At a Glance

Through the American Egg Board (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.

The Board consists of 18 members and 18 alternates, nominated by the egg industry, and appointed by the U.S. Secretary of Agriculture. The Board administers the program, with oversight by the U.S. Department of Agriculture, in 48 contiguous states. All program funding, as well as oversight costs, are 100-percent paid for by U.S. egg producers.

AEB is led by a President and CEO and its activities are executed by staff through four standing Committees: Consumer Marketing; Foodservice & Egg Product Marketing; Industry Programs and Nutrition.
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Over the past two years, I’ve had the distinct privilege to serve our industry as your Chairman of the American Egg Board (AEB). I did not take my duties lightly as the continued success of AEB and our farms depends on our actions today. The Board Members, Alternates and staff work incredibly hard to ensure AEB delivers a strong return on investment for every egg producer.

I challenged — from the outset — both the Board and staff to make sure every action and program increases consumption for eggs and egg products. The results built on AEB’s incredible legacy of driving demand. AEB has been THE champion of the egg since its start in 1976, and the organization has been critical to the success of our farms and businesses across the country.

AEB’s robust marketing programs contributed to this growth and our continued success. During my tenure, AEB teamed up with Kevin Bacon, Pillsbury/General Mills, Dunkin’ Donuts, Discovery Education, food formulators and others. In retail alone, sales totaled $6.8 billion in 2015.

AEB’s programs drive sales and demand and position the Incredible Edible Egg as a best-in-class marketing program. Our AEB staff and Board took my challenge to heart and delivered an incredible body of results.

At meetings with New York’s top magazine editors; health professionals at the Culinary Institute of America, the First Family during the annual White House Easter Egg Roll and others, I enjoyed not only sharing my own experiences but speaking collectively about how America’s egg farmers care for their hens, communities and land. These opportunities would not be possible without a strong national marketing arm working on behalf of all egg farmers.

As the next generation Board and farm leadership steps forward, I feel confident that AEB’s programming of driving demand for eggs and egg products will continue.

Thank you for the honor to help position AEB for another incredible 40 years.

Paul Sauder, AEB Chairman
R.W. Sauder Inc., Lititz, PA
Executive Committee

Paul Sauder  
*Chairman*  
R.W. Sauder Inc.  
Lititz, PA

Blair Van Zetten  
*Vice Chairman*  
Oskaloosa Food Products  
Oskaloosa, IA

Scott Ramsdell  
*Secretary*  
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*Member at Large*  
Cal-Maine Foods Inc.  
Flatonia, TX

Mark Oldenkamp  
*Member at Large*  
Valley Fresh Foods Inc.  
Woodburn, OR

Roger Deffner  
*Immediate Past Chairman*  
National Food Corp.  
Everett, WA

Annual Report 2015
1 The Bacon Web film went viral with more than 1 million views in fewer than 24 hours.
2 Fans clamored for the Bacon t-shirt featured in the popular magazine ad.
3 All major TV networks and morning shows, including “Good Morning America,” aired news of the Bacon campaign.
4 Easter coverage generated more than 100 million impressions with the help of a custom USA Today “Snapshot” on egg consumption.
5 Eggs became part of the Back-to-School lunchtime routine with the help of Pinterest influencers.
Growing Egg Sales, Despite Avian Influenza

Egg sales are the highest they’ve ever been, according to Nielsen, growing by $1.3 billion to $6.9 billion in 2015. Rising egg prices as a result of Avian Influenza’s impact on supply played a role in that growth, but unit sales in dozens of eggs also increased last year, proving that consumers are willing to pay more for the Incredible Edible Egg.

Clearly eggs are on trend with consumers’ growing interest in protein, especially at breakfast. Eggs are an all-natural nutritional powerhouse, with nothing artificial, which is increasingly important to Americans searching for real, simple and less processed foods.

In addition, new research on AEB’s Paid Media, Owned Assets & Earned Social by Starcom Mediavest Group found that AEB’s consumer marketing efforts were responsible for 15 percent of retail egg sales, equating to approximately 400 million dozens and $825 million annually. The study examined 2 ½ years of data.

Wake up to Eggs With Bacon!

In 2015, AEB changed the advertising game for the egg industry by partnering with the most famous bacon of all: Kevin Bacon. By using a Hollywood icon to break through the commercial clutter, AEB leveraged a limited advertising budget and brought attention to the benefits of eating eggs in an impactful, innovative way.

AEB used a series of Kevin Bacon videos, print ads and a variety of digital content to stop billions of people in their tracks while delivering key nutritional benefits of eggs. The videos appeared on popular online video streaming networks like Hulu, NBC, ABC, FOX and CBS.

In addition, print ads ran in mainstream entertainment and lifestyle magazines such as People, US Weekly and Rolling Stone. Online banners ran on high-traffic pop culture sites, including Gawker and Deadspin, as well as on the Weather Channel mobile app. Kevin Bacon content took over social media platforms, including YouTube, Facebook, Twitter, Pinterest and Instagram.

The campaign immediately went viral, reaching 2 billion people, and was so successful it later won the egg industry’s first Cannes Lion Award, one of the most prestigious honors in advertising. But more importantly, the effort and Easter timing drove egg demand. In the four weeks following the campaign’s introduction, Nielsen reported egg sales in dozens were up 15 percent versus the same period a year ago. That translated to 29 million dozens and $70 million more in sales.

DIY Egg Decorating for Easter

AEB set out to take back the Easter holiday by becoming THE authority on egg decorating and all things Easter. Throughout March and April, AEB executed a fully integrated digital, print and retail campaign to inspire families to pick up an extra dozen eggs for decorating during the Easter season.

AEB brought Easter to retail by partnering with Keebler Crackers and Hungry Jack Hash Browns. The partnerships included 4.6 million on-pack Instantly Redeemable Coupons (IRCs) for savings on eggs.
Public Relations and Social Media
AEB’s best-in-class social media and online programs continued to keep social content fresh and relevant by capitalizing on planned and real-time moments throughout the year.

On World Egg Day, AEB celebrated with globally inspired recipes and an interactive Twitter contest. Fans that followed the Adventurer Egg’s travels across the world had a chance to win free eggs for a year and a Kevin Bacon T-shirt. They also helped trend #WorldEggDay on Twitter for most of the day. In addition to social media, traditional media shared stories and recipes for World Egg Day, including Huffington Post’s Voces, its Spanish media channel, and About.com.

