4 billion egg servings in this segment, a 1 percent increase over the same time period in 2012.

2. Additionally, there are 612 million more egg servings since 2006.

3. Across the total industry, egg servings held steady. QSR accounts for 78 percent of all egg servings and increased more than 1 percent as compared to 2012; however, these gains were not enough to grow egg servings across the restaurant industry. Gains were offset by declines at midscale and casual dining.

Every year, ENC funds more than $1 million of nutrition-related research. Once published, this research serves as the foundation for AEB/ENC’s marketing and public relation efforts. ENC’s funding of research also helps build its credibility with health professionals, its target demographic. Congratulations to the 2013 Egg Nutrition Center Research Grant and Dissertation Fellowship Recipients:

- Wayne Campbell, Ph.D., Purdue University, “Effects of egg consumption on carotenoid absorption from co-consumed, non-egg foods”

- Marie Caudill, Ph.D., RD, Cornell University, “Improving choline, DHA and amino acid supply to the infant during lactation”

- Victor Fulgoni, Ph.D., Nutrition Impact LLC, “Differing effects of statistical approaches to assess the relationship between egg consumption patterns and adiposity using data from 2001-2008 NHANES”

- David Katz, MD, MPH, FACP, FACP, Yale University, “Egg ingestion in adults with type 2 diabetes: Effects on glycemic control, anthropometry, diet quality and cardiometabolic status”

- Dingbo Lin, Ph.D., Oklahoma State University, “Egg lutein prevents inflammation through activating AMP-activated protein kinase in hepatic mitochondria”

- Ouliana Ziouzenkova, Ph.D., The Ohio State University, “Identification of anti-inflammatory properties of eggs in adipose tissue”

- Kerri Boutelle, Ph.D., University of California, San Diego, “A pilot study examining the impact of eggs for breakfast on weight loss and hunger in obese children”

- Wayne Campbell, Ph.D., Purdue University, “Effects of dietary protein patterning on weight loss and resistance training-induced changes in body composition, skeletal muscle, and indices of metabolic syndrome”

The Dissertation Fellowship was awarded to: Sze Ting (Cecilia) Kwan, Cornell University, “Choline as a modulator of placental function for improving fetal development.”
Better breakfast
WITH PROTEIN-RICH EGGS

AN ALL-NATURAL, HIGH-QUALITY PROTEIN POWERHOUSE

One egg contains 13 essential vitamins and minerals, high-quality protein and antioxidants, and boasts only 70 calories. For an ideal breakfast, pair eggs with other nutrient-dense foods for a balanced plate.

Contains optimal amounts of all nine essential amino acids
- Lysine
- Threonine
- Valine
- Isoleucine
- Leucine
- Methionine
- Phenylalanine
- Tryptophan
- Histidine

6 GRAMS OF PROTEIN

One egg provides 6 grams of protein, nearly half of which is found in the yolk.

Not all breakfasts are created equal when it comes to protein. Research shows that 25–30 grams of high-quality protein per meal may be optimal to maintain healthy muscles and bones for adults. While each of these popular American breakfast options provides a similar amount of calories, the amount and type of protein varies greatly.

350 CALORIES
33 GRAMS OF PROTEIN

1 Whole egg + 1 Egg white
Canadian bacon, 1 ounce
Low fat cheese, 1 ounce
English muffin, 1/2
Melon, 1/2 cup
Tomato, 1 slice
Non-fat milk, 1 cup

330 CALORIES
13 GRAMS OF PROTEIN

Ready-to-eat whole-grain Cereal, 1 cup
Non-fat milk, 1/2 cup
Banana, 1 small
Orange juice, 1/2 cup

325 CALORIES
12 GRAMS OF PROTEIN

Pancakes, 2
Maple Syrup, 1 tablespoon
Strawberries, 1/2 cup
Non-fat milk, 1 cup

295 CALORIES
3 GRAMS OF PROTEIN

Glazed Doughnut
Coffee, 1 cup
Cream, 1 tablespoon
Sugar, 1 teaspoon
HIGH-QUALITY PROTEIN IS BENEFICIAL FOR A HEALTHY DIET

RESEARCH HAS SHOWN
EATING EGGS FOR BREAKFAST COMPARED TO EATING A BAGEL BREAKFAST HELPS OVERWEIGHT DIETERS

LOSE 65% MORE WEIGHT
REDUCE BMI BY 61% MORE
Feel more energetic

Compared to eating cereal eggs provide

30% increase in total fullness
50% greater satiety index score

OTHER EGG-CELLENT BENEFITS

Healthy individuals can enjoy an egg a day without increasing blood cholesterol levels.

