ACCOMPLISHMENTS AT-A-GLANCE
Dear AEB farmers and stakeholders,

We are proud to share with you a retrospective on the activities—and more importantly—the results achieved and progress made against our ultimate goal: to increase demand for eggs and egg products. Last year can be marked by new, creative marketing campaigns, a concerted effort into communications and telling both the egg and the farmer story, proprietary research that better helped us understand the evolving consumer, scientific research into both nutrition and sustainability, and lastly, a new investment in innovation—building a pipeline of products that will one-day put more eggs in front of more people in new and exciting ways.

We hope you’ll review these activities with the knowledge that we will build upon the successes of last year and fully leverage them in 2022. We will learn from our mistakes and take even bigger and bolder risks this year—in fearless pursuit of our vision to makes eggs truly indispensable in the daily lives of the global consumer.

Thank you for your support of your AEB and we hope you are pleased with the work done by the staff in 2021 on your behalf.

Warmly,

Emily Metz
INTEGRATED MARKETING CAMPAIGNS

Amplifying Influential Voices to Drive Egg Demand

AEB shifted to a social media influencer-focused marketing strategy in 2021, leveraging the popularity of 30 DIFFERENT INFLUENCERS who had a total audience reach of more than 28 MILLION FOLLOWERS. Through challenges, recipe creation and inspiration and educational videos, the Incredible Egg campaigns – developed from key consumer insights – broke through the digital and media noise to show the versatility and endless possibilities of eggs.
The Incredible Egg virtual competition CHALLENGED POPULAR INFLUENCERS to create the best recipes, decorating and entertaining ideas for Easter. The “Golden Egg” for the influencer with the most engagement was the chance to donate to a hunger-relief organization of their choice.

**KEY OUTCOMES**

- **SHoppers Buying activity:** 7% among those exposed vs. the control
- **ROI:** 233% For every $1 spent $3.33 in return
- **186,648 New buyers** entered the category during the campaign that had not purchased eggs in the previous 52 weeks
- **69 Earned media placements**
  - Associated Press
  - E! News
  - People
  - Hollywood Life
  - Showbiz CheatSheet

$5K donation by AEB to NO KID HUNGRY on behalf of Jocelyn Delk Adams
Supporting independent restaurants, the #EGGDISHCHALLENGE TIKTOK CAMPAIGN encouraged consumers to RETURN TO NEIGHBORHOOD RESTAURANTS in June and July to enjoy their favorite egg dishes.

**INFLUENCERS HYPED EGGS**

- Influencers in 10 cities visited restaurants creating videos featuring their favorite egg dish and asking their followers to do the same.
- Nine restaurants were granted $10,000 for restaurant improvements or to help recover from the effects of the pandemic.

**KEY OUTCOMES**

**SUCCESSFUL ENTRY INTO NEW PLATFORM**

- TikTok brand study showed AD RECALL FOR THE PROGRAM
  - +17% 2x the TikTok average

**MEDIA RESULTS**

**SMT FEATURING CHEF LOVELY, AEB SPOKESPERSON**

- RESULTED IN
  - 56.3M #EGGDISHCHALLENGE TIKTOK VIEWS
  - 1.2 K COMMENTS / POST
  - 32K TOTAL SHARES
  - 21 INTERVIEWS (TV & RADIO)
  - 1,404 BROADCAST SEGMENTS
  - 4-MIN KTLA MORNING NEWS SEGMENT

Chef Lovely and local egg farmer Chris Nichols surprised a local restaurateur with the distinction of "America's Best Egg Dish," bolstering AEB's local foodservice relationship.
Elevating eggs as an essential fall baking ingredient, DAILY RECIPE DROPS BY HIGH-PROFILE BAKING INFLUENCERS via their social channels in October and a PARTNERSHIP WITH CALIFORNIA WALNUTS promoting eggs — amplified by WalMart.com and Amazon Fresh — generated buzz online and media coverage.

KEY OUTCOMES

10% SHoppers Buying Activity among those exposed vs. the control

$ The same influencer audience Sales grew 576% compared to last year’s campaign window for eggs

1,288 New Buyers entered the category during the campaign that had not purchased eggs in the previous 52 weeks

RETAIL PARTNERSHIPS: WALMART & AMAZON

Highly targeted media campaigns reinforcing eggs as the essential ingredient from October through December.