To keep the benefits of eggs in the news, AEB connected with New York’s most influential magazine editors to discuss the latest culinary trends, egg farmer production and sustainability practices.

Publications in attendance included top magazines like Bon Appetit, Food and Wine, Food Network Magazine, Self, Health and Weight Watchers. Combined, the 26 editors in attendance reach more than 250 million readers with any given issue.

Lastly, IncredibleEgg.org received a new look and improved functionality, streamlining egg facts and optimizing the way people search for it on Google, Yahoo and Bing. Within months of its launch, the website won an Online Marketing Media and Advertising Award for Website Excellence, and in fewer than six months, organic traffic to the site doubled to more than 600,000 visitors per month.

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Shopper Marketing
In addition to Keebler and Hungry Jack, AEB partnered with Butterball Turkey Bacon. The partnership placed more than 400,000 IRCs on packs of Butterball Turkey Bacon as part of an offer that ran through year’s end. Coupons garnered a 10 percent redemption rate, well above the industry average.

Unfortunately, Avian Influenza outbreaks in the spring prevented additional promotion in the back half of the year.

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1. AEB brought back the Adventurer Egg to bring attention to the Incredible Egg for World Egg Day.

2. A new streamlined experience on desktop and mobile allowed users to easily search for the most popular recipes like “Hard-Boiled Eggs,” “Poached Eggs,” and “Deviled Eggs.”

3. AEB lent a hand in the kitchen with baking hacks to relieve holiday stress.

4. AEB cleared up confusion around common egg labels and terms with this new infographic.

5. The popular Turkey Bacon promotion garnered a 10 percent redemption rate, well above the industry average.
Foodservice & Egg Product Marketing

Foodservice

During the last decade, AEB’s foodservice efforts contributed to increased egg consumption. According to The NPD Group, more than 990 million servings, representing a growth rate of 15.3 percent, were added across the foodservice industry. Breakfast remained the most vibrant daypart last year. As such, AEB positioned itself as The Breakfast Expert. AEB provided trend analysis, competitive assessments and culinary development to a wide range of foodservice professionals.

National Accounts

Through the National Accounts program, AEB engaged with the 12 largest operators in Quick-Service Restaurants (QSRs), Convenience Stores and Fast Casual segments to discuss breakfast foods in the lunch and dinner dayparts. Through innovation and promotion, AEB helped increase egg servings by more than 100 million over 2014, according to The NPD Group.

With the launch of All Day Breakfast, McDonald’s changed the QSR landscape, and the potential for increased egg sales within this segment became a reality. Many major QSRs followed suit. In addition to AEB’s long-standing relationship with McDonald’s that spans more than five years, AEB supported several leading chains’ promotional efforts.

On World Egg Day, AEB partnered with White Castle to promote fresh-cracked eggs by offering a free egg on top of any item. AEB’s incredible logo appeared on co-branded marketing materials to support the Anything, Anytime initiative, which offers a wide selection of breakfast items available all day.

AEB also partnered with Taco Bell for a breakfast “Steal a Base Promotion.” During the World Series, Taco Bell gave away more than 1.3 million A.M. Crunchwraps as a result.

Media & Related Promotions

AEB continued a cooperative effort with several key publications by issuing the quarterly Incredible Breakfast Trends and bi-monthly editions of Breakfast Beat. Advertising messages exceeded expectations by more than 29 percent, garnering more than 2.2 million impressions. AEB’s digital promotional efforts achieved a nearly 30 percent open rate, exceeding benchmarks.

To promote egg consumption throughout the day, AEB reminded foodservice decision makers about making eggs not only for breakfast but for other meal times. Advertising with celebrated restaurant consultant Andrew Freeman reached decision makers at QSRs and casual chains. These messages continue and focus on the prevalence of eggs on menus all day through egg-topped burgers, poached eggs as salad toppings and more.

Combined, these efforts effectively drove foodservice professionals to AEB.org. The year saw more than 151,000 visits to the foodservice section, a 105 percent increase over 2014.

In conjunction with the Egg Nutrition Center, AEB worked with the Culinary Institute of America (CIA) to target at foodservice operators and health professionals with a series of videos focused on trendy, nutritious egg dishes.

Along with the Harvard School of Public Health, Department of Nutrition, AEB focused on the future of food as part of the CIA’s Worlds of Healthy Flavors.

School Foodservice

AEB’s messages, designed to increase egg and egg product servings in school nutrition programs, reached 85 percent of school nutrition directors in the top 500 school districts through targeted advertising.

AEB connected with school foodservice directors and noted continued interest in EggPops. Communications and outreach focused on reaching those in this segment with the information and tools they need to put more eggs on school menus.
1. AEB partnered with both White Castle and Taco Bell on national promotions to drive egg sales that were supported by traditional and social media.

2. Quarterly Incredible Breakfast Trends reinforced AEB’s positioning as The Breakfast Expert.

3. Trade advertising remained critical to reach foodservice professionals.

4. AEB reached more than 100,000 culinary professionals through this partnership. Additionally, AEB was selected as one of eight to participate in CIA’s Healthy Menus R&D Collaborative.

5. The Egg Chair also proved popular with trade show attendees like those at the School Nutrition Industry Conference.
Eggs’ Integral Role in the Baking Industry

A conversation with baking expert, Luis Belozerco about the function and importance of eggs in baking formulations. AEB.org/RealEggs

Q. What is the importance of eggs when it comes to baking?
A. Eggs play a crucial role in baking by providing structure, stability, and flavor. They are a key ingredient in many baked goods, contributing to the overall quality and texture of the final product.

Q. How can reformulation affect consumer perception?
A. Changes in ingredient formulations can impact consumer perception, as they may affect the taste, texture, and overall quality of a product. Reformulating a product may require careful consideration to maintain consumer satisfaction.

Q. Why is it important to trace ingredients when baking?
A. Ingredient traceability is crucial to ensure the quality and safety of baked goods. It helps in identifying potential allergens and ensures compliance with food safety regulations.

Q. Can you explain the importance of eggs in gluten-free product development?
A. In gluten-free product development, eggs can compensate or partially replace the gluten proteins found in wheat. They help to maintain structure, stability, and flavor in baked goods.