Eggs are one of the most affordable sources of high-quality protein.

15 cents

Sources

Promoting **REAL** Eggs

While recognizing the emergence of new egg replacement options for packaged food manufacturers, AEB strongly believes that the time-tested, all-natural egg remains the best option for consumers, food manufacturers and foodservice companies alike. Next month, AEB is launching two major educational campaigns:

- Targeting food manufacturers with the benefits of using real eggs versus egg replacer ingredients, AEB’s multi-pronged effort will spotlight eggs’ 20+ functional benefits as not easily replicated by any laboratory-created product. Real eggs help provide clean labels that are so important in this channel. A white paper titled “The Egg & Clean Labeling” on the relevance and importance of eggs in today’s clean label marketplace is one component of this campaign. It will be posted on the newly created AEB.org/RealEggs, along with FAQs about eggs versus replacer ingredients.

- AEB is working on a PR campaign to highlight the results of a comprehensive study comparing the environmental footprint of the U.S. egg industry in 2010 vs. 1960 production. This information will reach consumers and influencers and showcase the strides egg farmers have made to create less waste and use fewer resources while still producing safe and affordable high-quality protein eggs.

**International Promotions**

AEB partners with USA Poultry & Egg Export Council (USAPEEC) on international promotions for eggs and egg products. Two recent promotions in Japan and Latin America generated interest.

USAPEEC Japan conducted samplings of ramen noodles made with U.S. dried egg products to more than 500 visitors to the Noodle World 2013 show in Tokyo. The show was held in conjunction with Inter-Food, a special exhibition for the food, beverage and equipment industries that drew an estimated 50,000 foodservice representatives. The show has increased over the last few years, where not only are the buyers from Japan, but from other countries as well.

USAPEEC Latin America conducted a seminar on U.S. eggs and egg products at Del Valle University in Guatemala. The seminar was well attended by representatives of the bakery, hotel, supermarket and foodservice industries, as well as importers who are currently or potentially importing U.S. egg products.

Led by USAPEEC’s technical consultant Jose Manuel Samperio, the seminar gave the attendees an overview of U.S. egg production, quality implications of eggs in or out of the cold chain and how U.S. processed egg products can provide constant quality in the value-added chain. A hands-on demonstration allowed attendees to work with processed eggs and to taste omelets cooked using these products.

More than 35 representatives from the bakery, hotel, supermarket and foodservice industries as well as importers attended USAPEEC Latin America’s seminar.
Oregon’s egg farmers use AEB’s State Support funding to support Oregon Agriculture in the Classroom (OAITC) providing tomorrow’s consumers a better understanding of modern agriculture.

OAITC reaches more than 120,000 students yearly with materials and lesson plans. AEB dollars help to furnish the OAITC Lenders Library with incubators, egg-related materials and lesson plans.

Egg readers, posters and educational materials are all available free to teachers interested in educating their students about eggs. OAITC also used a portion of AEB funds to offset the cost of its winter newsletter – advising teachers of the new materials in the library, as well as the many other resources available to for eggucation.

One Oregon teacher said, “We used the shell-less egg experiment from the winter newsletter. This was background for a structured inquiry we completed as a class and a guided inquiry where students changed the variables in part two of the experiment soaking ‘shell-less’ eggs in several substances and recording data in small groups. Worked well! Great experiment and good background information in the egg readers.” Another teacher wrote, “Enjoyed all the books/videos used to reach/teach the kids. The egg readers are fantastic!!”

