

A light blue ceramic plate is shown from a high angle, featuring a folded omelette with visible fillings of cheese and meat. The omelette is positioned on the left side of the plate. To its right, several fresh raspberries and blueberries are scattered. The plate is set on a dark, textured placemat. A semi-transparent yellow banner is overlaid across the center of the image, containing the text '2013 American Egg Board ANNUAL REPORT'.

**2013** American  
Egg Board  
ANNUAL REPORT

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## **MISSION STATEMENT:**

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

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# MANAGEMENT MESSAGE

Incredible is a word that we use to describe the egg to consumers, but it also applies to the results of the American Egg Board (AEB) programs this past year. There is little doubt that AEB's marketing and research programs made an important contribution to the improvement in egg consumption and demand in 2013.

In fact, USDA reported an increase in per capita egg consumption to 251.7 eggs in 2013. This means the egg industry has added four eggs per person in consumption over the last two years. USDA projects another increase in 2014. What's more, egg category sales (in both units and dollars) at retail increased in 2013, despite the fact that retail prices were higher than in 2012. And eggs were named one of the fastest growing foods (in annual eatings per capita) over the last 10 years by the NPD Group, a global market research firm.

We believe 2013 was AEB's strongest year yet, and we want to highlight a few of the incredible achievements that have produced the improvement in egg demand.

AEB reclaimed Easter as an egg holiday for the egg industry by developing an aggressive, integrated marketing campaign designed to remind consumers to buy and decorate more eggs. This multi-faceted initiative resulted in the International Egg Commission recognizing the campaign as the world's best marketing program. Easter-related PR and advertising efforts in 2013 helped drive a 3.8 percent increase in egg category sales (equivalized dozens) versus Easter 2012. This equates to 8.1 million more dozens sold and \$40 million more in dollar sales compared to 2012.

AEB's social media properties continued to grow steadily throughout 2013. Amongst commodities, the Incredible Edible Egg is in the top two for fan support/followings on Facebook, Twitter, YouTube and Pinterest. Total reach across social networks in 2013 was 50.4 million consumers, with an average of 4.2 million reached per month – almost 1 million per week.

The Egg Nutrition Center (ENC) conducts a very strong research and education program targeting health professionals. ENC funded more than \$2.7 million in research in 2013 at major universities throughout the United States to determine the latest science-based nutrition information about eggs.

In fact, seven ENC-funded studies were highlighted by poster and education sessions at Experimental Biology, considered by many to be the pre-eminent nutrition research meeting of the year, attracting more than 14,000 scientists and exhibitors. The International Egg Nutrition Consortium was launched in 2013 to share egg nutrition research and information globally with more than 50 countries to date.

Last fall, AEB was thrilled to lead the PR efforts for the truly incredible results of the landmark study on the egg industry's decreased environmental footprint over the last 50 years. This study, partially funded by AEB, was conducted by the Egg Industry Center and provided a fantastic story to share with consumers about egg industry improvements in egg production and in the welfare and care of their hens. Efforts to promote these results will continue well into 2014, but initial coverage resulted in more than 19 million positive media impressions and more than 280 placements across printed media, broadcast and social media.

AEB partnered with Denny's in its first national Foodservice Good Egg Project promotion in September. American egg farmers donated one egg to Share Our Strength's No Kid Hungry program for each omelet guests ordered during the one-week promotion, resulting in a donation of more than 500,000 eggs. The campaign was promoted with TV commercials and on social media, generating more than 100 million media impressions.

With the introduction of new egg replacers in 2013, AEB developed the "REAL Eggs or Egg Replacers?" print and digital ad campaign, which promoted eggs as a familiar, trustworthy ingredient that can make a difference in the quality of processed foods and consumer buying decisions. The campaign drove visitors to [AEB.org/REALEggs](http://AEB.org/REALEggs) to view and download *The Egg & Clean Labeling* white paper along with FAQs about REAL eggs.

These are just a few of the incredible efforts conducted by AEB in 2013. We're proud of the accomplishments. More importantly, we hope you are proud of them, too.