Q. What about gluten-free product development? What are the challenges?
A. In gluten-free product development, the absence of gluten proteins requires alternative ingredients to provide structure and stability. Eggs can help to compensate, but other ingredients may also be necessary to achieve the desired texture and flavor.

Q. Are there single substitutes for eggs in all formulations?
A. No, there is no single substitute that can replace eggs in all formulations. Different baking products require different functionalities, and each egg component—such as lecithin, proteins, and yolk—has its own unique role in the baking process.

Q. What is the impact of shelf life on eggs?
A. Eggs have a relatively short shelf life compared to other bakery ingredients. Proper handling and storage are crucial to maintain their quality and functionality. For artisanal baking, using fresh eggs may be essential to achieve the desired results.

Q. What is the role of eggs in artisanal baking?
A. In artisanal baking, eggs play a significant role in creating unique textures and flavors. They help to achieve the desired mouthfeel and taste, and are often used to enhance the sensory experience of artisanal baked goods.

Q. How can substitution impact the overall quality of a product?
A. Substitution can affect the overall quality of a product by changing its mouthfeel, taste, and texture. It is important to carefully consider the impact of substitution on consumer acceptability and product performance.

Q. What is the impact of eggs on the overall quality of a product?
A. Eggs contribute significantly to the overall quality of baked goods. They improve texture, stability, and flavor, and help to achieve the desired sensory characteristics.

Q. How can eggs be used to achieve specific qualities?
A. Eggs can be used to achieve specific qualities in baked goods, such as aeration, structure, and binding. They can be manipulated to provide the desired characteristics in different baking applications.

Q. What are the different ways to use eggs in baking?
A. Eggs can be used in various ways in baking, including whole, pasteurized, dried, or replacers. Each form has its own unique characteristics and applications in baking.

Q. What attributes of eggs make them integral to baking?
A. Eggs provide essential attributes that are integral to baking, such as emulsification, aeration, and high quality proteins. These attributes help to achieve the desired texture, mouthfeel, and overall quality in baked goods.
Egg Product Marketing

AEB reached professionals in food manufacturing and food formulating. Messages of egg ingredients’ multi-functionality, clean label appeal and protein content appeared in advertising, press releases, blogs, educational videos, in-person events and online.

These resources assisted food manufacturers and formulators during the supply shortage brought about by Avian Influenza. An aggressive print and digital media campaign, along with outreach to the editors of food ingredient and foodservice publications, maintained visibility in the marketplace.

Despite overall budgetary decreases, AEB increased its media impression by 28 percent over 2014. Trade publication editorial mentions of available resources and the benefits of formulating with egg products increased by 32 percent over 2014. The major food ingredient publications included a total of 65 editorial mentions.

Research

AEB launched research to validate the functional, labeling and sensory benefits of including eggs in product formulations. Another effort aimed to increase consumption of pre-cooked hard-boiled eggs as a component in pre-packaged snack offerings at foodservice and retail outlets.

Outreach & Education

Twelve food formulating professionals attended AEB’s 15th Annual Food Technology Advisory Council Meeting that provided insights for AEB’s research and potential future projects.

AEB reached attendees of the Institute of Food Technologists’ Annual Meeting & Food Expo and promoted the 20-plus unique functional benefits that REAL eggs supply. Unique tasting samples drew attendees to AEB’s booth. An egg and poultry industry expert answered egg product and formulating questions, and participated in food formulating and ingredient media interviews. In addition, the AEB exhibited and attended seven other conferences.

To give bakers a thorough understanding of the role of egg ingredients in bakery applications, AEB turned to the experts at American Institute of Baking (AIB) International in Manhattan, KS, to film a short video series about eggs. Sixteen videos showcase the unique functional properties egg ingredients contribute to baking systems. AEB blogs, web banners and other digital promotions, including AIB promotional efforts, drove traffic to these videos.

Available Resources

The Food Manufacturers’ section on AEB.org drew more than 111,000 page views throughout the year. Targeted, on-trend and timely information met the needs of this audience.

AEB updated the Egg Product Buyers’ Guide. As one of the most visited resources on AEB.org, the Guide received almost 17,000 views, a 380 percent increase over 2014.

AEB expanded its Egg Product Workshop platform that aims to increase the use of egg products in packaged foods. Topics included functionality, nutrition benefits, market trends, safety and handling, benefits of using egg ingredients and creative culinary demonstrations showcasing new product concepts.

Food editors from Food Technology magazine, Food Processing magazine and BNP Publications, Prepared Foods magazine’s parent company, attended preview workshops.

AEB’s new white papers focused on the nutritional qualities of egg proteins and their functional benefits in formulations. Both are available for download on AEB.org and in print at in-person events.
1. Students were already familiar with food webs, and by focusing on connected relationships on an egg farm, AEB built on what teachers had already taught.

2. The partnership with the Tribune Co. highlighted first-person answers to “Why I Farm” from egg farmers across the country.

3. For the first time, a second Virtual Egg Farm Field reached middle school students on World Egg Day.

4. AEB.org housed the archive of previous Virtual Egg Farm Field Trips, while highlighting AEB’s additional resources for educators.

5. Two students from the Chicago High School for Agricultural Sciences participated in the hands-on activity during the live event.
Industry Programs

Good Egg Project (GEP)

AEB partnered with the Tribune Co. and Mashable, a leading online source for news, information and resources, on three “Why I Farm” micro-documentary segments that reached TV viewers in 16 Tribune markets on 19 affiliates and appeared online nationally. The campaign, featuring Dick Patmos, Bob Krouse and Paul Sauder, earned more than 13 million media impressions, exceeding the set goal by 104 percent.

Additional videos — featuring Tom Hertzfeld II, Mindy Truex, Steve Herbruck, Mark Oldenkamp, Bruce Dooyema, Brent Nelson and Jacques Klempf — will be leveraged online in 2016. AEB posted all videos to YouTube.com/AmericanEggBoard, AEB.org and IncredibleEgg.org.

The 2015 GEP Ambassador program engaged influencers to create content focusing on egg usage and egg farmers, and highlighted eggs as a key ingredient in any household. As a result, AEB content and messages started conversations around egg-based recipes and eggs’ journey from farm to table, a key initiative of the GEP since its launch. This program earned 6.3 million impressions in total.

