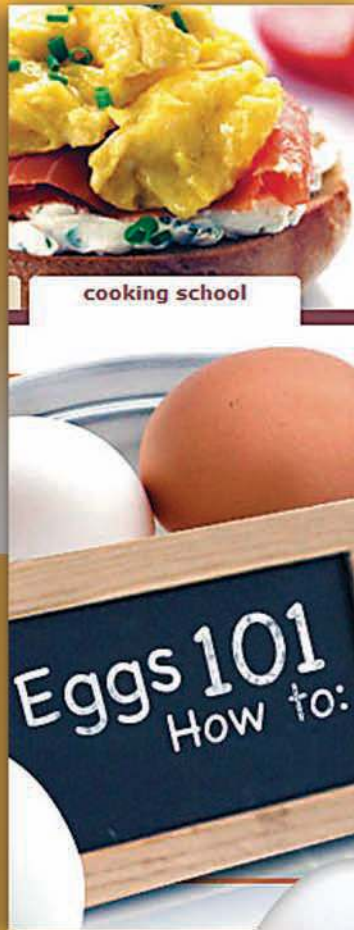


# American Egg Board

2009 ANNUAL REPORT



**incredible!**

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## MISSION STATEMENT

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



2009 was the most upbeat and positive year of the decade for the American Egg Board (AEB). It was a year of new, galvanizing programs and major transitions. Through strong leadership by the Board and effective management by the staff, AEB made dramatic changes in direction and still maintained momentum for egg industry promotions.

As part of our efforts to provide accountability for AEB's programs, the 2009 Strategic Plan, with input and direction from the egg industry, was meticulously implemented. As a result of the strategic planning process, the Agricultural Education Committee was formed. An impactful image campaign, the Good Egg Project, was developed to spread the good news to consumers about America's egg farmers. This comprehensive program includes a two-year partnership with "Sesame Street," the development of GoodEggProject.org, significant egg donation efforts, and a lot more.

Under new leadership, the Egg Nutrition Center (ENC) developed a fresh mission statement to make its goal of being an authoritative source of credible science more impactful. With its relocation to Park Ridge, ENC was able to work side-by-side with AEB resulting in stronger program integration. In 2009, AEB budgeted approximately \$1.2 million on nutrition research and will spend more than \$1.5 million in 2010 – that's almost double 2008's research budget.

AEB's new *Incredible People* advertising campaign centered around an iconic "egg chair" prop that highlighted the unique mental-and-physical energy feats of sport stacking World Record-holder Luke Myers and Luci Romberg, a stuntwoman, free runner, martial artist, and national champion gymnast. A 360-degree media approach surrounded moms and families with egg messaging and utilized a variety of television spots, print ads, and radio spots, in addition to extensive online media elements. AEB continued its sponsorship of the "Rachael Ray Show" in 2009 highlighting 12 *Incredible People* who are helping Americans live more healthy lives.

AEB's other marketing departments have been busily promoting eggs as well. The Foodservice National Accounts Program focused on Quick-Serve Restaurants (QSRs) to help create new breakfast programs and increase menu items using eggs. As a result, egg-related breakfast products at QSRs increased by more than 120 million servings in the past year. The Retail Accounts Program established partnerships with a number of retailers and promotional companies with on-pack promotions; online coupon campaigns; self-service, in-store kiosks providing egg recipes; and retailer training videos. In addition, meetings were held with nine leading retail chains representing close to 16,000 stores to help maximize their sales and profitability. AEB's State Support Program provided state promotional groups with the funds and information to effectively extend our national efforts at the local level. And, the comprehensive Egg Product Marketing Program, which targets food manufacturers, was extremely successful with an increased number of food products using eggs on the shelves at retail.

These are just a few exciting highlights of AEB's marketing program. Overall, AEB's programs are more integrated and stronger than ever before. More details on these and other promotional programs are included in the upcoming pages.

We enter 2010 with a firm belief that AEB has an important role to play in serving the egg industry. AEB is important to your future. AEB's future is important to you!



**Jacques Klempf**  
Chairman



**Joanne Ivy**  
President & CEO

  
**Jacques Klempf**  
Chairman

  
**Joanne Ivy**  
President & CEO

# American Egg Board EXECUTIVE COMMITTEE



**Jacques Klempf**  
*Chairman*  
Dixie Egg Company  
Jacksonville, FL



**Craig Willardson**  
*Vice Chairman*  
Moark, LLC  
Norco, CA



**Brian Hayward**  
*Secretary*  
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Atwood, IN



**Kurt Kreher**  
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*Immediate Past Chairman*  
Pilgrim's Pride Corporation  
Dallas, TX



**Joanne Ivy**  
*President & CEO*  
*(ex officio)*  
American Egg Board



**Terry Pollard**  
*Allied Industry*  
*Advisor*



**Angie Snyder**  
*USDA*  
*Advisor*



**Elliot Gibber**  
*Further Processor*  
*Advisor*



**Jim Sumner**  
*Export Marketing*  
*Advisor*



## Agricultural Education

GREG HERBRUCK  
COMMITTEE CHAIRMAN

Created based on industry demand and discussions at AEB's Strategic Planning Meeting, the Agricultural Education Committee officially launched at the July Board Meeting. Its galvanizing ideas: create a call to action; invite involvement and conversation; and create a social movement.

