

# incredible news

Communicating the Value of Your Checkoff Dollars

SEPTEMBER 2015

## Kevin Bacon, Six Degrees Charity Contest Rallies Consumers to Fight Against Hunger

On August 18, Kevin Bacon teamed up with AEB and City Meals in New York to kick off the Good Egg Challenge. The contest, created by his charity SixDegrees.org, seeks to bring attention to the Wake Up To Eggs with Bacon campaign and U.S. hunger relief.

During the kick-off, seniors were served a hot egg breakfast while Kevin Bacon packed lunches, which were later delivered to those in need. City Meals also received a donation from AEB to help further their hunger relief mission.

As part of the contest, people submitted their best Wake Up to Eggs with Bacon parody video to raise money for their hunger-related charity of choice. Four finalists will be chosen to win a donation to their charity and one of the four – the grand prize winner – will have the opportunity to play for an additional donation to their charity in a game of “Egg Roulette” with Kevin Bacon in New York!

More details about the contest can be found at [SixDegrees.org](http://SixDegrees.org).



**American Egg Board**  
PO Box 738  
1460 Renaissance Drive  
Park Ridge, IL 60068  
O 847.296.7043  
F 847.296.7007  
[IncredibleEgg.org](http://IncredibleEgg.org)  
AEB.org

**Make it incredible!**



**6 SixDegrees.org**  
Celebrities Causes  
Amplify a Cause Connect with Celebrities

The American Egg Board and SixDegrees.org  
Announce The Good Egg Challenge

**incredible!**

Want a fun way to help your favorite hunger charity win \$5,000 or more?

Put out your phone and snap a parody video of the Wake Up To Eggs with Bacon, with film, tv, web shorts and you could play Egg Roulette against Kevin Bacon and earn a \$5000 donation, courtesy of The American Egg Board, to benefit any 501(c)(3) hunger charity in the United States. In addition to the grand prize, the four chosen finalist videos will each receive \$1,000 to benefit a hunger charity of the entrant's choice.

The Wake Up to Eggs with Bacon campaign continues to resonate with the national media and will bring additional attention to U.S. hunger relief efforts.

## Meet ENC's 2015 Health Professional Advisors

Throughout the year, the Egg Nutrition Center (ENC) works with this team of Health Professional Advisors (HPAs), who work on ENC's behalf as third-party experts within their respective fields. The HPAs have increasingly become more active within ENC's programming and health professional-focused outreach. ●



**Lynn Cofer-Chase, MSN, CLS, FAHA, FPCNA, FNLA**

Clinical Lipid Specialist  
at Cleveland Heart Lab

[LinkedIn.com/pub/  
lynn-cofer-chase/4/9a2/3a1](https://www.linkedin.com/pub/lynn-cofer-chase/4/9a2/3a1)



**Serena Ball, MS, RD**

Recipe Development/Social Media  
at Teaspoon Communications

[TeaSpoonofSpice.com/about-us/](http://TeaSpoonofSpice.com/about-us/)



**Dave Ellis, RD, CSCS**

Sports Nutritionist/President  
of Sports Alliance

[DaveEllisBio.com/](http://DaveEllisBio.com/)



**Chris Barry, PA-C, MMSc**

Physician Assistant at Jeffers,  
Mann & Artman Pediatrics

[JeffersandNann.com/chris-barry-  
pa-c.php](http://JeffersandNann.com/chris-barry-pa-c.php)



**Robyn Kievet Kirkman, FNP-BC, RDN, LDN, CSSD, CEDRD**

Weight Management & Family  
Nursing expert in private practice

[RobynKievet.com/](http://RobynKievet.com/)



**Karen Buch, RDN, LD**

Supermarket/Retail dietitian;  
Owner, Principal Consultant:  
Nutrition Connections LLC

[KarenBuch.com](http://KarenBuch.com)



**Kathleen Zelman, MPH, RD, LD**

Nutrition Communications/  
Director of Nutrition, WebMD

[WebMD.com/  
kathleen-m-zelman](http://WebMD.com/kathleen-m-zelman)



