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AEB CONVENES EGG INDUSTRY AROUND EXPORTS

CHICAGO, Ill. (Nov. 14, 2017) – Today, the U.S. egg industry convened its first-ever AEB Egg Export Seminar at the American Egg Board’s (AEB) Chicago offices. Attendees gathered to learn how to drive export demand for U.S. eggs and egg products by understanding opportunities and trade barriers.

“Total U.S. egg exports for January through September vs. the same period in 2016 increased 31.8 percent to 191.5 million dozen. The value of those exports rose by 21.5 percent to $173.4 million,” noted AEB President & CEO Anne L. Alonzo. “These results continue to reflect the strong progress made by U.S. egg farmers and supported by the AEB and USA Poultry & Egg Export Council’s (USAPEEC’s) 2017 Export Marketing Program. We initiated this export seminar to continue our momentum.”

At the seminar, Tom Suber, former CEO of the U.S. Dairy Export Council (now Suber Global LLC), presented an in-depth case study of the dairy industry. “The dairy export story provides an excellent comparison of the challenges and opportunities that can be realized when a commodity comes together to grow demand beyond domestic markets,” Alonzo said. “After all, 96 percent of the world’s population lives outside the U.S.”

In 2017, for the first time, the American Egg Board designated exports as a strategic priority and developed a proactive and robust program led by John Howeth, AEB’s SVP for Market Development. Efforts include gathering market intelligence, targeting key markets and organizing key events including: an egg trade mission to Mexico, a reverse Caribbean trade mission to the U.S., and a focus on South Korea during its AI crisis — including educational trips by Korea experts to the U.S. — as well as in-country bakery demos and recently, exhibiting at Mexico’s Cake & Bake Trade Show.

An important announcement came out of today’s egg seminar: USAPEEC has determined that $400,000 of USDA’s 2018 MAP/FMD funds will be apportioned toward eggs. “These added funds underscore the confidence being placed on our egg export program by the USG. It will help fuel even more programming and cooperation,” concluded Alonzo.

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About the American Egg Board (AEB)
Home of the Incredible Egg, the AEB is the U.S. egg industry’s national commodity marketing board. 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. AEB is located in Chicago, IL. All activities are subject to USDA approval. For more, visit www.aeb.org.