The Good Egg Project, a multi-million dollar, multi-year effort, launched in September and aimed to educate families and communities nationwide about how eggs are produced and how farmers provide safe, affordable, and nutritious food. The program also focused on encouraging local community involvement and highlighted the egg industry's efforts to feed the hungry. AEB's Good Egg messages resulted in more than 100 million impressions in 2009 – in just four months' time.

National consumer research established a baseline level of attitudes and perceptions prior to the program's launch. This research will be conducted on an annual basis to measure the Good Egg Project's effectiveness.

### Partnerships and Promotions

To kick off the program, America's egg farmers were the title sponsor of the "Rachael Ray Show" season premiere and block party in Chicago, where Rachael Ray interviewed AEB Chairman Jacques Klempf and Cookie Monster about the Good Egg Project. Attendees stopped by the Good Egg Project booth to pick up t-shirts and plastic Silly Putty®-filled eggs and sign the Good Egg Project pledge.

This September event coincided with the launch of GoodEggProject.org, an educational website that provided visitors with a look at modern egg farming practices. To further support the importance of education, America's egg farmers also became proud sponsors of "Sesame Street."

By partnering with "Sesame Street," the Good Egg Project positioned itself in front of 6 million viewers weekly, including 1.3 million moms. "Sesame Street" is the most-watched children's TV show in the world. AEB developed a 15-second commercial featuring egg farmer Clint Hickman of Hickman's Family Farm that will air during each episode of "Sesame Street" through 2012.

In addition, a variety of online advertising for the Good Egg Project appeared on Yahoo.com, About.com, and QuadrantOne.com. Social media, such as Facebook and Twitter, also proved useful in reaching consumers with the Good Egg Project message. Two radio spots and billboards were also available for local use by AEB's state promotional groups.

To continue momentum for the Good Egg Project, Clint Hickman grabbed the media spotlight on World Egg Day by appearing on "The Early Show" to spread the word about the Good Egg Project and to announce a buy one, get one (BOGO) free coupon for a dozen eggs to those who on GoodEggProject.org pledged to "Eat good. Do good every day." In less than five hours, 20,000 coupons were downloaded, and more than 40,000 individuals took the pledge. Since the first coupon craze was such a success, America's egg farmers rolled out an additional 10,000 coupons in December. By the end of 2009, redemption rates already neared 50 percent ... incredible!



## Community Breakfast

In November, America's egg farmers, along with Colorado's egg farmers, partnered with the Food Bank of the Rockies in Denver to serve a hot breakfast to needy families. In addition to feeding more than 625 people, America's egg farmers and Colorado's egg farmers donated 100,000 eggs in time for Thanksgiving. Omelet King Howard Helmer was also a huge hit at the breakfast as he demonstrated his omelet cooking and flipping skills while attendees took pictures in the incredible egg chair and signed the pledge to "Eat good. Do good every day."

## Speakers' Workshop

AEB partnered with the Center for Food Integrity (CFI) to implement an egg farmer speaker training program. Designed to inform consumers how eggs are produced and to illustrate egg farmers' commitments to caring for their animals, this program trained egg farmers to speak to local audiences and to engage media by delivering positive messages about the egg industry's hard work and good practices. The first training session was held in December in Chicago. CFI then schedules speaking opportunities to a variety of consumer groups in the speakers' communities.

Attendees also conducted mock media interviews, practiced a draft speech to help them talk to a variety of audiences about the strong principles and values that guide today's egg production, and learned best practices for engaging the traditional media and social media as well as ways to handle hostile questions from both the media and public. Each participant received a draft speech and PowerPoint presentation to personalize and use with different audiences.

## Production Research

The need to conduct production research escalated with more attention on the environment, animal health, food safety, and other egg production issues. To address an increased number of production research proposals, AEB established a Production Research Advisory Committee of scientists representing various areas of egg production.

AEB continued funding the "Multi-University Project for the Health and Welfare of Egg Laying Hens," which is focused on socially sustainable egg production and involves two technical phases. The first phase involves the identification of critical issues, the formulation of study questions, and the development of a proposed integrated systems approach through the use of expert study groups. The second phase develops a research proposal for submission to USDA-Cooperative Research Education and Extension Service or another government research group to examine important issues concerning production systems and practices identified in the first phase.





## Consumer Marketing

CHRIS PIERCE  
COMMITTEE CHAIRMAN

## American Egg Board 2009 ANNUAL REPORT

### Advertising

In February, the new *Incredible People* advertising campaign launched centering around a single, iconic prop – a 1960's egg chair – and highlighted the *Incredible People's* unique mental-and-physical energy. AEB conducted an extensive search for two incredible stories that best communicate physical-and-mental energy feats and found sport stacking World Record-holder Luke Myers and Luci Romberg, a stuntwoman, free runner, martial artist and national champion gymnast. As part of the campaign, AEB developed two television spots, two print ads, three radio spots, and a variety of online elements.

AEB's 2009 media plan continued its 360-degree approach that surrounded moms and families with egg messaging through a variety of media. For national television, AEB utilized morning shows such as "Today," "Good Morning America," and "The Early Show."

*Incredible People* print ads appeared throughout the year in a variety of lifestyle and parenting publications, including *People*, *Working Mother*, *Woman's Day*, *Weight Watchers*, *Parenting*, *Family Fun*, *Parents*, and *Reader's Digest*. An extensive online campaign, with websites such as Food Network, Weight Watchers, Yahoo, Scholastic, and Wild Tangent, promoted quick-and-easy egg recipes, news about eggs, egg games, and information on eggs' physical-and-mental energy benefits.