Roger Deffner  
Chairman



Joanne C. Ivy  
President & CEO

Roger Deffner  
Chairman

Joanne C. Ivy  
President & CEO

# EXECUTIVE COMMITTEE



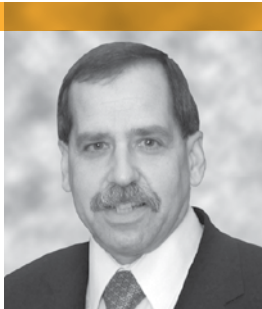
**Roger Deffner**  
*Chairman*  
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Everett, WA



**Greg Herbruck**  
*Vice Chairman*  
Herbruck Poultry Ranch  
Saranac, MI



**Blair Van Zetten**  
*Secretary*  
Oskaloosa Food Products  
Oskaloosa, IA



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



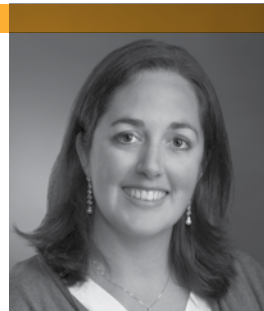
**Andrew Reichman**  
Parker & Reichman Inc.  
Andrews, NC



**Pat Stonger**  
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**Joanne C. Ivy**  
*President & CEO*  
AEB Staff Liaison

# CONSUMER MARKETING

## WAKE UP TO EGGS

### Advertising

AEB completed year two of its national advertising campaign, “Wake Up to Eggs,” and America is indeed waking up to more eggs more often.

Targeted to both men and women, AEB’s advertising included magazine ads, online banners, radio spots and keyword searches.

Print ads ran in more than 25 different magazines, including *Cooking Light*, *ESPN The Magazine*, *Food Network Magazine*, *Esquire*, *Parade*, *Shape* and *Weight Watchers*. Two new print ads debuted, bringing the total number of print ads for this campaign to eight. The “Sunbather” ad focuses on the fact that eggs are a naturally good source of vitamin D. The “Newsroom” ad promotes eggs as a way to maintain a healthy weight.

MSN.com, Livestrong.com, eHow.com, MensHealth.com and WomensHealthMag.com featured digital ads.

Collectively, AEB advertising reached 92 percent of Americans, ages 18-49, 10 times in 2013.

### Easter 2013

Launching a major effort to *Take Back Easter*, AEB provided the industry with one of the most comprehensive Easter promotions in its history.

For the first time in years, AEB ran Easter-themed advertising in magazines and online. An Easter version of the Incredible Edible Egg jingle ran on local and national radio, including ESPN’s “Mike and Mike” and the popular “Nick Cannon Countdown” show. ABC’s “Jimmy Kimmel Show” featured a humorous segment promoting hard-boiling and egg decorating tips.

In-store Easter promotional displays and egg price signage reached grocery shoppers close to their points of purchase. Easter-themed egg case signage appeared in 7,700 grocery stores. A cooperative retail promotion with Kellogg Keebler brand crackers helped drive egg sales during this period through 3 million Instant Redemption Coupons for *One Dozen Free Eggs with Purchase of Two Crackers*. AEB’s partnership with Keebler crackers earned a 7 percent redemption rate. Additionally, to help drive purchase, AEB offered an Easter coupon to Incredible Edible Egg Facebook fans that resulted in 44,000-plus coupon prints, 12,000 new fans and a redemption rate of 40 percent.

AEB took a surround-sound approach to its public relations efforts. Media received a press release featuring Sabrina Soto, an HGTV home/interior design expert, and her inspiring and fresh egg decorating ideas. The release also included results from an Easter-focused consumer survey highlighting favorite egg dyeing methods and hard-boiling information to provide additional content around the holiday.

Easter-related public relations and social media efforts garnered 105 million impressions this year, topping last year’s program by more than 50 million.

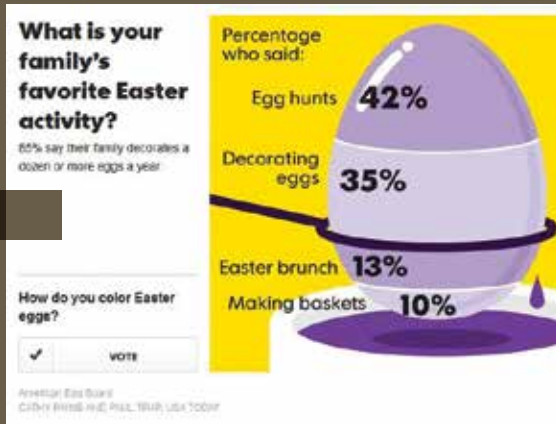
The *Take Back Easter* campaign contributed to a 3.8 percent increase in egg category sales (equivalized dozens) versus Easter 2012. This increase equated to 8.1 million more dozens sold and \$40 million more in sales compared to last Easter. The International Egg Commission also recognized this effort with the Golden Egg Award, which honors the world’s best marketing program.