Educational Outreach

In March, AEB’s 4th Annual Virtual Egg Farm Field Trip reached more than 182,850 students in elementary classrooms across the country through partnership with Discovery Education. The live event showcased Creighton Brothers Farms in Warsaw, IN. From their classrooms, students explored the ecosystem and food webs of an egg farm.

Students learned how this five-generation family farm and America’s egg farmers care for their hens and the environment.

For the first time, AEB reached middle school classrooms through an additional Virtual Egg Farm Field Trip on October’s World Egg Day. This version highlighted the relationship between primary and secondary consumers, showing how all aspects of the farm are connected. More than 2,880 classrooms tuned in to the live event, representing more than 72,000 students. AEB gained a higher penetration into U.S. middle schools. AEB leveraged social media to promote this event, including Facebook ads and other online banner ads. Using #EggBoardVFT, AEB earned more than 6 million potential impressions on Twitter.

Discovery Education also reached its teacher database with several eblasts, two of which earned 40 percent and higher open rates and more than 6,000 click-through totals. This year’s promotional campaigns earned a total of 8.3 million impressions.

A sweepstakes promotion highlighted additional post-event activities and drove teachers to AEB’s online Education Station, which earned more than 73,000 page views.

Attendees of the National AG in the Classroom and the American Association of Family & Consumer Sciences received AEB’s ready-to-use, Common Core-aligned lesson plans and eggsperiments. At each event, AEB presented its resources and engaged one on one with the teachers. Highlights include sharing hands-on eggsperiments with the teachers, discussions about how to expand on the various activities, and sharing common production practices through AEB’s virtual farm field trip.

Through the Education Center, AEB reached 150,000 teachers with print advertising and 75,000 classrooms with an educational poster.
Industry Programs (Cont.)

Organic search drove almost 7,000 educators to AEB’s microsite with Young Minds Inspired. Between Discovery Education Station, Young Minds Inspired, The Education Center and AEB.org, teachers downloaded more than 41,000 of AEB’s lesson plans and materials — almost three times as many downloads as 2014. These partnerships position AEB at destinations already attracting teachers, allowing AEB to increase its reach for minimal investment.

Additional Efforts
From its launch in 2009 through 2015, AEB’s Speakers’ Bureau reached more than 32,000 consumers, students and educators with farm-to-table messages through this local, grassroots effort. In addition to civic groups, AEB talked to high school classrooms across the country, as well as teacher associations like the Michigan, Oregon and Texas chapters of the Family, Career and Community Leaders of America. By the year’s end, AEB transitioned this program to a regional and national focus to better utilize egg farmers’ time and reach larger audiences.

AEB honored two researchers with a $500 honorarium each for their contributions to poultry science. AEB honored Drs. Dong Uk Ahn and Hyun-Dong Paik with the American Egg Board Research Award during the Poultry Science Association’s Awards Celebration.

Industry Communications
The weekly Media Update and as needed President’s Updates continued as effective communication tools, both of which exceed industry open rates for this type of electronic communication. The monthly incredible news remained AEB’s flagship communication to all egg producers and the industry, and promoted AEB’s efforts to drive demand for eggs and egg products.

AEB earned 60 mentions in industry press as a result of improved information-sharing with editors. Contributed columns appeared in every issue of the Poultry Times and Urner Barry’s Reporter.

Site traffic on AEB.org increased by 96 percent over 2014. As a result of continued improved functionality, users on mobile devices increased by 215 percent and tablets by 135 percent. Pages related to Farmers & Marketers, Lesson Plans & Materials and Eggs 101 proved popular.

State Support
With AEB funding, state promotional organizations delivered AEB’s national marketing messages on the local level. Consumers interacted with these groups throughout the year.

In 2015, AEB allocated $300,000 to 29 states that submitted grant applications for January to July events. The reimbursement rate was 94.5 percent. Innovative ideas included a: Food Truck Contest, College Sports “Fowl” line Sponsorship, Selfies with the Giant Egg with minor league baseball team on Egg Day and radio contest. As a result of decreased funding, AEB cancelled the second grant cycle.

Export
USAPEEC leverages AEB’s funding to promote the Incredible Edible Egg through its international offices. Prior to AI, export projections were poised to set record highs. Unfortunately, total exports of table eggs and processed egg products, measured in shell-egg equivalents, decreased by 32 percent to 238.7 million dozen, and their value fell 15 percent to $285.6 million.

In an effort to educate international buyers about the high quality of U.S. eggs and products, USAPEEC made visits to more than 130 companies in the Middle East.

For the first time, USAPEEC held a dessert culinary contest that attracted 60 entries over a two-month period in Japan that yielded $23,500 in media coverage.

In Hong Kong, USAPEEC continued promoting U.S. eggs through truck advertising, reaching over more than 1 million, and through Today’s Baking advertisements, reaching more than 4,000 bakery professionals.

AEB’s “Egg Product Conversion” videos were translated into Arabic and Japanese. Eight “Tech Talks” were made available in Spanish. All translated videos were posted to the appropriate USAPEEC international websites and shared with AEB.
1. USAPEEC and AEB co-sponsored the breakfast during the Commodity Classic. Chef Dudash reached more than 400 attendees during her demonstration.

2. USAPEEC held a foodservice seminar in Dubai with the Emirates Culinary Guild, attracting chefs from 20 top hotels as well as importers, wholesalers and distributors.

3. The Media Update recapped egg mentions in the national media and highlighted AEB’s programming highlights.

4. The giant inflatable incredible egg remained popular with the state promotional organizations.
1. The farmer and hen cutouts proved popular again with kids and parents waiting in line for photos. This gave staff and egg farmers in attendance the opportunity to answer frequently asked questions.

2. During each group’s timed entry on the South Lawn, AEB had a line waiting to entering An Egg’s Journey.

3. The realistic looking Hollywood Hens provided additional interactions.

4. The play kitchen allowed kids to move eggs from the fridge to the cook top and back.

5. The White House Easter Egg Roll is the largest event held on the South Lawn, and attendees from across the country enter a lottery system for tickets.

6. AEB Chairman Paul Sauder, along with his wife Cindy, presented the Commemorative Egg to Michelle Obama.
Industry Programs (Cont.)