AEB continued its sponsorship of the "Rachael Ray Show" in 2009. Ray highlighted 12 *Incredible People* who are helping Americans live more healthfully. During each of these segments, she also demonstrated an egg-friendly recipe. This partnership also provided a great vehicle to promote the Good Egg Project and egg farmers' donations.

Mirroring this campaign, IncredibleEgg.org was refreshed to feature an *Incredible People* section that welcomed visitors with the iconic egg chair. Site visitors learned about egg nutrition, cooking tips, easy-to-prepare egg recipes, and more.

An ad study garnered great results for the 2009 campaign and outperformed the 2008 campaign in appeal, relevancy, uniqueness, and believability. Most importantly, Luke and Luci made consumers want to eat more eggs, and respondents felt the ads were memorable, interesting, and thought provoking.

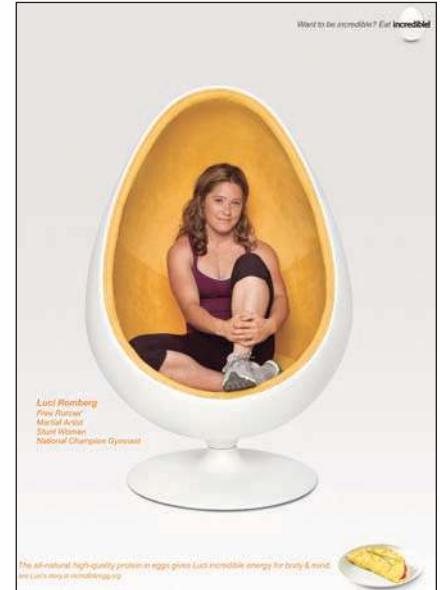
### Marketing Communications

2009 was another banner year for eggs in the media! From incredible television segments to *eggscellent* print articles, the good news about the nutritious, affordable, and versatile egg reached millions. In fact, AEB's consumer marketing program secured 511 million media impressions throughout the year.

### Hard-Cooked Success

AEB focused its cooking education efforts by showing moms how incredibly easy it is to hard-cook eggs. The program, which generated more than 74 million media impressions, kicked off in February, with a popular mom blogger writing about cooking with eggs every day for a month.

In March and April, AEB educated media and moms on how to properly hard-cook eggs for the Easter and Passover holidays and how to use those hard-cooked leftovers to celebrate Egg Salad Week. Howard Helmer hit the airwaves to discuss hard-cooking



through a radio media tour and demonstrated how to hard-cook eggs via a segment with “Mr. Food” and appeared on the national program “The Morning Show with Mike and Juliet.” AEB distributed a press kit to media across the country that included hard-cooking instructions, tips, recipes, Egg Salad Week leftover ideas, and information on eggs’ affordability and high-quality protein. On the social media front, AEB asked mom bloggers from coast to coast to discuss their favorite Easter egg leftover ideas.

The Easter holiday wrapped up with AEB’s annual White House Easter Egg Roll. In addition to providing 13,500 hard-cooked and dyed eggs, hats, and aprons as in previous years, AEB handed out 3,000 AEB-branded magnets and interacted with families by snapping photos of kids and parents in the egg chair. Helmer conducted two 10-minute omelet demonstrations and invited kids to come up on stage to cook with him to showcase just how quick and easy it is to prepare a healthful, kid-friendly omelet. On behalf of American egg farmers, AEB Chairman Jacques Klempf and President Joanne Ivy presented the 32<sup>nd</sup> Commemorative Easter Egg to first lady Mrs. Obama. The White House Easter Egg Roll was bigger than ever before with an estimated crowd of 30,000 people.

Cooking education continued in the fall when AEB encouraged moms to kick the school year off right with egg breakfasts. AEB distributed a press kit to editors across the country along with a Spanish release, which appeared in more than 65 Spanish publications. Helmer also brought moms back to school for a lesson in hard-cooking through interviews with broadcast, print, and online media. Throughout the back-to-school season, AEB engaged consumers via social networking sites, including Facebook and Twitter, by asking them to share their favorite back-to-school memories.



## Other Promotion Activities

AEB distributed a press kit to consumer and trade media announcing the new advertising campaign and highlighting the unique talents of Luke and Luci. Luke’s mental-and-physical energy skills shined in the media where he participated in three national morning show interviews, including “Today.”

To demonstrate how eating a high-quality protein breakfast like eggs provides sustained energy, AEB teamed up with the World Sport Stacking Association (WSSA). AEB was the presenting sponsor of the 2009 WSSA World Sport Stacking Championships in Denver, CO, in April, which drew nearly 1,000 participants from around the world!

AEB also nationally sponsored Science Olympiad, the premier K-12 national science competition in the United States. AEB had a presence at 55 state and national tournaments via signage, t-shirts, nutrition information, and recipes. AEB awarded four \$1,000 scholarship prizes to the teams that won the national competition’s “Scrambler” and “Egg-O-Naut.”



In addition, AEB was featured on the Science Olympiad website, which directed



visitors to EatIncredible.org, an AEB site featuring egg recipes, nutrition information, and science experiment instructions for moms and kids to try at home.

On World Egg Day, AEB announced that “Food Network” star Jeffrey Saad had teamed up with Helmer as a new spokesperson for The incredible edible egg™. While Saad highlighted his cooking-without-borders approach for the versatile egg, Helmer hit the airwaves on “Mr. Food” to discuss adding different flavors to deviled eggs.

