Opportunities came from challenges for the American Egg Board (AEB) and Egg Nutrition Center (ENC) in 2012. The Board charged the staff with earning more results with tighter budgets, and through a strategic, objective-aligned approach, AEB exceeded this call to action.

The five-year, independent return-on-investment (ROI) study by Dr. Ron Ward at the University of Florida confirmed AEB’s value. The results showed a return of $8.11 for every $1.00 spent for the last five years. This illustrates the power of effective generic egg advertising; if all AEB’s marketing efforts were examined, we are confident egg producers’ ROI would reach double digits.

The Demand Dashboard gained more traction within the industry as the resource for meaningful metrics to better understand egg consumption. Its variety of measurements provides insight to the marketplace as well as consumer attitudes.

As part of an ongoing effort to evolve AEB’s working style and service to egg producers, a project team was tasked with creating a mantra, a motto that will guide AEB strategy and daily work while reflecting our culture. AEB’s new mantra is Make it incredible!

The ENC continues to fund more than $1.3 million in annual research. This influx of new research allows ENC to maintain a constant pipeline of research that is the core of AEB’s PR and advertising efforts.

AEB was thrilled to bring back the beloved Incredible Edible Egg Jingle. This well-known jingle was launched 35 years ago and is still widely recognized and fondly remembered. The jingle was relaunched with the same music and new lyrics that include the lower cholesterol and higher vitamin D news, as well as the fact that eggs can be conveniently cooked. To help promote the new jingle and encourage consumer engagement, AEB developed an aggressive and fun campaign.

AEB’s National Accounts Program continues to reach out to Quick-Service Restaurants (QSRs) driving egg penetration of breakfast and innovation of menu items. Morning meal egg servings at QSRs have increased by more than 800 million servings since 2006, according to The NPD Group/CREST, year ending May 2012. Targeting food manufacturers and formulators, Egg Product Marketing promoted the 20+ functions of egg products and added six new videos to FunctionalEgg.org.

The Good Egg Project (GEP) reached more teachers, students and parents through partnership with Discovery Education. The inaugural Virtual Field Trip shattered previous records and was Discovery Education’s most successful field trip to date. Due to the horrific devastation resulting from Hurricane Sandy, AEB organized a GEP hunger relief effort for the residents of Staten Island, which was one of the worst areas affected by the superstorm. AEB fed hundreds of residents, national guardsmen, police and volunteers with hot breakfasts. The Board also made a major donation to the Stephen Siller Tunnel to Towers Foundation, a recognized FEMA distribution organization in Staten Island.

Under direction from AEB Members, AEB started the process of reclaiming Easter as THE egg holiday in 2012. We did this through a multi-pronged approach. Key highlights included taking over MSN.com as the sole advertiser for an entire day, offering Incredible Edible Egg Facebook fans a Buy One, Get One (BOGO) coupon, distributing ekits to the media and more. Last year’s media coverage featured a plethora of articles on Easter’s origins, traditions and egg decorating. This summer, AEB began planning the Easter 2013 campaign, which will be the most comprehensive Easter campaign ever organized by AEB.

AEB’s marketing programs are more integrated and stronger than ever. We continue to exceed our objectives and develop innovative strategies to continue promoting The incredible edible egg™. We appreciate your support of our efforts.
The Egg Nutrition Center (ENC) continued to fund more than $1.3 million in annual research. This influx of new research allows ENC to maintain a constant pipeline of research that is the core of AEB’s public relations.

**Dissertation Fellowships**

Angela Bonnema, University of Minnesota, “Satiety effects of protein and fiber: the combination of egg and whole grains on appetite and food intake”  
Melanie Mott, Boston University, “Effects of egg consumption on adolescent health over ten years of follow up”  

**Research Grants**

Almost 40 Letters of Intent were received from researchers across the country, and a total of 12 new research grants were awarded that focus on ENC’s three pillars of cholesterol, protein and nutrient density:

- Jamie Baum, Ph.D., University of Arkansas, “The effects of consuming an egg-based breakfast on energy metabolism, food intake, and glycemic response in school-aged children”  
- Qiping Feng, Ph.D., Vanderbilt University, “Egg yolk components rescue skeletal muscle from statin-induced toxicity”  
- Arny Ferrando, Ph.D., University of Arkansas, “Effect of dietary protein intake distribution on protein metabolism and skeletal muscle”  
- Samuel Klein, MD, Washington University, “Exercise training in conjunction with either a high-protein, low-carbohydrate or ADA/AHA diet in type 2 diabetes”  
- Heather J. Leidy, Ph.D., University of Missouri, “Effects of increased dietary protein at breakfast alone, or in combination with lunch, in adolescents”  
- Megan McCrory, Ph.D., Purdue University, “Relative effects of chronic consumption of egg protein at breakfast with and without fiber on brain neural activation, appetite, glycemic and lipemic control and self-selected energy intake”  
- Diane L. McKay, Ph.D., FACN, Tufts University, “Effects of whole eggs combined with a typical cooked breakfast on postprandial markers of oxidative stress and antioxidant activity in older, overweight adults”  
- Kevin L. Schalinske, Ph.D., Iowa State University, “Type 2 diabetes and vascular disease: impact of dietary egg consumption”  
- Tong Wang, Ph.D., Iowa State University, “Production of food grade egg lecithin using ‘green’ technologies”  

**Research-Related Promotions**

“Exploring the Factors That Affect Blood Cholesterol and Heart Disease Risk” was published in the September 2012 issue of Advances in Nutrition. Co-authors are Dr. Penny Kris-Etherton from Penn State; Dr. David Katz from Yale; Dr. Maria-Luz Fernandez from University of Connecticut; Dr. Kasey Vickers from the National Institutes of Health; and ENC’s Dr. Mitch Kanter. This article generated more than 9,000 impressions through the print journal and online. ENC also promoted this study through the blog and Nutrition Research Update, which is distributed electronically to more than 40,000 subscribers.

ENC also issued four press releases highlighting new egg nutrition research in 2012, generating more than 17 million media impressions.

**Health Professional Advisors**

ENC’s Health Professional Advisors (HPAs) attended a retreat in Chicago and learned about ENC’s messages and research efforts. The HPAs also attended a farm tour at Pearl Valley Eggs. This year, the group was expanded to include a nurse practitioner, physician assistant and personal trainer along with registered dietitians (RDs). The HPAs presented at the Food & Nutrition Conference & Expo and American Academy of Nurse Practitioners National Conference that were attended by more than 300 health professionals (HPs) in total. This group also authored 24 posts for the Nutrition Unscrambled blog and three articles for Nutrition Close-Up.

**Karyn Kreher**  
Committee Chairman
Collegiate and Professional Sports Dietitians Association; American College of Sports Medicine Health and Wellness Summit; In addition, ENC exhibited and attended conferences such as the National Strength and Conditioning Association Annual Meeting and Experimental Biology.

These exhibits provided ENC the opportunity to interact with HPs from a variety of backgrounds and settings. ENC continued alliances and partnerships with MyPlate.gov, Produce for Better Health/Fruit & Vegetables More Matters Healthy Plate Program, Joslin Diabetes Center and Oldways MedAlliance. ENC continued to share research and health messages with industry groups at conferences and events.

Targeting Health Professionals

ENC reached a large range of HPs throughout the year. This included the publication of four Nutrition Close-Up newsletters that reached more than 40,000 subscribers.

In addition, ENC exhibited and attended conferences such as the American College of Sports Medicine Health and Wellness Summit; Collegiate and Professional Sports Dietitians Association; American Academy of Nurse Practitioners; IDEA World of Fitness; American Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo; American Academy of Family Physicians; Illinois Academy of Family and Consumer Sciences; the Academy of Nutrition and Dietetics Food Health & Nutrition Conference & Expo; American Academy of Family Physicians; Winon Dietetic Association Spring Assembly; New York State Dietetic Association Meeting; Connecticut’s Jeff Volek and WebMD’s Kathleen Zelman, MPH, RD, as speakers. There were 533 HPs in attendance. Additionally, ENC partnered with the Sports, Cardiovascular and Wellness Nutrition Dietetic Practice Group to develop another webinar that was viewed by more than 2,200 different RDs.