White House Easter Egg Roll

AEB continued its tradition of supporting the 137th White House Easter Egg Roll by donating more than 14,000 hard-boiled and dyed eggs for the event, which drew more than 35,000 people. Volunteers wore AEB-provided hats and aprons with the official White House Easter Egg Roll logo.

On behalf of America’s egg farmers, AEB Chairman Paul Sauder, R.W. Sauder Inc., Lititz, PA, presented the 38th Commemorative Egg to First Lady Michelle Obama. President Obama again attended the presentation.

On the South Lawn, AEB’s whimsical “An Egg’s Journey from Farm to Table” exhibit engaged the day’s attendees and highlighted how eggs move from egg farms to retail and kitchen tables. Attendees asked questions all day, and typical comments included, “I didn’t know that” and “Thank you for all farmers do.”

Attendees took pictures with the Hollywood Hens, realistic imitation hens, and in photo cutouts that showcased a farmer and hen in the barn, eggs being washed and a delivery truck with a supermarket.

A new hands-on kitchen proved incredibly popular, providing children the opportunity to play pretend and move eggs from the refrigerator to the stove. AEB strategically placed key messages throughout the expanded exhibit space.

AEB’s flying disc giveaway tied into the day’s activities — themed “#GimmeFive” to celebrate the fifth anniversary of the First Lady’s Let’s Move! initiative. And of course, the day’s events included Easter egg rolling, dyeing, decorating and hunting.

The America Egg Board presented the inaugural Commemorative Egg to First Lady Rosalynn Carter in 1977, and one to every First Lady since. Shown here is the 38th Commemorative Egg.
The Egg Nutrition Center (ENC) funded $1.5 million in nutrition research at colleges and universities across the country. This published research is a cornerstone of AEB and ENC’s marketing efforts.

ENC earned a 92 percent publication submission rate among its funded research grants within one year of filing the final report. An unprecedented 14 ENC-funded studies were published.

ENC continues to fund research in all its key strategic areas, including cardiometabolic health, protein and nutrient density. ENC funded a total of eight research grants in 2015 at seven different universities. Since opening its research process to more universities in 2010, ENC has received proposals from more than 50 different universities.

Published 2015 research includes:

“Effects of egg ingestion on endothelial function in adults with coronary artery disease: a randomized, controlled, crossover trial,” *American Heart Journal.*


“Egg yolks inhibit activation of NF-kappaB and expression of its target genes in adipocytes after partial delipidation,” *Journal of Agricultural and Food Chemistry.*

“Acute and chronic effects of sprint interval exercise on postprandial lipemia in women at-risk for the metabolic syndrome,” *Journal of Applied Physiology.*

“Diets higher in protein predict lower high blood pressure risk in Framingham offspring study adults,” *American Journal of Hypertension.*


“Encapsulation thermogenic preadipocytes for transplantation into adipose tissue depots,” *Journal of the American College of Nutrition.*

“A high-protein breakfast induces greater insulin and glucose-dependent insulinotropic peptide responses to a subsequent lunch meal in individuals with type 2 diabetes,” *Journal of Nutrition.*


“One egg per day improves inflammation when compared to an oatmeal-based breakfast without increasing other cardiometabolic risk factors in diabetic patients,” *Nutrients.*

“Choline intakes exceeding recommendations during human lactation improve breastmilk choline content by increasing PEMT pathway metabolites,” *Journal of Nutritional Biochemistry.*

“Breakfasts higher in protein increase postprandial energy expenditure, increase fat oxidation and reduce hunger in overweight children from 8 to 12 years of age,” *Journal of Nutrition.*
FACT OR FICTION: Children Need to Eat Breakfast

F:00 7:10 am Opening Remarks
F:10 7:45 am Role of Breakfast Composition on Catecholamine, Food Intake and Body Weight in Children
Nick Bullock, PhD – Ryerson University, Canada
F:45 8:20 am The Effects of Breakfast and Breakfast Composition on Cognition in Children and Adolescents
Louise Dye, PhD – University of Leiden, United Kingdom
8:20 8:45 am How to Make Quick, Wholesome Breakasts
Kids Will Love
Garnline Kaufman, MS, RDW

Long Beach, California
Saturday, December 5, 2015
7:00–8:45 AM

Visit www.eggnutritioncenter.org to learn more about ENC’s dedication to nutrition research, as well as the tools and resources available for health professionals.

Recent research shows:

1. Eggs can contribute to increased protein intake, which is inversely associated with blood pressure in the Framingham Offspring Study.

2. Daily egg consumption for 6 weeks does not adversely affect risk markers for cardiovascular disease in adults with existing heart disease, hyperlipidemia, or type 2 diabetes/pre-diabetes.

3. Increased dietary protein, and specifically high-protein, egg-based breakfasts, promote glycemic control in those with type 2 diabetes and pre-diabetes.

A half-dozen studies on eggs & CARDIOMETABOLIC HEALTH

1. In partnership with the Hass Avocado Board, ENC hosted a breakfast and education symposium at the American Society for Nutrition’s Advances and Controversies in Clinical Nutrition Conference.

2. Researcher Christian S. Wright, a Ph.D. student at Purdue, was selected as a finalist in the American Society for Nutrition Clinical Emerging Leader Competition. ENC supported his research. Recognition like this furthers ENC’s reputation within the scientific community.

3. Sponsored the Weight Management Dietetic Practice Group’s annual member breakfast, including an educational Breakfast ‘N Learn session titled “Muscle vs. Fat: The Sarcopenic Obesity Puzzle.”

4. A new educational handout highlighting the latest science regarding eggs and cardiometabolic health was distributed at several cardiology-focused HP meetings.

5. A new handout promotes the findings of Dr. Wayne Campbell’s “egg on salad” research from Purdue University.
Eggs can enhance the nutritive value of vegetables.

In order for the body to be able to absorb carotenoids and benefit from their positive health effects, they need to be consumed along with dietary fat. You may need to be consuming at least two to three tablespoons of unsaturated fat (like olive oil) or one egg per day to enhance carotenoid absorption.

In a recent study, researchers showed that when people consumed a vegetable-based salad with eggs, their bodies absorbed up to eight times the amount of carotenoids than when people consumed the same salad without eggs.