## Engaging Online

In 2009, The incredible edible egg™ provided millions of moms with cooking education tips, recipes, and nutrition information via various social media forums. AEB increased its presence on Facebook, Twitter, and Flickr and engaged moms on Gather and in the blogosphere. In just a few months, more than 1,650 people came to trust the incredible egg Facebook fan page as a resource for all things eggs.

Along with traditional media and blogger outreach, social media was a key driver in promoting programs throughout the year such as the Good Egg Project Facebook cause; buy one, get one (BOGO) dozen eggs free coupon; and AEB’s back-to-school outreach.

## Value-Focused Outreach

AEB continued to promote the value of eggs to the media and consumers through all outreach efforts. Monthly, AEB updated a protein comparison chart to communicate effectively that eggs are one of the most affordable sources of high-quality protein. The following list highlights additional activities focusing on the affordability and value of eggs:

- Easter-related outreach included Howard Helmer touting hard-cooked eggs’ affordability via a radio media tour along with interviews in local newspapers.
- April’s e-blasted press release highlighted eggs’ affordability and showcased three new AEB egg recipes that cost less than \$1 per serving.
- AEB’s recipes appeared online and in print, including on Cooksrecipes.com and in articles in the *San Diego Union-Tribune* and *Taste for Life* magazine.
- Science Olympiad media outreach efforts reminded moms that eggs are a healthy and affordable meal solution to help kids be incredible.
- Incredible Egg Ambassadors showed media and consumers that eggs deliver a big, nutrient-dense bang for the buck.
- Three online advertising banners informed consumers of eggs’ nutritional benefits and mental-and-physical energy benefits.
- Publications throughout the year, such as *Reader’s Digest*, *Scholastic*, *Weight Watchers*, and more, featured information on eggs’ competitive price points, as well as affordable breakfast options with eggs.





# Foodservice & Egg Product Marketing

ROGER DEFFNER  
COMMITTEE CHAIRMAN

## National Accounts Program

AEB's National Accounts program expanded its strategy to ensure that breakfast was on its way to being served at every major Quick Service Restaurant (QSR) chain. AEB helped launch new breakfast program testing at chains where breakfast was not served nationally and helped add new, innovative menu concepts. Through culinary development, trend tracking, research, education, and other initiatives, AEB contributed to more eggs being served in more ways and in more locations than ever before. In the past year, egg-related products at QSR breakfast increased by more than 120 million servings, according to The NPD Group/CREST® for year ending August 2009.

## Eggcellent Chef Ambassadors Program

AEB's *Eggcellent* Chef Ambassador program leveraged the chefs' reputations and experience to create unique egg recipes, educate culinary students, participate in various PR activities, and promote eggs within their restaurants and to the foodservice industry.

They also participated in the Good Egg Project via Check Stuffers, which were included with customers' checks. The Check Stuffers featured information about the Good Egg Project and coincided with egg-related menu promotions. For every order of featured egg dishes, America's egg farmers donated an egg to Feeding America.

Three new *Eggcellent* Chef Ambassadors for 2009-2010 were appointed. They included: Keira Moritz with Pacci Ristorante in Atlanta, GA; Jodi Hartzel with The Griddle Café in Los Angeles, CA; and Ouita Michael with Holly Hill Inn in Lexington, KY.

## Media & Related Programs

Two new ads targeting QSRs were introduced. Featuring the headline "Don't just make breakfast...make it incredible," these ads communicated AEB's knowledge and expertise about breakfast. Appearing in two leading national restaurant publications, *Nation's Restaurant News* and *QSR*, the year's total schedule included 20 ad insertions and more than 1.4 million total impressions. One of the ads achieved a No. 1 rating overall for stopping power and interest.

An online campaign consisted of 64 events, including banner ads, e-newsletters, recipe ideas, and breakfast briefs, and resulted in more than 500,000 total impressions. To review program success, monthly evaluation summaries were gathered and analyzed.

## Other Promotions

More than 2,450 students at culinary schools across the country were reached with timely and informative egg information and materials. In May, at Sullivan University, AEB's food safety consultant Connie Cahill teamed with *Eggcellent* Chef Ambassador J.J. Kingery for a well-received program presented to more than 75 students.

Foodservice sponsored a "Profitability of Breakfast" panel at May's National Restaurant Association show, where AEB exhibited. Panelists included foodservice and breakfast experts from Dunkin' Donuts, Open City Restaurant, and The NPD Group. A "Winning the Breakfast Daypart" Webinar was sponsored in November. Combined, these events reached more than 600 influential foodservice operators.

Howard Helmer wowed the audience at an AEB-sponsored demonstration during the School Nutrition Association's National Conference held in Las Vegas, NV, in July.



More than 75 enthusiastic participants attended the “What’s on the Menu for a Healthy Breakfast” program.

Working with several key companies, a comprehensive foodservice research program continued to provide important information for AEB’s chain restaurant partners as well as evaluating program success.

The recently launched *Breakfast Beat* newsletter communicated to QSRs that eggs are the leading protein for breakfast and offer a wide variety of low-cost and high profit-margin opportunities. Banner ads on several websites promoted *Breakfast Beat*, and past issues were archived on AEB.org. Continuing contact with editors of the national foodservice publications led to egg information appearing in 28 articles, providing more than 6 million media impressions.