ENC-Sponsored Presentations

“Stronger, healthier boomers: the role of resistance training and high-quality protein” by Wayne Campbell, Ph.D., Purdue University and Nicole Nichols, personal trainer

“Weighing the evidence: the role of protein in satiety and weight management” by Doug Paddon-Jones, Ph.D., and Heather Leidy, Ph.D.

“Myths and mysteries: dietary intake and diabetes” by Amy Campbell, MS, RD, CDE, and Osama Hamdy, MD, Ph.D., Joslin Diabetes Center

ENC hosted the webinar “Carbohydrate and Saturated Fat: Emerging Topics and Health Implications” by Paul Betts, Ph.D., and the webinar “The Role of Carbohydrates and Fats in Nutrition” by Wayne Campbell, Ph.D., Purdue University and Nicole Nichols, personal trainer

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ENC worked with PluggedIn, an online marketing research community, to gain more insights on teachers, how they think, how they like to receive information and their thoughts on the ENC Teacher Exchange. Present membership in the Teacher Exchange program totals more than 1,000 health/science teachers.

Online Outreach

In 2012, ENC revamped its website that received more than 60,000 hits since September 2012 — a considerable increase from the previous site. On Nutrition Unscrambled, ENC blogged on a variety of topics like research, current nutrition topics, and new themes, “What’s for Dinner Wednesday” and “Fun Fact Fridays.” ENC tweeted its most successful Twitter chat (#EggChat) with Registered Dietitian Rebecca Scritchfield. #EggChat was one of the hottest Twitter chats of 2012, with more than 600 tweets and 123 participants.

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On ENCTeacher.org, ENC created eight videos of teachers, administrators and food service personnel at schools in eight different cities that highlight unique programs being employed to combat childhood obesity epidemic.

ENC met with representatives from various animal protein industry groups to discuss development of Protein Consortium Meetings. The most recent meeting was a “think tank” among key leaders in protein research.

Research experts and AEB/ENC quickly responded to the negative Atherosclerosis study by Canadian researcher David Spence and successfully turned the media coverage positive.

ENC was integral in the creation of the International Egg Nutrition Consortium, executed by the International Egg Commission. This initiative represented a step forward in communication within the global egg industry, and work started on a communications Web page.

ENC’s Dietetic Internship Program continued in 2012. Before sitting for the exam to become a dietitian, each future RD must successfully complete 1,200 hours of supervised practice. This program boosts ENC’s reputation within the HP community by giving back to the profession.

ENC was instrumental in getting eggs accepted into the Walmart “Great For You” program. Eggs earned the “Great For You” seal and were highlighted in many of the promotional materials for the program launch. ENC’s press release and Walmart’s activities around the launch of the “Great For You” icon generated more than 38 million media impressions for eggs.

ENC and Oldways MedAlliance joined the American Egg Board (AEB) and MyPlate.gov, Produce for Better Health/Fruit & Vegetables More Matters Healthy Plate Program, Joslin Diabetes Center and Oldways MedAlliance. ENC continued to share research and health messages with industry groups at conferences and events.

ENC worked with the American Heart Association to update the Healthy Foods Under $1 fact sheet, as well as its website and materials with outdated cholesterol numbers and conflicting information. ENC continued alliances and partnerships with MyPlate.gov, Produce for Better Health/Fruit & Vegetables More Matters Healthy Plate Program, Joslin Diabetes Center and Oldways MedAlliance. ENC continued to share research and health messages with industry groups at conferences and events.

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Advertising
AEB launched its new national advertising campaign, “Wake Up to Eggs,” that included magazine ads, online banners, radio spots and in-store signage.

Focused on the opportunity of weekday breakfast — less than one in five weekday breakfasts features eggs — the campaign educated Americans about the egg’s incredible nutritional profile. AEB leveraged “new” egg news, such as the lower cholesterol and higher vitamin D content, to keep eggs top of mind, drive purchases and increase weekday egg breakfasts. Additionally, AEB’s consumer target was expanded to include all adults, meaning men and women ages 18-49.

Throughout the various elements of the campaign, AEB asked consumers to rethink their breakfast choices. The question “Can your breakfast…?” headlines the advertising, challenging consumers to think about eggs in a brand-new way.

Additionally, a custom Easter infographic illustrating the business behind Easter, including Easter sales and fun Easter facts, was picked up in Captivate (elevators, taxis) and USA Today Snapshots. The infographic alone garnered 16 million impressions.