WalMart.com attributed $14 MILLION OF IN-STORE EGG SALES to the campaign and had a $56 RETURN ON AD SPEND

AmazonFresh drove +$900K IN ONLINE SALES and had an $11.98 RETURN ON AD SPEND

CAMPAIGN NEWS RELEASE

Resulted in coverage in 234 OUTLETS, with 162.3+ MILLION VIEWS.

FALL BAKING SMT FEATURING PREPPY KITCHEN, INCREDIBLE EGG SPOKESPERSON

24 INTERVIEWS

636 SEGMENTS (TV & RADIO)

5 WEBSITE ARTICLES
OUR HOLIDAY CAMPAIGN TAPPED INTO MILLENNIALS’ INTEREST IN NOSTALGIA BY INVITING THEM TO TRADE IN THEIR BELOVED FAMILY HOLIDAY RECIPES FOR A MODERN UPDATE. Campaign spokesperson Derek Hough, award-winning entertainer, launched the program featuring his own family favorites and a call-to-action to his followers to share their own with an updated spin. Media coverage buzz and daily recipes drops on social channels from Derek and 6 other influencers throughout November and December provided consumers with inspiration to celebrate the Holidays with friends and family — and eggs!

CAMPAIGN REACHED OVER 11.8 MILLION CONSUMERS VIA SOCIAL CHANNELS IN NOVEMBER AND DECEMBER.

HOUGH’S SOCIAL CONTENT GENERATED

4.77% engagement rate
OVER 2X INDUSTRY AVERAGE

EARNED MORE THAN
236,000 engagements

5.2% engagement rate
AEB executed a proactive media relations program in 2021 with the goal of increasing the prominence of egg stories in national and local media. A concentrated effort to build relationships with reporters, conduct media outreach around major news announcements, and pitch timely, relevant story ideas resulted in **MORE THAN 4,922 STORIES ABOUT EGGS REACHING MILLIONS OF CONSUMERS** across the country.
TOP MEDIA HIGHLIGHTS

FIRST LADY’S COMMEMORATIVE EGG

This campaign celebrated the 44th annual unveiling of the First Lady’s Commemorative Egg and a pledge for hunger relief.

- An exclusive broadcast segment with Cheddar TV
- A Satellite Media Tour (SMT) featuring CEO Emily Metz
- Campaign news release generated 230 placements (broadcast and print)

<table>
<thead>
<tr>
<th>8</th>
<th>TOTAL AIRINGS</th>
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<tr>
<td>18</td>
<td>TV &amp; RADIO INTERVIEWS</td>
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<tr>
<td>1,586</td>
<td>PLACEMENTS AND AIRINGS</td>
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BACK-TO-SCHOOL HEALTHY RECIPE INSPIRATION

As students returned to the classroom, AEB inspired parents with four healthy, kid-ready egg recipes. A news release featuring the recipes generated coverage in hundreds of local newspapers, community magazines, and news sites and 1,348 media outlets published the recipes.

1,348 media outlets published recipes

MEREDITH MEDIA BRIEFING

American Egg Board brought trends, insights and story ideas to 31 writers and editors at leading national magazines within the Meredith family of publications in an exclusive briefing. Topics covered included egg production, key culinary trends, nutrition, holiday inspiration, and much more.

Following this media briefing, Better Homes & Gardens highlighted seven food trends and tastes to watch for in 2022, including the “reducetarian” and “flexitarian” trends shared to Meredith media briefing attendees.

