



the
INCREDIBLE EGG

Annual Report

2022



Dear Egg Producers and Stakeholders,

When the American Egg Board (AEB), in partnership with the United Egg Producers (UEP), launched the first-ever industry-wide strategic crisis communications program to protect demand for eggs and egg products during the initial outbreaks of highly pathogenic avian influenza (HPAI), I wondered how long-lasting its effects would be across our industry.

And, while we still don't know the answer to that question, our collective success leaves me feeling overwhelmingly proud of our accomplishments in 2022, despite this constant challenge.

Our collaborative, data-driven approach enabled the egg industry to adapt to developments in near real-time and effectively manage the news cycle over the course of the year, ensuring the industry spoke with one voice and relevant, consistent messaging that successfully protected consumer confidence and demand for eggs.

From when the AEB first started surveying consumers in spring 2022 through the year's end, consumer sentiment remained largely unaffected, in part because at every opportunity, your AEB was there with the right messages, for the right audiences – spanning media, consumers and channel customers. Our ongoing media monitoring and analysis and our consumer research confirm that our industry crisis communications plan succeeded and continues to do so.

Our strong partnership across the egg industry, with partner organizations including UEP, U.S.A. Poultry and Egg Export Council (USAPEEC), International Egg Commission (IEC), state egg industry associations, and others, took our collaboration and effectiveness to the next level. Notably, AEB's and UEP's staff worked hard to support your farms on a number of issues, and to host the inaugural AEB and UEP Joint Annual Executive Conference. These partnerships will continue to benefit the industry in numerous ways well into the future.

And, while still under review, I took immense pride in the U.S. Food and Drug Administration's proposed rule that defines eggs specifically as a "healthy" food. Once finalized, this new rule would allow the AEB to unequivocally state in our marketing and communications efforts – that eggs are healthy.

Looking back at the first two years of our Strategic Plan, I'm confident that your AEB is on the right path with the right team in place. Your AEB will continue to face every challenge head on.

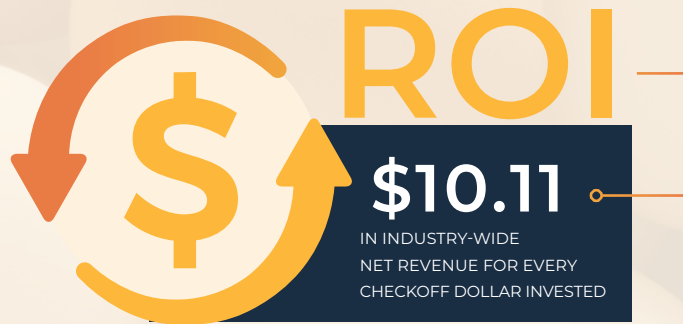
Best,

Emily Metz
President & CEO

RETURN-ON-INVESTMENT STUDY

\$10.11 IN INDUSTRY-WIDE NET REVENUE FOR EVERY CHECKOFF DOLLAR INVESTED

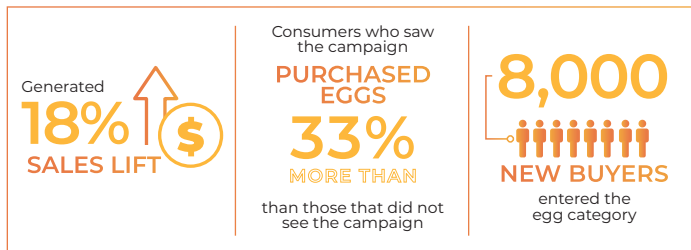
New economic research conducted at Cornell University shows the American Egg Board delivered \$10.11 in industry-wide net revenue for every checkoff dollar invested by America's egg farmers from 2017-2021. This totals nearly a billion dollars in incremental value annually or \$4.57 billion for this five-year period.



INTEGRATED MARKETING CONTINUED LEVERAGING THIRD-PARTY EXPERTS TO REACH CONSUMERS.

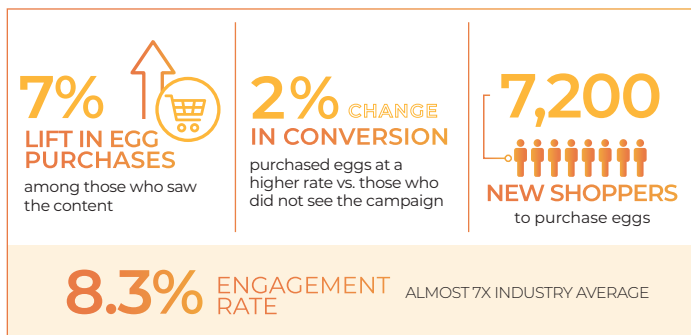
THE COMPLETE TRAINING TABLE

Drove awareness around the benefits of eggs through a partnership with Joy Bauer, TODAY Show's nutrition and healthy lifestyle expert and best-selling author.



INCREDIBLE EGG CHALLENGE

The 2nd annual Incredible Egg Challenge featured innovative brunch items, desserts and decorated eggs for the Easter and Passover season.