This eggsceptional partnership is a win-win for both sides – Oregon egg farmers put egg information into the students’ hands, and OAITC has a great partner in funding agricultural messages in the classroom. This is the third year for this promotion. Other ongoing promotions include sponsoring Oregon State University’s “Incredible Replay of the Game” and in-classroom egg lessons/demos.

Oregon egg farmers are one of several states in AEB’s State Support program who allocate their funding for activities related to efforts in the classroom. Without a dedicated state representative, Oregon’s egg farmers ensure ag-related materials reach classrooms through OAITC.

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State Calendar of Events

September 19
Egcellent Oklahoma Breakfast Cook-off
Oklahoma State Fair, Okla.
Contact: Joe Berry
jberry28@suddenlink.net

September 26
FFA Food For America Tour
Princeton, Ky.
Contact: Casinda Bechanan
cbechanan@kypoultry.org

October 4-5
Kentucky Poultry Festival
Bowling Green, Ky.
Contact: Casinda Bechanan
cbechanan@kypoultry.org

October 17
FCS Teachers Regional Meeting
Fairfax, Va.
Contact: Ceil Glembocki
virginiaegg@cox.net

October 25
PJs & Eggs
Columbus, Ohio
Contact: Jim Chakeres
jchakeres@ohiopoultry.org

October 26-27
ZooBoo
Miami, Fla.
Contact: Nancy Stephens
nstephens@nstephens.com

October 26
Komen Race for the Cure
Des Moines, Iowa
Contact: Lois White
lois@iowaegg.org

November 19-21
National 4-H Egg Demo Contest
Louisville, Ky.
Contact: Casinda Bechanan
cbechanan@kypoultry.org

November 21-22
MN. Assoc. of Townships Annual Conference
Morton, Minn.
Contact: Erica Nelson
enelson@mnchicken.org
Hall of Fame Honoree

Robert N. Howell has served the egg industry through the Georgia Egg Commission for almost four decades. This month, he was inducted into its prestigious Georgia Egg Hall of Fame. Howell has served as the Commission’s president for the last four years, and prior to that, he led the Commission as its executive director for 34 years.

“Georgia egg farmers could not have had a better leader of the Georgia Egg Association,” says Joanne Ivy, AEB’s CEO and President who has known Robert for almost his entire egg career. “Robert is a stellar individual who is a true marketing professional. He is one of the best, and other state directors looked up to him for his knowledge and expertise. We all respect him for his values and ethical character. Robert is a Good Egg who will be missed.”

Howell also directed the activities of the state’s egg trade group, the Georgia Egg Association. He has served as a state representative to AEB and president of the Georgia 4-H Advisory Council and the Metro Atlanta AG Communicators Club. He was named Friend of Extension twice by the University of Georgia’s Cooperative Extension Service and made an honorary member of FFA, FHA and the UGA Agricultural Honor Society. Robert was the recipient of the Georgia Consumer Science Award and the Georgia Egg Commission’s Golden Egg Award.

Hall of Fame Honoree

Georgia Egg Commission’s Board Chairman Dennis Hughes made the Hall of Fame honor official with the presentation of a framed portrait of Howell, which will hang in the Commission’s exhibit at Georgia’s Museum of Agriculture and Historic Village in Tifton.

Reaching Schools

Join Discovery Education and AEB in celebrating the journey eggs make from the farm to table as the “Be a Good Egg Contest” continues to attract school entries. With 16,000 entries to date, the contest awards the school with the most votes a $5,000 educational grant and an egg donation to a local food bank in the school’s name. The first five runner-up schools will each receive a $1,000 educational grant.

Launched for the 2013-2014 school year, the “Be a Good Egg Contest” is part of the Good Egg Project: Education Station program for grades K-8 that educates students on the farm-to-table concept and the benefits of a healthy, protein-rich diet. Free resources include lesson plans developed for grades 3-5 and 6-8 with adaptations for grades K-2 and the archived virtual field trip videos.

Anyone can enter the “Be a Good Egg Contest” once daily through Tuesday, November 26, 2013, at http://educationstation.discoveryeducation.com/homesweepstakes.cfm.