**Jerry Wilkins**  
Committee  
Chairman



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1. Inspired by *Anchorman 2*, this ad is one of that two debuted in 2013. 2. *USA Today's Snapshots* ran two of AEB's statistics on egg dyeing. 3. Vitamin D messages continued to resonate with consumers. 4. Three million Instant Redemption Coupons offered *One Dozen Free Eggs with the Purchase of Two Crackers*. 5. In-store signage at the egg case showed 4 percent lift in sales, compared to stores without signage. 6. A 60-second skit on "Jimmy Kimmel Live!" aired with AEB's Easter messages.

# CONSUMER MARKETING

(continued)

## Public Relations & Social Media

During the first quarter of 2013, AEB reminded consumers in the top 20 cloudiest cities about the benefit of eating eggs for vitamin D via a press release. AEB leveraged this information to show why vitamin D in eggs is vital and conducted giveaways with 36 radio stations. Geo-targeted posts reached the Incredible Edible Egg's Facebook fans located in the 20 cloudiest cities to remind them of eggs' natural vitamin D content. This effort earned more than 21 million impressions.

In April, AEB met with magazine editors from *Family Circle*, *Ladies' Home Journal*, *Food Network Magazine* and *Woman's Day* to share the latest news about eggs. The editors continue to be AEB's biggest fans and egg advocates.

The back-to-school e-kit featured survey results stating that 82 percent of parents agree that eggs are a more nutritious breakfast than cereal. It garnered 54 million impressions, 117 percent of goal. Earned media results in the fall totaled 553 million, far exceeding the total year goal.

In December, to coincide with the release of the Environmental Footprint Study, AEB and Board Member Bob Krouse met with 18 magazine editors. Editors from publications like *Family Circle*, *Food Network Magazine*, *Good Housekeeping* and *Ladies' Home Journal* gathered to hear Krouse share the good news about the egg industry's efforts to reduce its environmental impact.

AEB's social media properties grew steadily throughout 2013. Amongst commodities, the Incredible Edible Egg was in the top two for fan support/followings amongst Facebook, Twitter, YouTube and Pinterest. Total reach across social networks in 2013 was 50.4 million, exceeding AEB's goal of 15 million.

## Holiday Baking

AEB's multi-faceted programming included advertising, in-store signage, as well as traditional and social media outreach to remind consumers to bake their favorite pies, cookies and treats during the holidays. And bake they did, as egg category sales (equivalized dozens) increased a whopping 8.6 percent from Thanksgiving through December versus the same period a year ago. There were 18 million more dozens sold, and \$70 million more in dollar sales during this time.

AEB leveraged its social media properties throughout the holiday season. On the Incredible Edible Egg's Facebook page, several giveaways promoted AEB's partnership with Share Our Strength's No Kid Hungry Bake Sales. AEB, for the first time, offered Holiday Helper Hours on its Facebook page where during a set time, fans asked questions related to a specific topic and instantly received responses from the Incredible Edible Egg. *Real Simple* magazine posted a holiday Facebook post and tweet on Twitter, driving traffic to AEB online properties.

## Shopper Marketing

AEB conducted a variety of retail promotions with major brands such as Keebler Crackers, Sargento Cheese, Johnsonville Sausage, Mission Tortillas, Butterball Turkey Bacon and Flatout Bread. Together, the programs helped draw traffic the egg case and grow category sales.

Eggs remain a sought-after partner for retail promotions because of their versatility. Promotions like these are executed at minimal cost to AEB as the partner products need eggs to tie the offer together.



1. Shoppers at 7,700 grocery stores saw egg case signage during the holidays. 2. AEB enlisted MasterChef Junior winner Alexander Weiss to shoot a festive how-to video during holiday outreach. 3. AEB hosted deskside meetings with the long-lead magazine editors in New York City to keep eggs top of mind and reached out editors throughout the year. 4. Holiday media outreach spotlighted how eggs can help rescue holiday cooking gone wrong. 5. On World Egg Day, Facebook fans of the Incredible Edible Egg downloaded 31,000 coupons for \$0.55 Off the Purchase of Two Dozen Eggs. 6. A regional retail promotion test occurred in Illinois and Wisconsin with Sargento Cheese, Mission Tortillas and Johnsonville Sausage.