CRACK IT WITH AN EGG



Leveraged TikTok to reach millennials with breakthrough content inspiring egg usage and delivering budget-stretching weekday meal ideas.

RESULTS

The Chief Cracking Officer's Pepperoni Pizza Frittata recipe received more than 3.5 million TikTok views on and appeared on Fox News

104 social posts resulted in 25.6 million views and 1.5 million consumer engagements from a combination of 11 influencers and the Incredible Egg's social media activations

Walmart, Kroger and Instacart featured eggs as a solution for weeknight dinner, earning more than 36 million impressions

THE INCREDIBLE EGG & SOCIAL MEDIA

Reached consumers through a robust and growing presence on AEB's social channels: Facebook, Instagram, Twitter, Pinterest, TikTok and LinkedIn.



The Incredible Egg garnered

17.9 M impressions
+
180,916 engagements

(collectively across platforms)
88% increase over 2021.

LinkedIn earned

39,691 impressions

an increase of 14% over 2021 — and saw a net audience growth of 302% year-over-year.

AMPLIFYING NATIONAL MESSAGES, LOCALLY

Funded \$550K in grants and general support at the local level through state marketing organizations.

RESULTS

- 15 organizations received grants for 50+ local activations that pulled national marketing messages to local communities.
- Both classroom teachers and school foodservice received the AEB's materials through efforts in more than 18 states.



NUTRITION OUTREACH



1,250+ AEB EGG ENTHUSIASTS

Egg Enthusiasts are 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 consumers' trust as a source for health and nutrition information.

PAID PARTNERSHIPS

245 M

PAID REACH

1.4 M

TOTAL IMPRESSIONS

51,787

TOTAL ENGAGEMENTS

TOP PUBLICATIONS

EAT THIS, NOT THAT! Parade **verywell** health

MEDIA COVERAGE

244

TOTAL NOTABLE EARNED POSTS

79

TOTAL MEDIA MENTIONS

2.2 B

TOTAL REACH

TOP PUBLICATIONS

food **MensHealth** **SELF** WELL+GOOD
Prevention **WomensHealth** **healthline**



REFRAMING THE CONVERSATION ABOUT EGGS AND HEART HEALTH

AEB armed primary care physicians with Heart Health Research and reached consumers directly through multi-channel initiatives.

175,000 PRIMARY CARE PHYSICIANS RECEIVED EDUCATIONAL MATERIALS



about their patients' consuming eggs after reviewing the materials



to review the materials



about current recommendations for eggs, cholesterol and heart health

***physicians who responded to survey*



YOY Sales lift data
41.9% INCREASE
for eggs at Hy-Vee



Earned
3 M IMPRESSIONS
through Hy-Vee Retail Dietitians, In-store cooking demos, digital content and TV segments



1,000
Wellness Boxes
reached health professional and retail leadership



1,600
H-E-B Wellness Staff
(in Texas)
received educational materials



2,100
Handouts
about eggs' role in a heart-healthy diet reached in-store clinics



SCIENTIFIC RESEARCH



The Egg Nutrition Center's competitive grant program issued **SIX NEW SCIENTIFIC STUDIES TOTALING \$1.2M IN NUTRITION RESEARCH THAT RESULTED IN 17 ARTICLES IN SCIENTIFIC JOURNALS** and several notable research findings, including:



Children born to women who consumed a higher level of choline during pregnancy had

LASTING COGNITIVE BENEFITS at age seven.



The University of Kansas Medical Center found that eggs and the nutrients contained within eggs showed

SYNERGISTIC ASSOCIATIONS WITH FETAL NEURO-DEVELOPMENT and consumption should be encouraged among pregnant women.



Introduction of eggs during infancy seems to be

PROTECTIVE AGAINST THE DEVELOPMENT OF EGG ALLERGY

and is associated with beneficial growth outcomes.



Strong evidence from rigorously controlled epidemiologic analyses and from well-controlled clinical trials demonstrate that

EGGS DO NOT INCREASE MARKERS FOR HEART DISEASE when consumed in moderation.



INSIGHTS



INSIGHTS ARE POWERING OPPORTUNITIES

Executed comprehensive research intended to better understand consumers' relationships with eggs to help drive demand for eggs and egg products. New insights were immediately used to inform (and adjust as needed) marketing and communications and innovation initiatives.

AEB HOLISTICALLY REVIEWED ALL THE FINDINGS AND IDENTIFIED KEY OPPORTUNITIES TO DRIVE EGG DEMAND

1

Reframe eggs as a wholesome portable breakfast solution

2

Keep eggs top of mind all day by inspiring consumers with bold new ways to use eggs

3

Continue to educate consumers on egg nutrition and cholesterol

4

Bring the farmer's sustainability story to life



THE AEB NEWSROOM

Launched early in 2022, the AEB tracked, sized and analyzed the HPAI outbreak coverage. The data was instrumental in guiding the industry's collective communications strategy. As needed, digital resources, newsletters and alerts were updated to better support organizational and industry needs.

INNOVATION



Launched the Eggcelerator Lab™ – a network of innovation and insights capabilities, resources and expertise designed to bring new egg-based ideas to market. As the egg industry’s first-ever innovation center, the Lab is designed as a resource and partner to help clients accelerate egg innovation and bring market-ready products representing new uses for eggs and egg ingredients and new ways to consume eggs.