## Egg Product Marketing Research

The Food Technology Advisory Council met in February, to discuss topics such as market assessment, trends, promotion, advertising, education, research, tactical planning, and current food processing issues.

AEB-commissioned research at the University of Georgia discovered that when feed is trans-fat free, eggs are trans-fat free. When feed contains trans fat, approximately a quarter of the trans-fat available in the feed was deposited in the yolk.

Research from AEB’s 2006-2009 Food Science Fellowship recipient on the “Validation of SSOPs Used in the Egg Industry and Developing an Online Egg Hazard Analysis and Critical Control Points Training Course” helped develop a risk-based system to identify and control food-borne pathogens during the production of shell eggs and further processed egg products.

Completed AI and dried egg white research appeared in the *Journal of Food Protection* and concluded that the standard industry pasteurization protocols would be very effective for HPAIV inactivation in dried egg white. AEB continued to fund research to examine four other egg products and pasteurization.

*The Journal of Food Science* featured AEB-funded research examining the “Effects of Yolk Contamination, Shearing, and Heating on Foaming Properties of Fresh Egg” and concluded there is no tolerance level for yolk contamination, shearing, and heating that are typically encountered in egg processing.

## Advertising

New online banner ads focused on satiety, functionality, reduced sodium, and gluten-free messaging and worked in conjunction with print advertising. Additionally, a new AEB *Egg Product Resource* CD was offered via a Web banner. Banners developed for *Food Product Design* and *Prepared Foods*’ websites directed readers to specific areas of AEB.org and reached an estimated audience of 70,000 viewers monthly.

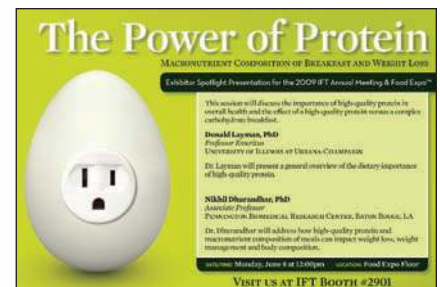
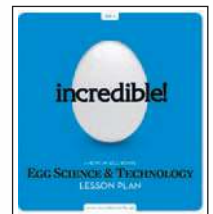
AEB partnered with *Prepared Foods* magazine to produce a special insert on formulating foods with egg products for the baby boomer population and created a new print ad featuring a mouth-watering quiche to remind food formulators



that functional egg products can help formulated foods meet with current consumer demands. July’s *Prepared Foods* magazine featured an AEB-sponsored insert titled, “What’s Old is New Again: There’s Comfort in Eggs” that was delivered to over 39,000 marketing, purchasing, and R&D personnel. An online banner in July, August, and September directed readers to AEB’s website to read or download the supplement.

## Education

The instructional *Egg Science & Technology Lesson Plan, Volume 2*, provided the latest information about eggs and egg products and was sent directly to 940 educators.



At the IFT Expo in Anaheim, CA, AEB debuted the updated *Egg Product Buyers’ Guide* and sponsored a session titled “The

Power of Protein” that highlighted the importance of high-quality protein at breakfast and in overall health.

A visit with the National Association of Food Distribution Programs on Indian Reservations resulted in a pilot program to provide ESL liquid whole eggs to Native American Reservations.



# Industry Programs

**BOB PIKE**  
COMMITTEE CHAIRMAN

## Retail Marketing

Nine retailer meetings representing 15,647 stores and \$430 billion in sales were conducted throughout the year.

More than 400 copies of AEB's training video on proper egg handling at retail were distributed. This five-minute DVD provided a hands-on, how-to guide for proper egg handling from the delivery truck to the dairy case and includes answers to frequently asked questions.

AEB partnered with The Kroger Co. and Tabasco® for an on-pack carton promotion that featured an egg-and-hot sauce recipe under the lid and an online coupon offer. The promotion appeared on more than 8 million Kroger cartons.

By partnering with the self-service, in-store, kiosk company Shop-to-Cook™, AEB reached consumers in grocery stores with its recipes and marketing messages. In fact, AEB's commercials played while consumers waited for their recipes to print.

The "Plug into the Profit Power of Eggs" Webinar took place in December and featured experts from AEB and Willard Bishop who discussed recent sales and consumer trends in addition to category profitability.

## Export Marketing

The USA Poultry & Egg Export Council (USAPEEC) participated at the Gulf Food Show where more than 30 Middle Eastern traders visited the booth for information and to taste samples of chef-prepared omelets.

USAPEEC sponsored the Hong Kong Bakery & Confectionery Association's International Culinary Classic cooking competition. Breakfast promotions with 142 outlets of Hong Kong's largest fast food chain increased sales by 52 percent.

In Korea, USAPEEC participated in the Seoul Food & Hotel Trade and distributed AEB brochures, posters, and giveaways. More than 600 people visited the booth. A group of Korean buyers visited five U.S. egg processors.

Foodservice seminars in Mexico featuring Howard Helmer generated high interest from 11 top Mexican restaurants and foodservice establishments.

More than 40 foreign importers visited the U.S. egg booth at the Anuga trade show in Cologne, Germany.

Additional seminars promoted U.S. eggs in the Dominican Republic, Middle East, and Japan. USAPEEC generated 200 contacts at trade shows in Korea, Middle East, and Europe.