To taste fresh ground pepper

Carotenoids, which give fruits and vegetables their bright colors, are a source of carotenoids. A recent study showed that when people consumed a vegetable-based salad with eggs, their bodies absorbed up to eight times the amount of carotenoids than when people consumed the same salad without eggs.

1. **Mediterranean Confetti Salad**

   **Salad Ingredients:**
   - 1 cup romaine lettuce, chopped (about four outer leaves)
   - 3 cherry tomatoes, halved
   - 1/4 cup red bell pepper, seeds and ribs removed and diced
   - 1/4 cup English cucumber, diced
   - 1/2 cup canned chickpeas, drained and rinsed
   - 1 tbsp red wine vinegar
   - 1 egg, hard-boiled, peeled and quartered
   - 1/4 medium avocado, skin and pit removed and diced

   **Dressing Ingredients:**
   - Extra virgin olive oil
   - 1/4 tsp garlic, minced
   - To taste fresh ground pepper
   - 1/8 tsp salt

2. **Build an Egg-optional Salad**

   From chopped to Cobb to Nicoise, we all love eggs in our veggie salads. And here's the good news – research shows that pairing eggs with avocados on leafy greens, such as spinach, can enhance the body's absorption of carotenoids.

3. **Pairing eggs with avocados on leafy greens, such as spinach, can enhance the body's absorption of carotenoids.**

4. **Eggs are part of plant-based diets, too**

   High-quality proteins, like eggs, fit within all three of these recommended healthy dietary patterns.
Nutrition (Cont.)

Dissertation Fellowship Recipients

The following individuals were awarded ENC dissertation fellowship grants:

**Stephen Fleming**, University of Illinois. “Perinatal whole-egg supplementation and cognitive development of small-for-gestational-age piglets”

**Shirin Pourfashar**, Florida State University. “Daily incorporation of eggs into a diet improves factors associated with glycemic control and insulin sensitivity in pre-diabetics”

**Nathan Winn**, University of Missouri. “Interaction between diet composition and physical inactivity on insulin sensitivity and beta-cell function”

**Amanda Missimer**, University of Connecticut. “Effects of egg consumption on HDL functionality in a young healthy population”

Research-Related Promotions

For two years straight, ENC shattered the previous year’s record for published research in peer-reviewed scientific journals, and increased visibility and awareness of relevant ENC-funded published studies with health professionals (HPs). Via trade media outreach and direct-to-HP communications, ENC-funded studies earned more than 302 million media impressions, including nearly 132 million impressions of ENC research-specific coverage.

ENC continued to foster relationships with the scientific community and proactively tracked all its funded research. Research published by *The American Journal of Clinical Nutrition* showed that eggs enhanced the absorption of carotenoids from a vegetable-based salad.

The *International Journal of Eating Behaviors* published research that found that a protein-based breakfast reduces calorie intake at lunch in both normal weight and obese children.

The findings also support that an egg-based breakfast can affect satiety in children.

ENC featured its HPAs in the filming of five nutrition-based segments in partnership with the Culinary Institute of America (CIA). Each video included a chef preparing a nutritionally beneficial meal that included eggs. The HPAs added a short narrative about the health benefits of each meal. ENC also developed recipe cards as part of this larger AEB/ENC partnership.

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**Health Professional Advisors**

ENC continued to maintain a committee of Health Professional Advisors (HPAs) that included registered dietitians, nurse practitioners, a physician assistant and personal trainer. The HPAs worked on ENC’s behalf as third-party experts within their respective fields and increasingly became more active within ENC’s programming and outreach. The 2015 HPAs included:

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serena Ball, MS, RD</td>
<td></td>
</tr>
<tr>
<td>Chris Barry, PA-C, MMSc</td>
<td></td>
</tr>
<tr>
<td>Karen Buch, RDN, LD</td>
<td></td>
</tr>
<tr>
<td>Amy Campbell, MS, RD, LD</td>
<td></td>
</tr>
<tr>
<td>Neva Cochran, MS, RDN, LD</td>
<td></td>
</tr>
<tr>
<td>Lynn Cofer-Chase, MSN, CLS, FAHA, FPCNA, FNLA</td>
<td></td>
</tr>
<tr>
<td>Dave Ellis, RD, CSCS</td>
<td></td>
</tr>
<tr>
<td>Jennifer Cassety Hoehl, MS, ACSM CEP, NSCA CSCS, USAW</td>
<td></td>
</tr>
<tr>
<td>Robyn Kievit Kirkman, FNP-BC, RDN, LDN, CSSD, CEDRD</td>
<td></td>
</tr>
<tr>
<td>Kathleen Zelman, MPH, RD, LD</td>
<td></td>
</tr>
<tr>
<td>Mary Donkersloot, RD</td>
<td></td>
</tr>
</tbody>
</table>
Reaching HPs
ENC focused on outreach to HPs, who in turn used ENC’s materials and messages with their patients and clients. ENC created more than 10 new educational tools, including infographics, research updates and various symposia brochures. In addition, ENC supported and/or participated in various webinars, symposia and presentations. Combined, these efforts ensured that HPs received the most current nutrition news and information.

ENC attended HP conferences to promote the nutrition and health benefits of eggs. At Shopping for Health, a meeting of the top supermarket dietitians from the nation’s major grocery retailers, ENC reached more than 40 dietitians from various retail stores, such as HEB, Hy-Vee, Whole Foods, Safeway and Kroger. ENC’s presentation, “Dietary Patterns and Culinary Flexibility: New Science and Applications for Eggs,” was well received by attendees.

At OMED, the annual conference for osteopathic physicians, ENC presented on the changing cholesterol guidelines. ENC exhibited at the American Heart Association’s Scientific Sessions conference for the first time to share an update on egg-relevant science and news with its cardiology-focused attendees.

During the Academy of Nutrition and Dietetics’ Food & Nutrition Conference & Expo, ENC sponsored the Weight Management Dietetic Practice Group’s annual member breakfast, including an educational Breakfast ‘N Learn session titled “Muscle vs. Fat: The Sarcopenic Obesity Puzzle.” ENC’s exhibit booth featured popular educational tools including the MyPlate Meal Builder, the Better Breakfast infographic and the Mediterranean Diet brochure.