FOOD CHAIN OUTREACH



News



Resources



Updates

Launched Food Chain Outreach efforts with two key objectives:

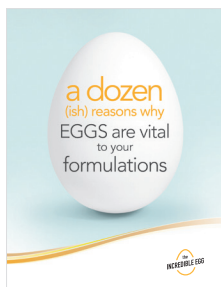
1

DEVELOP AND EXPAND RELATIONSHIPS WITH CHANNEL CUSTOMERS

2

IDENTIFY PARTNERS TO SUPPORT VARIOUS AEB PRIORITIES AND INITIATIVES

CONNECTED WITH KEY LEADERS AND DROVE AWARENESS OF AEB AND ITS RESOURCES AND CAPABILITIES



EXECUTED “DOZENISH REASONS” TRADE MEDIA CAMPAIGN

targeting food developers. In partnership with IFT, Food Business news, Food Navigator, Food Processing and Prepared foods, this campaign reinforced eggs as an essential ingredient.



ADDED-VALUE Media Placements

totaling \$21,466 and 20% of additional coverage



70,518 Impressions

(in less than 4 months)



125 Quality Leads

from three publications

NATIONAL INDUSTRY HPAI COMMUNICATIONS

Using a data-driven approach powered by the AEB Newsroom, AEB’s communications team selectively engaged media through each news cycle over the course of the year with messaging that reassured consumers, protected their confidence in egg farmers, and successfully contained negative HPAI coverage.

FAVORABILITY OF AND PERCEIVED SAFETY OF EGGS REMAINED STABLE

Consumer Egg Favorability, Confidence and Purchase Intent*

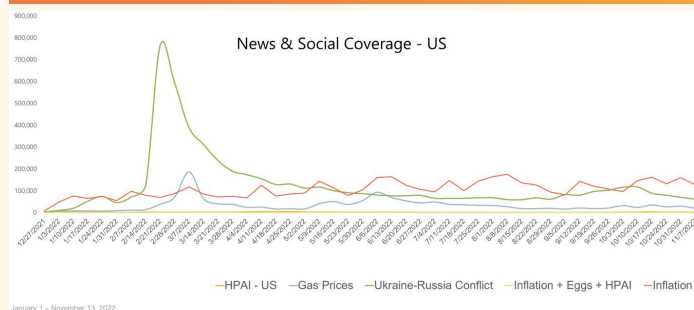
80% Egg favorability

81% Confidence in the safety of eggs

84% Likelihood to buy eggs in the next month

*A representative sample from consumers surveyed weekly from April – June 2022 with Ipsos.

COMPARISON OF HPAI TO OTHER TOPICS



FINANCIALS

STATEMENT OF FINANCIAL POSITION		2022	2021
ASSETS			
	Cash & Certificates of Deposit	\$8,429,878	\$8,946,866
	Assessments Receivable, net	2,849,085	2,944,895
	Other Receivables and Assets	258,515	195,606
	Prepaid Expenses	53,209	95,711
	Fixed Assets (net depreciation)	162,055	217,479
	Right-of-use Asset	1,215,988	1,439,767
	TOTAL ASSETS	\$12,968,730	\$13,840,324
LIABILITIES			
	Accounts Payable and Accrued Expenses	\$3,585,188	\$3,065,849
	Grant Payable	964,736	1,356,328
	Lease Liability	1,385,760	1,629,051
	TOTAL LIABILITIES	\$5,935,684	\$6,051,228
BOARD EQUITY			
	Contributed Capital	\$66,244	\$66,244
	Excess of Revenue over Expenses	6,966,802	7,722,852
	TOTAL BOARD EQUITY	\$7,033,046	\$7,789,096
	TOTAL LIABILITIES & BOARD EQUITY	\$12,968,730	\$13,840,324

STATEMENT OF ACTIVITIES		2022	2021
REVENUE			
	Assessment Income	\$22,692,892	\$23,603,366
	Egg Farmers of Canada	73,185	79,177
	Sponsorships	40,500	8,500
	Interest Income	25,460	3,507
	Other Income	205,379	141,676
	TOTAL REVENUE	\$23,037,416	\$23,836,226
PROGRAM EXPENSES			
	Consumer Insights	\$1,821,077	\$1,408,505
	Egg's Story	10,492,856	10,019,854
	Farmer Story	2,605,325	2,875,868
	Spark innovation	5,110,896	2,381,717
	Checkoff awareness	2,887,711	1,251,482
	Operational Excellence	454,395	1,003,557
	TOTAL PROGRAM EXPENSES	\$23,372,260	\$18,940,983
ADMINISTRATIVE EXPENSES			
	Administration	\$145,809	\$264,577
	USDA Administrative Expense	275,397	264,972
	TOTAL ADMINISTRATIVE EXPENSE	\$421,206	\$529,549
	TOTAL EXPENSES	\$23,793,466	\$19,470,532
	EXCESS OF EXPENSES OVER REVENUES	(\$756,050)	\$4,365,694