Social Media
AEB continued to interact online with millions of consumers each month through its social media properties. By the end of the year, Facebook fans of the Incredible Edible Egg topped 420,000 and Twitter followers neared 6,000.

Easter 2012
AEB started the process of reclaiming Easter as THE egg holiday in 2012 through a multi-pronged approach. Key highlights included taking over MSN.com as the sole advertiser for an entire day the week before Easter, offering Incredible Edible Egg Facebook fans a BOGO coupon, distributing eggs to the media and more.

Also captured within the overall public relations results were placements resulting from AEB’s deskside meetings with 14 editors from national long-lead publications including Woman’s Day, Family Circle, Redbook, Food & Wine, Country Living, Ladies’ Home Journal, Working Mother, Weight Watchers and All You.

Benchmark Research
All of these programs together helped achieve some impressive results, which are highlighted here:

- From 2009-2012, there has been an 18 percent increase in the number of consumers who are “heavy egg users,” who are defined as people who purchase three or more dozen egg cartons each month.
- Eggs’ share of weekday breakfast has grown to 20 percent. This is up 10 percent from 2011 and is second only to cereal, which declined to 23 percent.
- Eggs are No. 1 in share of weekend breakfast, growing 9 percent in the last year to 25 percent. Cereal’s share is second at 19 percent, down 9 percent from last year.

Redemption rates remain extremely high, topping 40 percent.

AEB’s back-to-school coverage garnered more than 33 million impressions, including 400+ placements. In addition to an electronic press kit, AEB distributed an infographic visually highlighting fun breakfast and egg facts, as well as emphasizing the important benefits of a high-quality protein breakfast that includes eggs.

Public Relations
AEB’s 2012 public relations efforts resulted in a total of 553.3 million impressions, 81 percent over our anticipated goal. One particular highlight that supported these incredible great impression numbers was in February when Walmart unveiled its front-of-packaging labeling system. Through an integrated team effort with ENC and AEB, eggs were given the “Great For You” seal. Eggs were featured front and center in the announcement as an item that caused debate due to cholesterol concerns; however, they were ultimately featured because they are an affordable source of protein.
FOODSERVICE

While nutrition-related breakfast messages resonated with consumers, restaurant chains also noticed the potential profits and recent growth in the breakfast category.

In foodservice, breakfast has outperformed lunch and dinner, and remains the bright spot in terms of traffic and sales at Quick-Service Restaurants (QSRs). AEB has taken advantage of this growth opportunity by focusing attention on the nation’s largest quick-service chains. Egg sales increased by millions this year, and there is no sign that this trend will abate. QSRs are creating new egg-based breakfast sandwiches, and as a result, AEB assists with product development.

National Accounts
The National Accounts program focuses on breakfast at QSRs by providing menu development assistance, test market support, research/ information, promotional assistance and other support. AEB’s focus is right on target, according to The NPD Group/Crest: Egg servings at QSRs for morning meals have increased by more than 800 million servings since 2006.

Through the Good Egg Project, Subway Restaurants and America’s egg farmers partnered for the third year to feed those in need. In partnership with America’s egg farmers, Subway Restaurants throughout the Northeast. Subway’s breakfast sandwiches, and as a result, AEB assists with product development.

EGG PRODUCT MARKETING
Advertising
Six print and digital ads spotlighted the distinct functional and nutritional advantages egg products offer in packaged foods and garnered more than 2 million impressions. Accompanying formulations utilizing dried and liquid eggs were developed and posted on AEB.org.

Education Outreach
Six single-subject, egg product educational videos were produced featuring Auburn University’s Dr. Shelly McKee. The videos showcase how egg products can help solve application challenges and build upon the functional knowledge shared in the previous videos. Viewers can earn Research Chefs Association Continuing Education credits.

In partnership with Prepared Foods magazine, a four-page insert titled, “Super Powers Simple Ingredients... The Egg,” was produced and distributed via print and online to more than 37,000 individuals involved in food manufacturing.

AEB continued its relationship with the American Institute of Baking (AIB) and presented technical lectures to attendees of a weeklong course related to cakes, cheesecakes and icsings, and to attendees of a 16-week baking science and technology course.