ENC also debuted its newest educational tools, the Protein and Plant Pairings infographic and the Boosting the Benefits of Veggies handouts that promote the findings of Dr. Wayne Campbell’s “egg on salad” research from Purdue University.

ENC developed an infographic for HPs that summarizes strategies to increase breakfast intake in kids.

ENC also as part of the second annual International Egg Nutrition Consortium’s nutrition science symposium titled, “Egg Nutrition Research Update: Exploring the Impact of Egg Consumption on Various Aspects of Human Health and Disease.” ENC has taken a leadership role in the development and growth of this organization.

Online Outreach
On Twitter, ENC launched @EggNutrition and built its following by tweeting relevant information and materials, as well as engaging with HPs who are active on this social media platform. In addition, ENC regularly writes science and nutrition blog posts to keep HPs up-to-date on the latest relevant science.

2015 Dietary Guidelines for Americans
The recent 2015 Dietary Guidelines for Americans (DGA) remove the daily cholesterol limit of 300 mg. The U.S. has joined many other countries and expert groups like the American Heart Association and the American College of Cardiology that do not have an upper limit for cholesterol intake in their dietary recommendations. This step is consistent with the expert advice of the government’s outside science advisors, who earlier issued a report saying that science does not strongly link dietary and blood cholesterol.

Throughout its history, ENC has funded studies and provided educational resources that highlight this type of research. In addition, all three recommended healthy eating patterns in the DGA include eggs, and eggs are specifically listed as a nutrient-dense food.

ENC issued a press release, developed infographics and hosted influencer calls to share the findings included in the DGA. As a result of DGA outreach, ENC earned more than 238 million media impressions.
**Frequently Asked Nutrition Questions About Eggs**

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Why are eggs considered a nutrient-dense food?</strong></td>
<td>One large egg has varying amounts of 13 essential vitamins and minerals all for 70 calories. At just 15 cents each, eggs are affordable and also contain 6 grams of high-quality protein and all nine essential amino acids. Eggs are an excellent source of choline and selenium, and a good source of high-quality protein, vitamin D, vitamin B12, phosphorus and riboflavin. In addition, eggs are rich in the essential amino acid leucine (one large egg provides 600 milligrams), which plays a unique role in stimulating muscle protein synthesis.</td>
</tr>
<tr>
<td><strong>Does nutrient content vary depending on egg color or how the hens are raised?</strong></td>
<td>The nutrient content of eggs is similar regardless of color (white or brown), grade (AA, A, or B), or how they are raised (organic, free-range, and conventional). Although eggs are a natural nutrition powerhouse, feeding laying hens a diet enriched in specific nutrients can, in most instances, enhance that nutrient in eggs. Due to higher production costs, such specialty eggs are usually more expensive than generic shell eggs.</td>
</tr>
<tr>
<td><strong>Is it wise nutritionally to throw out the yolk?</strong></td>
<td>Most of the vitamins and minerals in an egg are lost if the yolk is discarded. The white of a large egg contains ~60% of the egg’s total protein with the remaining ~40% found in the yolk. Additionally, fat and cholesterol in the egg yolk carry fat-soluble nutrients like vitamin D, E, A, choline, and the carotenoids lutein/zeaxanthin, which may aid absorption of these essential and important components of egg.</td>
</tr>
<tr>
<td><strong>Are eggs a good source of vitamin D?</strong></td>
<td>Eggs are one of the few foods that are a naturally good source of vitamin D, with one egg providing 10% of the Daily Value (41 IU). Vitamin D is essential for maintaining serum calcium and phosphate levels and in developing and maintaining healthy bones. Several additional benefits of vitamin D are being actively investigated including reducing risk for chronic health conditions such as diabetes mellitus, cardiovascular disease, and certain cancers.</td>
</tr>
<tr>
<td><strong>Who should be concerned about choline intakes?</strong></td>
<td>Choline is a precursor for acetylcholine, phospholipids, and the methyl donor, betaine. Choline plays an essential role in fetal and infant brain development, affecting the areas of the brain responsible for memory and life-long learning ability. Moreover, adequate choline during pregnancy may help prevent neural tube birth defects. One large egg provides 125 milligrams of choline, approximately 23–31% of the recommended intake for adults.</td>
</tr>
<tr>
<td><strong>Why are eggs known for lutein/zeaxanthin?</strong></td>
<td>Egg yolk is among the few commonly consumed foods containing the carotenoids lutein and its stereoisomer zeaxanthin. Although spinach and dark leafy greens have a higher content per serving, lutein/zeaxanthin in egg yolk may be more bioavailable. Lutein/zeaxanthin are unique in being the predominant carotenoids in both lens and macular pigmentation of the retina (particularly the macula region responsible for central vision). The role of these carotenoids in maintaining eye health remains an active area of research, with several studies suggesting associations with decreased risk of certain types of cataracts, macular pigment optical density, as well as, the dry form of macular degeneration.</td>
</tr>
</tbody>
</table>

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1 Recipes developed in partnership with the Culinary Institute of America, each has a corresponding video featuring a chef and an ENC Health Professional Advisor preparing a nutritionally beneficial meal that includes eggs.

2 The ENC Health Professional Advisors met at the Culinary Institute of America in Napa.

3 A fact sheet highlights commonly asked egg nutrition questions.

4 ENC launched @EggNutrition on Twitter to engage with health professionals and share relevant news and information.
## BALANCE SHEETS

### December 31, 2015 and 2014

<table>
<thead>
<tr>
<th>Assets</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Certificates of Deposit</td>
<td>9,238,977</td>
<td>11,058,763</td>
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<tr>
<td>Assessments Receivable</td>
<td>2,051,332</td>
<td>2,413,337</td>
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<tr>
<td>Other Receivables</td>
<td>55,730</td>
<td>57,379</td>
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<tr>
<td>Prepaid Expenses</td>
<td>506,904</td>
<td>438,926</td>
</tr>
<tr>
<td>Inventories</td>
<td>154,982</td>
<td>148,137</td>
</tr>
<tr>
<td>Office Equipment &amp; Computer Systems, Net Depreciation</td>
<td>76,394</td>
<td>68,371</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$12,084,319</strong></td>
<td><strong>$14,184,913</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>861,251</td>
<td>1,224,762</td>
</tr>
<tr>
<td><strong>Board Equity</strong></td>
<td><strong>$12,084,319</strong></td>
<td><strong>$14,184,913</strong></td>
</tr>
<tr>
<td>Contributed Capital</td>
<td>66,244</td>
<td>66,244</td>
</tr>
<tr>
<td>Accumulated Excess of Revenue over Operating Expenses</td>
<td>11,156,824</td>
<td>12,893,906</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; BOARD EQUITY</strong></td>
<td><strong>$12,084,319</strong></td>
<td><strong>$14,184,913</strong></td>
</tr>
</tbody>
</table>