**Amy Campbell, MS, RD, LDN, CDE**

Diabetes Educator/Consultant at  
Good Measures, dietitian services

[DiabetesSelfManagement.com/  
blogger/amy-campbell/](http://DiabetesSelfManagement.com/blogger/amy-campbell/)



**Mary Donkersloot, RD**

Private practice nutrition consulting

[MaryDonkersloot.com](http://MaryDonkersloot.com)



**Neva Cochran, MS, RDN, LD**

Nutrition Communications,  
[NevaCochranrd.com](http://NevaCochranrd.com)



**Jennifer Cassetty Hoehl, MS, ACSM CEP, NSCA CSCS, USAW\***

Personal trainer

[JenCassetty.com](http://JenCassetty.com)

# ENC 2015 calendar of events

Look for ENC at these upcoming health professional events:

## Food and Nutrition Conference & Expo (FNCE)

**October 3-6**  
Nashville, Tenn.

ENC-Sponsored Educational Breakfast: *Protecting and Improving Muscle Health: The Sarcopenic Obesity -Puzzle*. Sponsored by ENC with the Weight Management Dietetic Practice Group on October 4, 6:45-8:00 am. Speaker: Douglas Paddon-Jones, Ph.D., FACSM. The University of Texas Medical Branch.

## Osteopathic Medical Conference & Expo (OMED)

**October 17-21**  
Orlando, Fla.

*"Changing Perspectives on Dietary Fat, Cholesterol, and Health: It's Taken a Village"* Monday, October 19, 12:30-1:00 pm. Speaker: Tia Rains, PhD, Egg Nutrition Center

## American Heart Association Scientific Sessions 2015

**November 7-11**  
Orlando, Fla.

Egg Nutrition Center



## Why I Farm Video Series

AEB is partnering with the Tribune Co. and Mashable. The micro-documentary segments will air on TV in select markets and nationally online.

Mashable is a leading online source for news, information and resources earning 42 million unique visitors worldwide

and 21 million social media followers. The segments will appear this fall. This content will also be leveraged on AEB's social media properties.

Three videos, featuring Dick Patmos, Bob Krouse and Paul Sauder, will reach viewers in 16 Tribune markets on 19 affiliates. Additional videos, featuring Tom Hertzfeld, II, Mindy Truex, Steve Herbruck, Mark Oldenkamp, Bruce Dooyema, Brent Nelson and Jacques Klempf, will be created for AEB's social media.

All three videos are currently on [YouTube.com/AmericanEggBoard](http://YouTube.com/AmericanEggBoard). ●