**Plug Into the Profit Power of EGGS**

Identify What Drives Success  
An overview of the Dairy aisle, with particular focus on the impact of eggs.

Friday, December 4, 2009 • 10:00am CST

**FREE WEBINAR!**  
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For more delicious recipes and egg cooking tips & techniques, visit [incredibleegg.org](http://incredibleegg.org)

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Thank you for visiting [startwitheggs.com](http://startwitheggs.com)

StartWithEggs.com is a free website allowing consumers to access delicious recipes, cooking for eggs. In addition, we feature valuable cards, off coupons from national brands that are complementary to eggs. Please take a moment to tour our site.

click here for recipes | click here for coupons

We invite you to check back in regularly for updated recipes and coupons.



## Industry Communications

AEB believes an informed farmer is a supportive farmer. To keep the industry informed of its programs, AEB produced the *News from AEB* monthly. This newsletter was distributed to egg farmers, state representatives, and industry friends via mail, e-mail, and AEB.org. Monthly, farmers also received a handler card that highlighted AEB's efforts to promote The incredible edible egg™.

AEB contributed a bi-monthly "Hotline" update on its current programs for publication in the *Poultry Times*. Other industry publications such as *Egg Industry* and *Feedstuffs* periodically received AEB press releases. The industry also received a weekly e-blasted Media Update that recapped eggs in the news and featured an AEB program update. All AEB's consumer marketing press releases were also e-blasted to the industry as well as timely program updates and *eggsciting* results.

Monthly updates were made to the "Egg Industry Fact Sheet" that featured information and statistics on the most-often asked industry questions. This was distributed with the monthly *Eggschange* and posted on AEB.org.

Presentations were also given at industry meetings throughout the year to update the industry on AEB's activities.

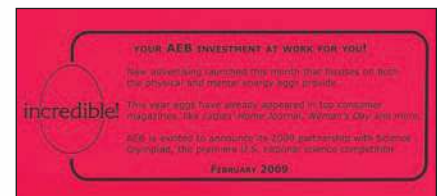
## State Support

State Support provided \$1,000,000 in funding to 38 eligible state promotion groups in 2009, at a 95 percent reimbursement rate. This program helped carry out AEB's national efforts on a local level. AEB made TV commercials, radio spots, print ads, and billboard and truck signage available for use. For example, these groups had the opportunity to purchase Good Egg Project out-of-home billboards and to order the incredible egg chair that proved to be a great draw at state fairs and other events.

Numerous brochures were updated and offered in Spanish. The 2010 "Eat Incredible! All Year Long" calendar tied into AEB's advertising campaign and focused on mental-and-physical energy for body and mind.

AEB also reached state promotion groups via e-blasts on various topics. Five seasonal campaigns featured new recipes, photos, a press release, and shorts and fillers for media use.

The annual State Promotion Meeting was held in Colorado Springs, CO. This meeting allowed state egg promotion directors from around the country to gather and hear presentations from each other as well as producers and AEB staff.





# Nutrition

RUTH ANN HENDRIX  
COMMITTEE CHAIRMAN

The Egg Nutrition Center (ENC) developed a new mission statement to help reinforce its goal of being an authoritative source of credible science in a more clear and impactful manner. ENC's mission now reads: ENC is a credible source of nutrition and health science information and the acknowledged leader in research and education related to eggs.

With the relocation of ENC to Park Ridge, IL, the efforts of both groups are stronger and more integrated than ever before. ENC continued to build its credibility through long-standing organizational and professional relationships and worked toward:

- Developing a strategic framework from which to operate,
- Prioritizing and streamlining efforts to enhance effectiveness,
- Integrating and aligning programs internally and externally.

## Egg Nutrition Research

A restructured scientific review process for eliciting and evaluating research proposals by ENC's Scientific Advisory Panel (SAP) helped to create a more robust and strategic research pipeline. Two new student fellowships and four research grants were accepted for funding.

Research started in 2009 included studies of choline requirements during pregnancy and high-quality protein at breakfast. Ongoing research is addressing eggs and fetal development, choline needs, breakfast and cognition, egg consumption and health, egg intake and lipid levels, eggs and weight loss, nutrient bioavailability from eggs, and lutein for eye health. The completed the research project "Comparison of Cage vs. Range Production on Egg Nutrient Composition" could not determine a significant nutrient advantage of eggs produced by cage-free chickens over those produced by chickens maintained in cages.

In July, the United Egg Producers took over the Egg Safety Center; however, ENC continued its food safety education efforts to both consumer and foodservice audiences.

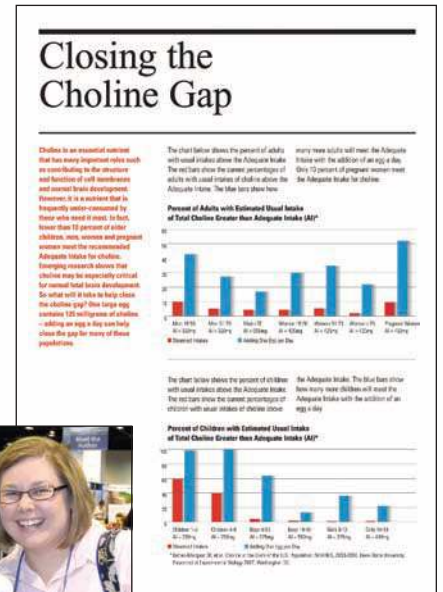
## Research-Related Press

ENC distributed a press release to health and nutrition media highlighting egg-relevant research results that were presented at the Experimental Biology annual meeting in New Orleans, in April. The press release garnered more than 3.4 million media impressions.