Exhibiting in an updated booth, AEB reached food product development professionals at both the Institute of Food Technologists (IFT) Wellness 12 Conference and IFT Annual Expo.

Twenty Safeway research and development staff members participated in an AEB-sponsored workshop at the Safeway Culinary Kitchens to learn about the functional and nutritional benefits of egg products.

AEB sponsored the 9th annual Prepared Foods Excellence in Innovation Awards that recognized the teamwork involved in creating innovative new products in both retail and foodservice outlets.

In October, AEB supported the 2012 National Egg Products School at Auburn University. Thirty-two students were on hand for lectures from AEB/ENC and AEB’s Culinary Advisor Walter Zuroniski, CEC, CCE, BS, who presented a lively demonstration.

Egg Science & Technology Notebooks were offered free of charge to state promotional organizations to share with their local food science educators. They were offered through an e-blast to college and university professors involved in food science, food engineering and similar fields.

AEB developed an Egg Product Sales Resource Toolkit for egg product supplier sales/distributor staff to communicate the benefits of formulating with eggs in customer meetings. Each toolkit includes AEB’s Egg Product Resource DVD that includes summaries of egg product research and PDF files of AEB and ENC’s collateral material.

Additionally, AEB.org/Food Manufacturers attracted almost 32,000 visits in 2012, an increase of almost 30 percent from 2011.

Media & Related Programs
AEB targeted QSRs through this online advertising program. With ads in QSR magazine, AEB earned 300,000 impressions with its target audience. AEB was the sole sponsor of the breakfast microsite hosted by QSRMagazine.com. The site provided two additional banner ads plus a Breakfast Portal Data section. Four issues of the Breakfast Beat newsletter targeting QSRs were distributed in 2012, garnering another 120,000 impressions.

The 2012 Culinary School Program provided numerous opportunities to reach students at culinary schools across the country. The program reached more than 1,600 students and instructors with egg messages.

AEB’s work with foodservice industry trade publications achieved new heights with more than 33 articles placed in 15 publications. These egg messages generated more than 3.3 million media impressions.

AEB.org/Foodservice is a resource used by a multitude of foodservice operators. In 2012, more than 68,000 visits were recorded. Blog posts and a Twitter program created an interactive community to promote AEB’s expertise to this audience.

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Industry Programs

Mark Oldenkamp
Committee Chairman

GOOD EGG PROJECT

In 2009, the Agricultural Education Committee launched the Good Egg Project (GEP), an effort to educate Americans about the farm-to-table process and promote egg farmers. Last year, GEP transitioned to the Standing Committee of Industry Programs, illustrating its importance to the Board.

Discovery Education

AEB partnered with Discovery Education to bring the GEP into schools and target an older audience of students, parents and teachers through Web traffic, promotions, media outreach, social media, a contest and a virtual farm tour.

The program ran for the 2012 school year and included the virtual field trip to the Holman’s Family Farms, which included a post-trip activity and a microphone — Education Station — as well as two farm-to-table lesson plans for teachers. Additionally, the promotional campaign included online banner ads, direct-to-teacher outreach, social media outreach and media relations.

Discovery Education’s virtual field trip reached more than 108,000 students and teachers, and received more than 2,500 questions, shattering previous attendance records. Through AEB’s partnership with Discovery Education, the “Be A Good Egg” contest challenged teachers, students and parents to demonstrate their knowledge via an online survey to see what schools had learned about farm-to-table initiatives. Speake School in Danville, AL, won the grand prize of a $5,000 trip to the Hickman’s Family Farms, which included a post-trip activity.

Partnerships

AEB worked with NBC Universal in San Francisco, Dallas, Los Angeles, Chicago and New York, and ran a 60-second, pre-recorded interview with a local egg farmer. As a result, egg farmers donated 75,000 eggs to food banks in these markets. These custom segments earned more than 20 million media impressions.

As a joint foodservice and GEP effort, AEB partnered with Subway for a month-long promotion including a BOGO offer on egg sandwiches. For every egg sandwich sold at a participating store, America’s egg farmers donated an egg to those in need. This promotion included 2,000 stores, and 350,000 eggs were donated to food banks on the East Coast. Local media outreach to support the promotion included geo-targeted press releases, follow-up with local reporters, radio giveaways in markets where Subway had not already purchased radio air time and social media outreach. The campaign resulted in more than 6.9 million media impressions.