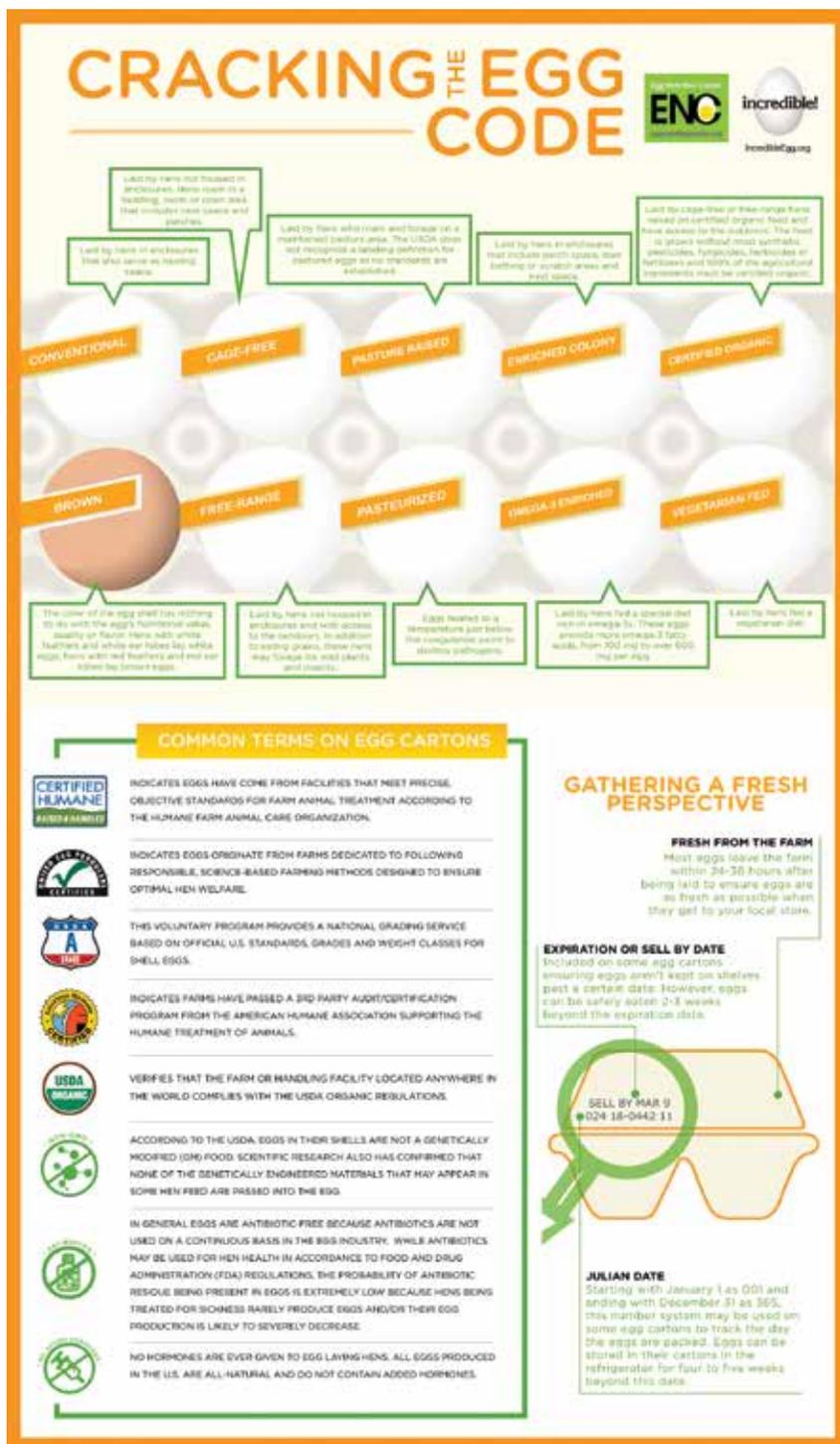
## New Infographic Clears Up Confusion Around Egg Terms

In an effort to educate retailers and consumers around egg labels and common terms on egg cartons, AEB developed a new infographic called, “Cracking the Code.”

The infographic lays out common terms for types of egg production, popular shields/seals and terminology found on the carton, along with a reference section on egg freshness.

The downloadable infographic is available in the Retail section of [AEB.org](http://AEB.org) or directly at [AEB.org/Retail/Defining-Egg-Types-Labels](http://AEB.org/Retail/Defining-Egg-Types-Labels). AEB plans to share it with retailers, dietitians, health professionals and media as appropriate.

Please feel free to reference the messaging used in this piece as it contains the most up-to-date and approved terms/answers for common questions you may receive from retailers, media and consumers. ●



## Tech Talk Videos/Baking

Since eggs are an integral ingredient in bakery applications, AEB partnered with American Institute of Baking (AIB International) to produce a series of 16 videos featuring AIB's Luis Belozерco, Baking Professional, Technical Service Support provider. In this video series, Luis discusses the functional role of eggs in baking and the challenges high-volume bakers encounter when swapping eggs for replacer ingredients. Content from this video series has been repurposed as a printed advertorial featured in the September issue of *Prepared Foods* magazine. Readers are encouraged to view the full interview with Luis at [AEB.org/TechTalk](http://AEB.org/TechTalk) Baking. AIB International will cross promote these videos through their social media and other outreach efforts. ●

# Eggs' Integral Role in the Baking Industry

A conversation with baking expert, Luis Belozерco about the function and importance of eggs in baking formulations. *Belozерco is a Baking Professional, Technical Services Support provider for AIB International, Manhattan, Kansas.*

## Q. Is there a single substitute that can replace egg functionality?

**A.** Our answer is always the same—there is not a single substitute that can replace all of the functions eggs perform in all of the different types of baking products. No one can say they found an egg replacer that will work in every situation and in every circumstance.