The briefing prompted interest from an Allrecipes editor about egg trend data for potential inclusion in the August/September 2022 issue.
AEB’s Egg Enthusiasts is a community of more than 1,250 CREDENTIALED health, nutrition and fitness professionals who share recipes featuring eggs and compelling nutrition information about the numerous benefits of eggs. Egg Enthusiasts have earned the trust of consumers as a source for health and nutrition information and recommendations.
## EGG NUTRITION STORY AMPLIFIED

<table>
<thead>
<tr>
<th>PAID PARTNERSHIPS</th>
<th>EARNED MEDIA</th>
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<tbody>
<tr>
<td>Articles published in many publications, including:</td>
<td>450+ earned media articles or social posts featuring Egg Enthusiasts</td>
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<tr>
<td>EatingWell</td>
<td>msn</td>
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<tr>
<td>Parade</td>
<td>Eat This, Not That!</td>
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<tr>
<td>POPSUGAR.</td>
<td>Doctors</td>
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<tr>
<td>Verywell health</td>
<td></td>
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<td>Vegetarian Times</td>
<td></td>
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<tr>
<td>REACHED 87M CONSUMERS</td>
<td>900 likes</td>
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## SOCIAL + EDUCATIONAL OPPORTUNITIES

BLOGS, SOCIAL MEDIA CAMPAIGNS, VIDEOS/INSTAGRAM REELS, EDUCATIONAL HANDOUTS

- **584K+ impressions**
- **58K+ engagements**

## PUBLICIZED DIETARY GUIDELINES FOR AMERICANS

- Conducted consumer nutrition message testing to identify how to best tell egg nutrition story
- Empowered Egg Enthusiasts to share news with their audiences
- Provided pediatric health professionals with materials recommending eggs as a first food
- Engaged top-tier media

## NATIONAL SMT

- Featured Liz Weiss, Registered Dietitian and Egg Enthusiast, in a national SMT highlighting why eggs are a foundational food for babies. This effort garnered:
  - 18 media interviews (TV & Radio)
  - 364 broadcast segments
  - 3 online placements

## EGGSTRA! EGGSTRA! EGG ENTHUSIAST MONTHLY NEWSLETTER

- Above average engagement by end-users
- **35% open rate**
- **7% click-through rate**

Industry average is 15% and 2%, respectively, according to Campaign Monitor.
SCIENTIFIC RESEARCH

Nutrition & Sustainability
The Egg Nutrition Center’s (ENC) competitive grant program in 2021 issued **SEVEN NEW ENC-FUNDED SCIENTIFIC STUDIES** focusing across AEB’s strategic areas:

**CHILDHOOD NUTRITION**

**Eating eggs is linked with SLOWING THE RATE OF AGE-RELATED MEMORY DECLINE** in individuals over the age of 50 years.

**Adding just one egg at breakfast to the usual diets of children** **IMPROVED DIET QUALITY** by helping improve intakes of choline, lutein, zeaxanthin and DHA, as well as vitamins D and A.

**NUTRITION FOR HEALTHY AGING**

**Adding eggs to plant-based diets in people who are at risk of type 2 diabetes** Not only has no impact on cardiovascular risk, but also **SIGNIFICANTLY IMPROVES INTAKES OF KEY NUTRIENTS SUCH AS CHOLINE.**

**CARDIOVASCULAR HEALTH**

In a research collaboration between ENC, National Pork Board and Cattlemen’s Beef Board, **proteins from animal-sourced foods, like eggs, beef, and pork SUPPORT MUSCLE HEALTH TO A GREATER MAGNITUDE THAN PLANT-SOURCED PROTEIN FOODS.***

*Park et al. Metabolic Evaluation of the Dietary Guidelines' Ounce Equivalents of Protein Food Sources in Young Adults: A Randomized Controlled Trial. Journal of Nutrition, 2021;151:1190-1196.*

Nutrition research projects sponsored by ENC resulted in **18 ARTICLES IN SCIENTIFIC JOURNALS.**
SUSTAINABILITY

IN 2021, AEB LAUNCHED A NEW SUSTAINABILITY PROGRAM to support and give voice to U.S. egg farmers producing a sustainable protein for consumers who are increasingly conscious of how their dietary decisions impact our planet.

LIFECYCLE ASSESSMENT

AEB, in partnership with the Egg Industry Center and United Egg Producers, KICKED OFF AN INDUSTRY-WIDE LIFECYCLE ASSESSMENT (LCA) TO MEASURE THE ENVIRONMENTAL FOOTPRINT OF TODAY’S EGG PRODUCTION AND SUPPORT CONTINUOUS IMPROVEMENT into the future. Producers responded to surveys (fall 2021) and results will be released in late 2022.