# FOODSERVICE & EGG PRODUCT MARKETING



**Brian Joyer**  
Committee  
Chairman

## FOODSERVICE

Positioned to this segment as the *Breakfast Expert*, AEB views breakfast as the opportunity to boost revenues and build customer loyalty. AEB continues to work with chains providing assistance and resources to fuel this growth. Consumers' desire to increase their protein consumption is one driving force behind increased breakfast sales. Restaurants recognize eggs as a valuable component in their efforts, and many have developed whole egg and egg white sandwiches to fulfill this need.

## National Accounts

Of the top 10 foodservice chains, AEB works with eight; the other two are pizza and chicken chains. These eight chains represent more than 78,000 individual locations and more than \$100 million in sales. Although egg servings' growth has leveled off, AEB sees significant growth at other dayparts, including late night. Even still, Quick Service Restaurants (QSRs) represent more than 80 percent of all breakfasts served away from home.

Through the Good Egg Project (GEP), AEB worked with Denny's Restaurants to develop a "Build Your Own Omelet" promotion. In September, Denny's ran a "Build Your Own Omelet" promotion with AEB as the sole sponsor. For every omelet ordered, America's egg farmers donated an egg to the Share Our Strength's No Kid Hungry campaign. The promotion delivered a whopping 500,000 eggs to food banks across the country. Featuring GEP messages, a television commercial promoting the event ran more than 480 times with more than 100 million impressions. Both traffic and sales increased at Denny's during the promotion.

Much of the value that AEB brings to its National Accounts is consultative. Consumer trends and insights are critical to these chains. They value AEB's ability to translate trends into tangible business ideas. Many chains ask for AEB's assistance in culinary and menu development,

customized research and test market support. Trend tours are a useful tool in presenting new culinary ideas to chains. AEB works with the chains' staff in marketing, culinary and research to develop tours of cutting-edge breakfast restaurants. During these tours, AEB spotlights unique culinary products that may lead to development of new products. These efforts help cement AEB's position as the *Breakfast Expert*.

## Media & Related Programs

Tabasco developed a first-quarter promotion devoted to recipes featuring eggs and Tabasco sauce that prominently displayed AEB branding. The program resulted in more than 10 million impressions with foodservice operators. Because of the importance of eggs in this promotion, AEB worked with Tabasco at no cost.

Available in both print and digital format, AEB's *Breakfast Beat* newsletter underwent a facelift, and readership continues to grow. Four issues ran in 2013, and more than 50,000 readers received this popular publication. This publication reinforces AEB's positioning as the *Breakfast Expert*.

AEB started developing programs dedicated to increasing egg servings in schools. Specifically targeting K-12, the strategy demonstrates the benefits of eggs to school foodservice directors and the importance of a good egg breakfast. AEB held interviews with 10 school thought leaders and received more than 500 responses to a survey, targeted at school foodservice directors. Plans include white papers, advertising, new recipes and information dedicated to the use of eggs at both breakfast and lunch.

AEB.org/Foodservice is a resource utilized by a multitude of foodservice operators. In 2013, the area of the site saw more than 91,000 visits, representing a 33.3 percent increase from 2012.

**incredible! BREAKFAST BEAT**

**Up All Night**

Americans eat breakfast later at midnight, sleep for hours at 7 a.m. and miss out on breakfast at 2 a.m. It's an effort to give us what we need when we want it. Don't miss out on the foodservice industry by staying up very late.

As reported in our October issue, McDonald's has begun serving "Breakfast After Midnight" in 2012, offering a limited breakfast menu from midnight until 4 a.m. A second iteration, "McDonald's After Midnight," is now being tested in markets around the country, offering the most popular selections from both the breakfast and lunch/dinner menus between midnight and 4 a.m., at which time the full breakfast menu begins.

Denny's has launched AllDaylight restaurants, currently operating on a handful of college campuses across the country. Sites are dependent upon their location, but most stay open until 2:00-3:00 a.m. The special menu includes items from all sections of the Denny's menu, including eight of its most popular breakfast items.

Shake 'n Shake, recognizing that late night cravings may require burger or egg beyond both shifts, Shake 'n Shake has expanded its breakfast hours to midnight through 11:00 a.m. and introduced its own "AllDaylight Menu." Offered between midnight and 6 a.m., it includes new salads and a seven-pantry Smashburger known as the 7x7.