## Q. Could substitution of some egg in a baking formula affect processes or the end product?

**A.** This can depend on the amount of egg used in a particular formulation. If the formulation is altered and it relies more extensively on eggs, the baker will be missing several functions if eggs are reduced or removed. Eggs supply a stable emulsion that aids during mixing or whipping times. The product structure might miss the air trapping capability of eggs in emulsion, which can also affect product volume. The structure will be weaker, and it will not have the same level of sponginess. Products will have a denser crumb, and most will experience a shorter shelf life with more rapid staling.

## Q. How can reformulation affect consumer perception?

**A.** A consumer is going to judge the overall quality of a product by comparing a new or reformulated product with the original. If ingredients are substituted, the flavor profile and sensory characteristics, such as mouthfeel and texture may change and those can affect consumer acceptability.

## Q. How do eggs fit into artisan-style baking?

**A.** If we define artisan as a craftsman and the end product as reflecting the baker's skill, methods and careful ingredient selection, eggs are important to artisanal baking because they provide a high-quality natural ingredient full of flavor and function.

## Q. What is the importance of clean label when formulating or baking?

**A.** Clean label is a trend that is here to stay. Eggs provide a simple, yet high-quality ingredient that's both natural and consumer friendly — characteristics that help create a clean label.

## Q. What are the strengths eggs bring to the different types of dough bakers might ship to customers?

**A.** Bakers might ship products freshly baked, or as par-baked or flash-frozen, formed dough. Eggs will affect each type of situation. When making fresh or refrigerated dough, the baker must be sensitive to its sensory attributes, such as flavor, smell and mouthfeel. In partially baked or par-baked dough, eggs help consolidate the internal structure, so when the product has finished baking at its end destination, the proper structure remains. In frozen dough, eggs can help stabilize the product during the freeze/thaw cycle. The product, once thawed, will be ready to bake with no difference in quality or form.

## Q. What are the three phases of production that concern a baker?

**A.** Bakers must consider the mixing process, oven temperatures and bake time (residence time). In the mixing process, eggs contribute to emulsification in certain baked goods. Reducing egg content reduces emulsification that can then lead to an increase in mix time.

Temperature controls finished product color, and time controls the doneness. If an item is too light in color, the baker increases the temperature. If the product is raw, the bake time increases. When replacing eggs, products can often be lighter in color, and therefore potentially take a longer time to bake to achieve the right level of doneness. Bakers will likely need to increase mixing time, oven temperature and bake time.

## Q. Can you explain the importance of emulsification in baking?

**A.** Certainly. Any bakery item that contains a higher level of fat relies on the emulsifying properties of egg ingredients to stabilize the fat within the water phase. The more egg, the more stable the emulsion. Reducing the egg or replacing it with a substitute that contributes to structure, but not emulsification, will cause the fat dissolving into water to be less stable. Upon baking, there will be a greater tendency for separation. When this separation occurs, the baked good's structure may suffer in terms of loss of volume or possible collapse over time.

## Q. What other critical functions do eggs provide?

**A.** In addition to supplying a stable emulsion, in certain applications the foaming capability or bubble retention provided by eggs is the most critical. In products such as macarons, meringues or foam-type cakes like angel food, eggs comprise 40 to 50 percent of the ingredient content. Although comprising half of the ingredient total in these products, eggs are 100-percent responsible for their structure, mouthfeel and taste.

## Q. What about gluten-free formulating?

**A.** In gluten-free product development, eggs can compensate or partially replace the function of gluten by providing aeration, structure and binding properties. Eggs will also supply the organoleptic properties that improve consumer acceptance and provide the ingredient traceability so important to the gluten-free market.