U.S. ROUNDTABLE FOR SUSTAINABLE POULTRY & EGGS

As a stakeholder member of the U.S. Roundtable for Sustainable Poultry & Eggs, AEB HELPED DEVELOP THE FIRST-EVER SUSTAINABILITY FRAMEWORK TO MEASURE CONTINUOUS IMPROVEMENT IN THE U.S. EGG SUPPLY CHAIN – FROM PRODUCER TO CUSTOMER. After two years of development, the framework was finalized in 2021 and is scheduled to launch in late 2022.
Top 10 Proprietary Consumer Insights
## Top 10 Proprietary Consumer Insights

<table>
<thead>
<tr>
<th>Consumers’ Perceptions of Egg Farmers</th>
<th>59% of Consumers Believe</th>
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<tbody>
<tr>
<td>+ 58% Favorable</td>
<td>Farmers are the most trusted source of egg farming information</td>
</tr>
<tr>
<td>- 3% Negative</td>
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<tr>
<th>3 in 5 Americans</th>
<th>Consumers spend nearly twice as much on shopping trips when eggs are in their basket.</th>
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<tr>
<td>Are interested in learning more about where their food comes from and how it is made.</td>
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<tr>
<th>DYK</th>
<th>Millennials are the generation most concerned with the environmental impact of egg farming.</th>
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<td>Consumers spend nearly twice as much on shopping trips when eggs are in their basket.</td>
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<th>Drive Through Breakfast Visits are</th>
<th>On-Premise Breakfast Dining is</th>
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<tbody>
<tr>
<td>14% compared to pre-pandemic traffic</td>
<td>48% compared to pre-pandemic traffic</td>
</tr>
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<table>
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<tr>
<th>Consumers are Much More Likely to Purchase Eggs Once They Know Eggs Support...</th>
<th>28% of Consumers Believe</th>
</tr>
</thead>
<tbody>
<tr>
<td>69% Brain Development</td>
<td>Cholesterol is the biggest nutritional barrier to increased egg consumption</td>
</tr>
<tr>
<td>65% Eye Development</td>
<td></td>
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<tr>
<th>62% of Consumers Believe</th>
<th>1 in 3 Americans</th>
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<tr>
<td>“Protein is key health reason they eat eggs”</td>
<td>Sometimes skip breakfast because they don’t have time</td>
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INNOVATION

Delivering Eggs to the Future Consumer
AEB introduced AEB Innovation and initiated five key pilot projects designed to generate value and demand for eggs and egg products.

**Identifying applications within CPG for unique industrial ingredients that extend shelf life of eggs (Ingredient Supplier)**

**Leading white space discovery and opportunity assessment around hot sandwich innovation (Manufacturer)**

**Developing and testing new menu concepts for breakfast offering (QSR Chain partners)**

**Developing a relationship with the University of Wisconsin-Madison to launch AEB’s new Technical Research Program in 2022**

**Building the first-ever egg industry innovation pipeline**, including an idea and concept library to leverage with channel partners
AEB ADMINISTRATIVE

Striving for Organizational Excellence
Revamped committee structure to align with new AEB Strategic Plan and draw on varied expertise from Board member leadership. In addition to the Marketing Committee, added committees focused on finance, communications, insights and external relations and expanded the mission of the nutrition research committee to include sustainability.

Retained a Board of Directors with deep industry experience, strong leadership, and a representation of diverse backgrounds, farms and productions. The Board met twice in 2021, once virtually at its March meeting and once in-person in October. At the Board’s October meeting, AEB recognized outgoing leadership, including celebrating the life of esteemed past Chairman Blair van Zetten. AEB’s Executive Committee met four times in 2021, gathering for the first-time in person at the AEB office in July.

Expanded expertise by hiring five new employees with diverse expertise who, along with our talented existing staff, help collectively and passionately drive against the goals of increasing demand for eggs and egg products.

ELEVATED AEB STAFF & HIRED NEW TALENT

INSTILLED GREATER TRANSPARENCY, ACCOUNTABILITY AND EFFICIENCY THROUGH NEW PROCESSES AND POLICIES, as outlined in new, consistent handbooks and materials.

CAPITALIZED ON COMMITTEE EXPERTISE

Retained a strong Board of Directors.