The ENC-funded study, "Single food focus dietary guidance: lessons learned from an economic analysis of egg consumption," was published in April's issue of *Journal of Cost Effectiveness and Resource Allocation*.

ENC distributed a press release promoting research published in *Risk Analysis* titled, "A Comparison of Egg Consumption with other modifiable Coronary Heart Disease Lifestyle Risk Factors: A Relative Risk Apportionment Study."

The paper "Egg Protein as a Source of Power, Strength, and Energy" was published in *Nutrition Today*. A press release went out to health and nutrition media and secured more than 7 million media impressions.



## Health Professional Outreach Efforts

### Choline

Two choline-related presentations were prepared for the American College of Nurse-Midwives (ACNM) Annual Meeting in May, in Seattle, and highlighted CholineInfo.org and The Choline Connection toolkit. A banner ad reached 6,000 ACNM members. A Choline Toolkit was sent to more than 40,000 health professionals.

In September, the first-ever Choline Scientific Summit was held in Washington, D.C., and brought together top choline researchers who demonstrated the need to consider the importance of choline in human health. This event proved to be a capstone to ENC's participation and leadership of the Choline Coalition activities. Well-known and respected choline researcher, Dr. Kerry-Ann daCosta, Ph.D., University of North Carolina, was invited to participate as a member of the Choline Coalition's Expert Advisor group. This group advised the Choline Coalition, of which ENC is a member, throughout the year. In July, ENC helped coordinate the design concept for a one-page choline advertorial for *Contemporary OB/GYN* that featured a Q&A with Dr. Steven Zeisel, a well-known choline researcher.

### Protein

To promote the incredible, high-quality protein of eggs, ENC worked on developing a practitioner and patient protein toolkit that included the latest related research and information on the benefits of high-quality protein.

### Cholesterol

Development of a cholesterol research and information strategy began. Among other things, ENC explored sponsoring research, symposia, and white paper development as a way of re-visiting the dietary cholesterol/serum cholesterol paradigm and measuring the strength of science with respect to this relationship.

### Other Health Professional Outreach Efforts

ENC reached more than 6,000 health professionals (HPs) via annual meetings; 42,650 HPs via sponsored newsletters and journal advertorials; and 6,500 HPs via educational mailings. *Nutrition Close-Up* was distributed quarterly reaching more than 55,000 HPs. A 20 percent savings resulted from auditing the mailing list and switching printers.

The continued partnership with the National Lipid Association (NLA) allowed for fielding a physician and clinician survey on the NLA website to gain perspective on the use of the LDL-to-HDL ratio in clinical practice.

ENC educated health care professionals by exhibiting and attending scientific conferences, including those held by the American Heart Association, National Association of Pediatric Nurse Practitioners, American College of Obstetricians and Gynecologists, American Association of Physician Assistants, and more.

The Nutrient Rich Foods Coalition, of which ENC is a member, hosted the "Achieve Better Health with Nutrient Rich Foods Symposium" in March to facilitate a paradigm shift in nutrition education.

The Coalition previewed "My5," a food and nutrition education guidance system, that goes beyond an on-pack icon and addresses total nutritional quality. The My5 tool was designed to encourage better food decisions.

ENC distributed a targeted mailing to healthcare professionals to promote a study evaluating the positive economic impact of the health benefits of eating eggs that was published in the *Journal of Cost Effectiveness and Resource Allocation*. This research concluded that consuming one egg per day could result in an average U.S. public health care savings of \$2.82 billion annually through medical savings related to costs associated with neural tube birth defects, age-related macular degeneration, and sarcopenia, the term for age-related muscle loss. The mailing reached more than 5,800 healthcare professionals.

While in Denver for the American Dietetic Association's annual Food & Nutrition Conference & Expo, ENC also hosted a breakfast for the Egg Ambassadors to thank them for their *eggscellent* work throughout the year. To

date, the Egg Ambassadors have secured more than 88.6 million media impressions. Shown in the egg chair, Liz Ward, MS, RD, secured the most positive and incredible egg media mentions making her the Media Egg Award Winner for the year.



