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Inaugural Egg-Only Trade Mission Connects U.S. Egg Industry to Mexico

PARK RIDGE, IL (August 31, 2016) – Egg industry leaders from the United States and Mexico agreed to work together to expand commodity trade between the two countries during the first-ever trade mission focused on eggs and egg products.

The historic four-day visit took place from August 22 through August 25 in Guadalajara and Mexico City and included representatives from the American Egg Board (AEB), the USA Poultry and Egg Export Council (USAPEEC) and U.S. based egg producers.

The delegation met with Mexican egg industry leaders, officials from the U.S. Consulate in Guadalajara and U.S. Embassy in Mexico City and users and producers of egg products including Grupo Bimbo, the world’s largest industrial bakery and PROAN, the world’s second largest egg processing facility. They also participated in both seminars and exhibits at the Mexipan Trade Show, connecting with the global bakery, confectionery, chocolate and ice cream industries.

“I’m thrilled with the market understandings and relationships established during our recent AEB and USAPEEC trade mission to Mexico with leading U.S. egg producers,” said AEB President and CEO Anne L. Alonzo, who represented the egg industry during the trade mission. “Clearly, we share many of the same goals and have the powerful potential to reach even more people with the incredible health benefits of eggs in North America.”

U.S. egg farmers are looking forward to and focusing on creating new ways to increase egg consumption and exports in the region. This first-of-its-kind trade mission illustrates how both the American and Mexican egg industries are moving forward to promote eggs and egg products, she added.

Both countries are committed to growing egg consumption as well as broadening commodity trade. “As we become better educated about export markets around the world, AEB, in close partnership with USAPEEC, will be able to provide even more value to U.S. egg producers,” said Alonzo.

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About the American Egg Board (AEB)
Through 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. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. Visit AEB.org for more information.

About the USA Poultry and Egg Export Council (USAPEEC)
USAPEEC is a non-profit trade association whose mission is to open up, develop and protect markets for U.S. poultry and egg exports. Visit USAPEEC.org for more information.