Watch the full interview with Luis @ [AEB.org/TechTalkBaking](http://AEB.org/TechTalkBaking)



Find out more @ [AEB.org/RealEggs](http://AEB.org/RealEggs)

INDUSTRY CALENDAR

## calendar of events

**October 6-9**

### **UEP Annual Board & Executive Conference**

New Orleans, La.

Contact: Caryn Konrad  
770.360.9220

carynk@unitedegg.com

**DECEMBER 7-9**

### **USAPEEC Winter Meeting**

Washington, D.C.

Contact: Chris Fee

cfee@uspeec.org

**JANUARY 26-28, 2016**

### **International Production & Processing Expo**

Atlanta, Ga.

Contact: Pennie Stathes  
678.514.1977

pstathes@ippexpo.org

#### AEB BOARD MEETINGS

Wednesday-Thursday

**November 11-12**

Rosemont, Ill.

Wednesday-Friday

**March 9-11, 2016**

Napa, Calif.

Wednesday-Thursday

**July 20-21, 2016**

Chicago, Ill.

Wednesday-Thursday

**November 2-3, 2016**

Rosemont, Ill.

Contact: Gwen Ramirez

224.563.3712

gramirez@aeb.org



## AEB Joins CIA's Healthy Meals R&D Collaborative

The Culinary Institute of America (CIA) has long been a leader in bringing innovative, compelling healthy menu solutions to the foodservice industry through its groundbreaking programs.

With The Culinary Institute of America's Healthy Menus R&D Collaborative, the college is

advancing its support of healthy menu solutions for the food industry by fostering a new and innovative supplier-operator partnership highly focused on a few critical health and wellness imperatives and opportunities.

AEB has been invited to participate in the CIA and Harvard University's Healthy Menus R&D Collaborative. The collaborative is limited to a select eight food companies and 27 of the top U.S. chains and foodservice organizations. Together, these partners will help develop menus and eating patterns for the future. One key opportunity is to involve the Egg Nutrition Center within the collaborative and provide a nutrition voice to discuss the benefits that eggs provide.

This association will enable AEB/ENC to work with these outstanding foodservice leaders. The combined efforts of AEB/ENC offer the opportunity to provide the marketing efforts that these chains need as well as the nutritional component. The result? Helping these partner organizations provide healthier menus to their customers. ●



## Supporting Local Events

ENC supported the Mississippi Egg Marketing Board's event at Hinds Community College with materials that reached 40+ culinary instructors from schools throughout the state. The instructors were all given an opportunity to make their own omelets and were also given educational and nutritional informational packets, along with ENC and AEB's websites to take back to their classrooms, to share with students. ●

# Please share this with your local middle school teachers.

For a PDF of this page, email Jacinta Le Donne, [jledonne@aeb.org](mailto:jledonne@aeb.org).



## American Egg Board invites you to join a VIRTUAL FIELD TRIP to Creighton Brothers Farms



 THURSDAY, OCTOBER 15, 2015 AT 1:00PM EST

Give your middle school students a behind-the-scenes look at the interdependent relationships of organisms in a farm ecosystem.

EDUCATION STATION provides educators with resources designed to teach their students about the benefits of a healthy, protein-rich breakfast and show them how fresh foods make their way from the farm to their table.

Visit our online educational portal, [www.educationstation.discoveryeducation.com](http://www.educationstation.discoveryeducation.com), for lesson plans, activities, farmer spotlights, virtual farm field trip archives and much more!



REGISTER NOW for the virtual field trip!  
Visit [educationstation.discoveryeducation.com/fieldtrips](http://educationstation.discoveryeducation.com/fieldtrips)  
or scan the QR code.





## American Egg Board

PO Box 738  
Park Ridge, IL 60068  
O 847.296.7043  
F 847.296.7007  
IncredibleEgg.org  
AEB.org

## Make it incredible!

### Lion Award Arrives in Park Ridge

Winning a Lion Trophy is widely considered the greatest accolade in the marketing industry. There were more than 2,000 entries from around the world in the PR category. Only three percent of those were awarded Lions, including AEB's Wake Up To Eggs with (Kevin) Bacon campaign. AEB won this honor in June at the Cannes Lions' International Festival of Creativity. ●

