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The AEB Reaches More Educators and Students Through 4-H Partnership

Chicago, Ill. (February 23, 2017) — The American Egg Board (AEB) has partnered with the National 4-H Council, a national youth organization, to educate teachers and students on the nutritional benefits and versatility of eggs. Thanks to this unique partnership, the AEB is equipping even more classrooms with egg materials, packing more school menus with eggs and filling more students’ stomachs with eggs and egg products.

“We recently supported the highly successful National 4-H Council’s Youth Summit on Healthy Living in Chevy Chase, Md., as part of our increased efforts to connect with America’s youth,” says Anne L. Alonzo, AEB’s CEO and President. “Strategic partnerships, like those with 4-H, are paramount to the AEB’s mission to drive demand for eggs and egg products through research, education and promotion.”

In 2017, the AEB plans to engage with more students, parents and teachers in-person than ever before by ramping up outreach efforts to school nutrition professionals who oversee school foodservice programs. A pilot program was also recently launched to work with the egg industry’s state promotional partners to connect directly with schools. The AEB developed Tools for Schools that provides schools with marketing resources to help educate staff and promote eggs to students. How-to videos, posters, logos, labels and more can be downloaded via AEB.org/ToolsforSchools.

“When possible, the AEB’s Egg Nutrition Center will also present to and connect with students, educators and school nutrition professionals to highlight how eggs can play a role within healthy diets,” adds Alonzo, noting AEB’s available lesson plans adhere to national standards.

To view the AEB’s latest materials, please visit AEB.org/Educators and AEB.org/EggsinSchools.

About the American Egg Board (AEB)
Through the AEB, U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs on research, education and promotion — all geared to drive demand for eggs and egg products. U.S. egg producers fund the AEB and all program activities, subject to USDA approval. Visit AEB.org for more information.

About 4-H
As the nation’s largest youth development organization, 4-H grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through
our network of 110 universities and more than 3,000 local offices. Globally, 4-H collaborates with independent programs to empower one million youth in 50 countries.

The research-backed 4-H experience grows young people who are four times more likely to contribute to their communities; two times more likely to make healthier choices; two times more likely to be civically active; and two times more likely to participate in STEM programs. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture (NIFA) within the United States Department of Agriculture (USDA).

Learn more about 4-H at www.4-H.org, find us on Facebook at www.facebook.com/4-H and on Twitter at https://twitter.com/4H