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Media contact:  
John Howeth  
American Egg Board  
(847) 296-7043  
[www.aeb.org](http://www.aeb.org)

**Reverse Trade Mission for Caribbean/Mexican Egg Buyers in Miami**

CHICAGO (Aug. 27, 2018) — The American Egg Board in partnership with the U.S.A. Poultry & Egg Export Council is hosting a reverse trade mission in Miami in conjunction with the Americas Food and Beverage Show (AFB), Sept. 30 to Oct. 2. The export-focused event is intended to stimulate export opportunities for U.S. eggs and egg products by bringing together egg buyers from the Caribbean and Mexico with U.S. egg producers. “We participated in our first trade mission for this region last year and were encouraged by the response from both the egg industry and egg buyers,” says John Howeth, senior vice president, market development, AEB. “What we’re doing this year is bridging the knowledge gap in the market by communicating the benefits and functionality of U.S. eggs and egg products.”

Educational sessions, highlighting the functionality and benefits of U.S. eggs, as well as one-on-one meetings between egg buyers and suppliers, are among the activities scheduled. In addition, the American Egg Board is exhibiting at AFB and will give a presentation on the latest egg trends.

The agenda follows:

Sunday, Sept. 30:

Private Trade Reception

Monday, Oct. 1:

Export 101 Seminar with Egg Suppliers

One-to-One Meetings

(U.S. egg producers & Caribbean/Mexican egg buyers)

Tuesday, Oct. 2:

AFB Education Session:

Egg Trends and How-To Use U.S. Eggs & Egg Products

AEB exhibits at AFB:

Miami Beach Convention Center Hall D, Spaces 658 & 660

**About the American Egg Board (AEB)**

Home of the Incredible Egg, the AEB is the U.S. egg industry's national commodity marketing board. The AEB's mission is to increase demand for eggs and egg products through research, education and promotion. The AEB's Egg Nutrition Center is the country's largest repository of egg nutrition research. The AEB is located in Chicago, Ill. For more, visit [www.aeb.org](http://www.aeb.org).