## STATEMENTS OF REVENUE & OPERATING EXPENSE

### Years Ended December 31, 2015 and 2014

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessments</td>
<td>22,237,900</td>
<td>23,362,469</td>
</tr>
<tr>
<td>Egg Farmers of Canada</td>
<td>100,000</td>
<td>100,000</td>
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<tr>
<td>Interest</td>
<td>48,311</td>
<td>50,182</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$22,386,211</strong></td>
<td><strong>$23,512,651</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operating Expenses</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Marketing</td>
<td>11,737,003</td>
<td>12,402,109</td>
</tr>
<tr>
<td>Foodservice</td>
<td>1,932,382</td>
<td>1,587,170</td>
</tr>
<tr>
<td>Nutrition</td>
<td>3,804,826</td>
<td>3,565,184</td>
</tr>
<tr>
<td>Special Projects</td>
<td>375,690</td>
<td>169,298</td>
</tr>
<tr>
<td>State Support</td>
<td>518,387</td>
<td>867,035</td>
</tr>
<tr>
<td>Materials Distribution</td>
<td>232,295</td>
<td>247,416</td>
</tr>
<tr>
<td>Industry Programs</td>
<td>2,421,686</td>
<td>2,093,403</td>
</tr>
<tr>
<td>Egg Product Marketing</td>
<td>1,755,616</td>
<td>1,386,101</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$22,777,885</strong></td>
<td><strong>$22,317,716</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Administration and Collections</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>878,730</td>
<td>698,822</td>
</tr>
<tr>
<td>Collections</td>
<td>91,823</td>
<td>99,134</td>
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<tr>
<td>Board Meetings</td>
<td>220,318</td>
<td>212,693</td>
</tr>
<tr>
<td>USDA Administrative Expenses</td>
<td>154,536</td>
<td>76,007</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,345,408</strong></td>
<td><strong>$1,086,656</strong></td>
</tr>
</tbody>
</table>

| **TOTAL EXPENSES**                           | **$24,123,293** | **$23,404,372** |

| **REVENUES OVER EXPENSES**                   | **($1,737,082)** | **$108,279** |
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 4.0 percent on administrative expenses in 2015, which includes collection and compliance efforts. Under 5 percent is considered good from all perspectives.

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 2015, 132 handlers were reporting from egg producers owning more than 75,000 hens. Total assessment revenue was $22.24 million, representing assessments collected on 222.4 million cases of eggs.

AEB management enforces the AEB Expenditure and Documentation Guidelines to control expenses for AEB, ENC and AEB agencies. Plante Moran, CPAs, Chicago, IL, audited the Board’s 2015 financial statements and conducted an audit of AEB under Generally Accepted Governmental Auditing Standards (GAGAS).
Area IV – West North Central States

**Members**
- Scott Ramsdell
  Dakota Layers LLP
  Flandreau, SD
- Bob Krouse
  Midwest Poultry Services
  Mentone, IN
- Ben Thompson
  Pearl Valley Eggs
  Pearl City, IL

**Alternates**
- Amos Baer
  Baer Poultry Co. Inc.
  Lake Park, MN
- Mindy Truex
  Creighton Brothers LLC
  Atwood, IN
- Marcus Rust
  Rose Acre Farms
  Seymour, IN

Area V – South Central States

**Members**
- Steve George
  Fremont Farms of IA
  Malcom, IA
- Brian Joyer
  Sparboe Farms Inc.
  New Hampton, IA
- Blair Van Zetten
  Oskaloosa Food Products
  Oskaloosa, IA

**Alternates**
- Bill Claybaugh
  Nebraska Eggs Ltd.
  Carroll, NE
- Brent Nelson
  Nelson Poultry
  Manhattan, KS
- Bruce Dooyema
  Dooyema & Sons Inc.
  Sioux Center, IA

Area VI – Western States

**Members**
- Mark Oldenkamp
  Valley Fresh Foods Inc.
  Woodburn, OR
- Clint Hickman
  Hickman’s Egg Ranch
  Buckeye, AZ
- Roy Patterson
  Mahard Egg Farm Inc.
  Prosper, TX

**Alternates**
- Roger Deffner
  National Food Corp.
  Everett, WA
- Michael Sencer
  Hidden Villa Ranch
  Fullerton, CA
- David Elbel
  Feather Crest Farms
  Bryan, TX
Advisory Panel

Food Tech Advisory Council

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Scientist, Kraft Foods, Glenview, IL

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R&D Manager, Oak State Products, Peru, IL

Chris Caulfield  
Raw Material Scientist, Mars Chocolate North America, Hackettstown, NJ

Erin Cline  
Essentials Buyer, Mars Chocolate North America, Hackettstown, NJ

Brian Joyer  
General Manager, Sparboe Farms, Litchfield, MN

Howard Magwire  
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Shelly McKee, Ph.D.  
Director, Technical Services, USAPEEC, Stone Mountain, GA

Peehysh Maheshwari  
Technology Commercialization Manager, General Mills Inc., Minneapolis, MN

Vince Nason  
Director, Packaging R&D/Innovation, Post Foods, Parsippany, NJ

Heidi Jensen Pearlman  
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Saul Rugani  
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Amy Shaffer  
Pastry Chef, SR Original Desserts, Aurora, CO

Bob Swientek  
Editor-In-Chief, Food Technology, Chicago, IL

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University of Missouri-Columbia, Columbia, MO

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

Kevin Maki, Ph.D.  
Midwest Center for Metabolic & Cardiovascular Research, Chicago, IL

Advisors

Allied Industry  
Terry Pollard  
Big Dutchman USA  
Holland, MI

Export Marketing  
Jim Sumner  
USA Poultry & Egg Export Council  
Stone Mountain, GA

Further Processor  
Howard Magwire  
Easton, MD