# Financial Report

## Balance Sheets

December 31, 2009 and 2008

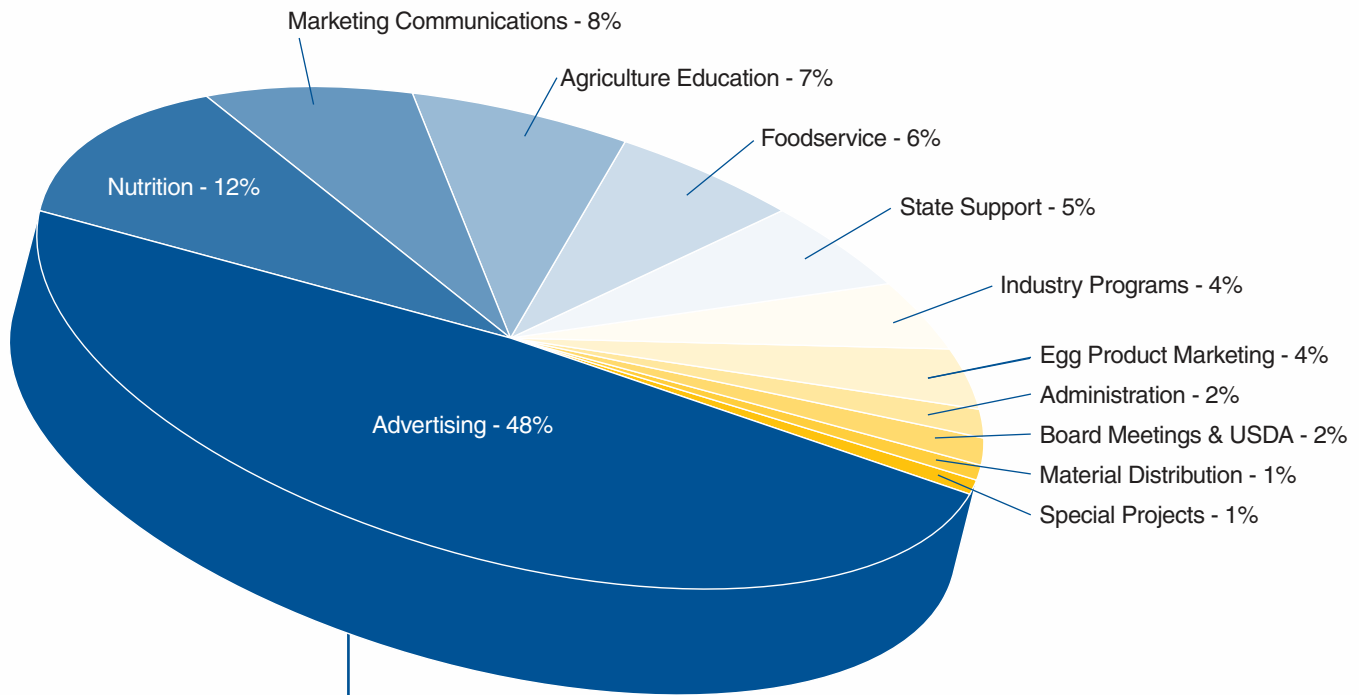
	<b>2009</b>	<b>2008</b>
<b>ASSETS</b>		
Cash and Certificates of Deposit	\$13,561,256	\$17,309,613
Assessments Receivable	2,019,487	2,174,917
Other Receivables	77,518	149,365
Prepaid Expenses	140,032	672,555
Inventories	185,305	182,834
Office Equipment and Computer Systems, Net of Depreciation	93,369	66,373
<b>Total Assets</b>	<b>\$16,076,967</b>	<b>\$20,555,657</b>
<b>LIABILITIES</b>		
Accounts Payable and Accrued Expenses	\$2,285,253	\$1,662,588
<b>BOARD EQUITY</b>		
Contributed Capital	66,244	66,244
Accumulated Excess of Revenue over Operating Expense	13,725,470	18,826,825
<b>Total Liabilities and Board Equity</b>	<b>\$16,076,967</b>	<b>\$20,555,657</b>

## Statements of Revenue and Operating Expense

Years Ended December 31, 2009 and 2008

	<b>2009</b>	<b>2008</b>
<b>REVENUE</b>		
Assessments	\$20,647,914	\$20,770,521
Egg Farmers of Canada	100,560	95,434
Interest	375,918	766,650
<b>Total Revenue</b>	<b>\$21,124,392</b>	<b>\$21,632,605</b>
<b>OPERATING EXPENSES</b>		
<b>Programs</b>		
Advertising	\$12,605,031	\$11,149,025
Foodservice	1,487,768	1,209,387
Nutrition	3,074,244	3,969,970
Special Projects	194,867	430,670
Marketing Communications	2,048,140	1,073,366
State Support	1,377,896	1,382,282
Materials Distribution	214,577	213,387
Industry Programs	1,060,673	1,002,630
Egg Product Marketing	1,190,494	881,232
Agricultural Education	1,779,351	- 0 -
<b>Total</b>	<b>\$25,033,041</b>	<b>\$21,311,949</b>
<b>Administration and Collections</b>		
Administration	\$559,955	\$525,194
Collections	121,924	124,449
Board Meetings	187,189	150,177
USDA Administrative Expenses	323,638	269,184
<b>Total</b>	<b>\$1,192,706</b>	<b>\$1,069,004</b>
<b>Total Expenses</b>	<b>\$26,225,747</b>	<b>\$22,380,953</b>
<b>REVENUES OVER EXPENSES</b>	<b>&lt;\$5,101,355&gt;</b>	<b>&lt;\$748,348&gt;</b>





AEB's administration of farmers' funds begins with the Board, which establishes the budget/ financial policy and makes program decisions, which are then implemented by AEB staff. The ultimate oversight of AEB is the Executive Committee and the U.S. Department of Agriculture, which monitors AEB's compliance with the law including approval of the budget. AEB staff works hard to insure 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 percent on administrative expenses in 2009, which includes the cost to operate the compliance and collections program.

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 from all farmers with more than 75,000 laying hens. For the year 2009, 158 handlers were reporting from farmers owning more than 75,000 layers. Total assessment revenue was \$20.64 million, representing assessments collected on 206.4 million cases of eggs.

AEB management enforces the AEB Expenditure and Documentation Guidelines to control expenses for AEB, ENC, and AEB agencies. McGladrey & Pullen, CPAs, Chicago, IL, audits the Board's financial statements.

## Food Technology Advisory Council

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National Egg Processing Center,  
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Editor-in-Chief,  
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