Speakers’ Bureau

The Speakers’ Bureau underwent a complete audit in January 2012. As a result, AEB brought several management components of the program in-house and eliminated the media outreach that resulted in a 50-percent savings per scheduled speech. Speakers’ Workshops were conducted in March and December. Since its launch in 2009, AEB has trained 52 speakers and reached approximately 15,400 consumers. In 2012, 175 speeches were presented to local civic groups.

Research

When the GEP launched in 2009, benchmark consumer research was conducted. Follow-up research conducted in 2012 shows the GEP is educating consumers:

- Nearly two-thirds of Americans agree that egg farmers provide safe, affordable and nutritious eggs, up from 54 percent in 2009 when AEB launched the GEP.
- 23 percent more Americans agree that egg farmers are committed to caring for animals.
- 19 percent more Americans agree that egg farmers treat their hens in a compassionate manner.

Industry Communications

Through a variety of means, AEB kept egg farmers informed of their check-off investment and the results of each program.

In 2012, A series of infographics were developed to easily communicate results on AEB’s recent programs across several departments. Each was repurposed in at least one way to extend its reach, including use as AEB’s hotline in the monthly Poultry Times and in Umer Barry’s quarterly Reporter.

Efforts to increase coverage of AEB’s programs by the industry press continued and yielded more than 30 editorial mentions as a result of better communication. Articles on recent achievements are submitted regularly to several publications and upon request.

Presentations at industry meetings across the country kept egg producers and the industry informed about AEB’s efforts.

The weekly Media Update that recaps egg coverage in the national media grew to include more than 500 industry contacts and consistently had a 28-percent open rate, which is above industry averages. Its look will be refreshed to coordinate with a redesign of the News from AEB in January 2013.

State Support

In 2012, the 37 eligible states used 93 percent of their funding to further AEB’s national messages at the local level.

To be eligible for state support funding, each state promotional organization submitted a plan of action to outline how AEB’s funding would support the “Wake Up to Eggs” advertising campaign or GEP.

New brochures included three dessert leaflets and a microwave leaflet that highlighted the ease of cooking eggs. A microwave-safe cup featuring the basic Coffee Cup Scramble recipe was added to inventory.

State contacts shared four seasonal campaigns with more than 250 editors. Campaign themes featured recipes and information related to the “Wake Up to Eggs” campaign, May National Egg Month, back to school and homemade treats for holiday gifts.

GEP toolkits and turnkey kits were available for the state promotional organizations to use. These kits provide detailed guidance on how to host local GEP breakfasts, as well as backdrops for display areas.

The annual state marketing meeting was held in June and provided the opportunity for state directors to discuss the marketing efforts they put forth at the state level and to garner new ideas from other state directors.

Using AEB materials, these organizations reached more than 7,500 teachers and 150,000 students over the course of the year through in-school omelet workshops and teacher-in-services for those in the family and consumer science classrooms. The state promotional organizations earned 45 million media impressions through TV, radio and print advertising including value-added time and ad space.
Advisory Panel

Patricia Curtis, Ph.D.
Director and Professor,
Auburn University Food Systems Initiative,
Auburn University, Auburn, AL

Glenn Froning, Ph.D.
AEB Food Science and Technology Advisor,
Professor Emeritus,
University of Nebraska-Lincoln, Lincoln, NE

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United Egg Producers, Washington, D.C.

Peeyush Maheshwari
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Patricia Stonger
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Erika B. Smith, Ph.D.
Senior Principal Scientist, Ingredient Technology, General Mills, Minneapolis, MN

Blair Van Zetten
Oskaloosa Food Products, Oskaloosa, IA

FOOD TECHNOLOGY ADVISORY COUNCIL

NUTRITION SCIENTIFIC ADVISORY PANEL

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Professor, Friedman School of Nutrition Science and Policy, Antioxidants Research Laboratory, Tufts University, Boston, MA

Jim House, Ph.D., J.D.
Professor and Department Head, Monogastric Nutrition/Nutritional Biochemistry, University of Manitoba, Winnipeg, Canada

Sam Klein, M.D.
William H. Danforth Professor of Medicine and Nutritional Science Director, Center for Human Nutrition Chief, Division of Geriatrics and Nutritional Science Director, Center for Applied Research Sciences Medical Director, Weight Management Program, Washington University School of Medicine, St. Louis, MO

Gil Levellie, Ph.D.
Owner and President, Levellie Associates, Past President, Institute of Food Technologists, New York, NY

Douglas Paddon-Jones, Ph.D.
Associate Professor, The University of Texas Medical Branch, Department of Physical Therapy, Allied Health Sciences, Galveston, TX

Industry Programs (continued)

Export

AEB provided funding to the USA Poultry & Egg Export Council (USAPEEC) to promote U.S. eggs and egg products internationally, reaching potential international egg buyers through a variety of marketing efforts including seminars and trade shows. Last year, 2012 exports set a record 274 million dozen egg exports worth $263 million.

AEB continued its tradition of supporting the White House Easter Egg Roll by donating 14,000 hard-boiled and dyed eggs, as well as the volunteers’ hats and aprons featuring the official White House Easter Egg Roll logo.

To kick off the event, thousands of people stopped by the Incredible Egg, a 16-foot, inflatable incredible egg featured on the Ellipse of the White House and the Incredible Egg Chair to take pictures before heading to the South Lawn for the egg roll, cooking demonstrations, musical performances and more.

AEB Chairman Christopher M. Pierce and AEB President Joanne C. Ivy presented the 35th Commemorative Egg to First Lady Michelle Obama on behalf of America’s egg farmers. President Obama attended the presentation, as did his daughters Malia and Sasha, and Bo, the first dog.

Louisiana artist Penny Smith found inspiration for the outside of the 35th Commemorative Egg from Washington, D.C. and its famous cherry blossom trees. The inside showcased children in action outdoors, which was inspired by the theme of this year’s White House Easter Egg Roll, “Let’s Go, Let’s Play, Let’s Move.”

USAPEEC Korea translated and produced six egg product training videos featured on FunctionalEgg.org and distributed them to 100 top food professionals. In Hong Kong, USAPEEC received more than 11,000 website visitors and reached 100 culinary students through eight pastry demos, 4,000+ through double-page advertisements in Today’s Baking and 1 million through truck advertising.

With 62,000 visitors from 152 countries at the Gulfood Show, 50 Middle Eastern traders made product requests at USAPEEC’s booth. In Mexico, USAPEEC conducted on-site technical training visits with 61 leading bakers, mayonnaise producers and food manufacturers, generating $400,000 in sales. In Japan, U.S. egg products are promoted at three trade shows, reaching more than 120,000 people. In the Dominican Republic, USAPEEC provided training to 50 chefs and foodservice operators in the hotel and restaurant industry.

At the SIAL show in Paris, 140,000 visitors, generating 40+ trade leads, were reached.

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AEB’s administration of producers’ funds begins with the Board, which establishes the budget/financial policy and makes program decisions that are then implemented by AEB staff. The ultimate oversight of AEB is the Executive Committee and the U.S. Department of Agriculture that monitors AEB’s compliance with the law, including approval of the budget. AEB staff works hard to ensure that efficient and effective management is used and that administrative expenses are held to a minimum. With an eye on cost control, AEB spent 2.7 percent on administrative expenses in 2012.

Egg production and assessments are submitted through handlers on a monthly basis. Essential to AEB is the timely and accurate collection of the assessment of 10 cents per case of 30 dozen eggs from all egg producers with more than 75,000 hens. For the year 2012, 145 handlers were reporting from egg producers owning more than 75,000 hens. Total assessment revenue was $21.88 million, representing assessments collected on 218.4 million cases of eggs.

AEB management enforces the AEB Expenditure and Documentation Guidelines to control expenses for AEB, ENC and AEB agencies. Plante Moran (formerly Blackman Kallick), CPAs, Chicago, IL, audited the Board’s 2012 financial statements and conducted an audit of AEB under Generally Accepted Governmental Auditing Standards (GAGAS).
Mission Statement

To allow egg producers to fund and carry out proactive programs to increase demand for eggs and egg products through research, education, and promotion.