**Winning Strategy**

What's up with fast-food restaurants (FCR) sales. In one thing, aggregate 2011 sales at the top 100 restaurant chains grew by 3.7% over prior year, while the 150 largest fast casual chains grew by 6.4% during the same period.

A major strategy for FCR to gain market share is through savvy breakfast menu innovation and adjustments. Shifts in FCR breakfast menu items between Q3 2009 and Q1 2012 showed:

- **Up** - sandwiches (+49%), burritos (+43%), omelets (+77%)
- **Down** - plates (+25%), waffles (+4%), bagels (-77%)

Leading FCR chains have expanded breakfast items by 37% since 2011, using creative sandwiches to address well-worn items (e.g. Carter Bakery's Phishy Potato Thins) and special blends that add. Panera's Multigrain Egg White on Ciabatta. With the consumer dollar at stake, the competition doesn't continue to be... address.

**Eggs Go Mobile**  
Many food trucks are offering breakfast as a way to grow without relying on the saturated lunch-day part. Consumers are attracted by creative items such as egg sandwiches on brioche and flatbread, authentic ethnic breakfast items, and eggs paired with items like pork belly and poached pork.

**Egg Burgers of the Month**  
• **Blue Daze Pub** (Lake Park, Miss.) - The Always burger is topped with classic sauce, topped with bacon and crowned with a poached egg.

• **Burgers and More by Esseri** (Baltimore, Md.) - All-American Breakfast Burger is prime chuck topped with pickled onions, bacon, Cheddar cheese, chipotle sauce, hash brown, and a fried egg served on an onion roll.

**Starbucks Gets This**  
Starbucks is testing a drive-thru video ordering system in Washington, allowing drivers to see Starbucks staff members as orders are placed. A successful Starbucks drive-thru program should cause some concern for traditional drive-thru operators in the battle for coffee sales.

**DID YOU KNOW?**



3

**Denny's**

HELP END CHILDHOOD HUNGER. EACH OMELETTE PURCHASED = 1 EGG FOR CHARITY. SEPT 9-15

EGGS DONATE

Advertisement

**RESTAURANT BUSINESS.**

May 2010

**Eggs Over Excellent. Bold Benedicts. Poached and Peppery.**

**Red & Eggs**

Tabasco



incredible!

Home of the incredible good egg!

Home | Egg Industry | News | Foodservice | Product News | About AEB

Foodservice

**Egg Information for Foodservice Professionals**

There have to be three Foodservice Professionals who have all your questions about breakfast.

- The **incredible!** will show you how to cook egg information that will help you understand the market and your customer's needs.
- **Eggs and the consumer:** Why are you eating eggs? What are the benefits of eating eggs? How can you make the most of your eggs?

**Foodservice Professionals:** Why are you eating eggs? What are the benefits of eating eggs? How can you make the most of your eggs?

**Why? and more:** Why are you eating eggs? What are the benefits of eating eggs? How can you make the most of your eggs?

**What's your next step?** Why are you eating eggs? What are the benefits of eating eggs? How can you make the most of your eggs?

1. Breakfast Beat reached operators in the QSR segment with trends and ways to use more eggs. 2. By attending the International Foodservice Editorial Conference, AEB met with 28 editors about upcoming editorials on eggs. 3. AEB's Good Egg Project promotion with Denny's was the first national promotion of this type. 4. Titled Red & Eggs, this promotion with Tabasco generated 1.4 million impressions. 5. An updated recipe for Green Eggs & Ham was requested by school foodservice directors. 6. The Foodservice section on AEB.org highlights how eggs can make QSRs more profitable.

# FOODSERVICE & EGG PRODUCT MARKETING

(continued)

## EGG PRODUCT MARKETING

### Advertising

*REAL Eggs or Egg Replacers?* is the tagline of a new print and digital campaign targeting food manufacturers that highlights the benefits of using REAL eggs versus egg replacer ingredients. It launched in the fall. A call to action on the ad points readers to download a copy of *The Egg and Clean Labeling* white paper. Combined, the print and digital campaign earned more than 2.4 million media impressions.

### Education Outreach

In March, AEB exhibited at IFT Health & Wellness Conference and sponsored a presentation by Dr. Heather Leidy, University of Missouri, and ENC's Dr. Donald Layman to provide insights about protein needs for athletes to maximize muscle performance.

AEB exhibited in April at the Protein Trends & Technologies Expo and in October at the Clean Label Conference.

At AEB's exhibit booth during IFT Annual Expo, Dr. Shelly McKee participated in scheduled interviews with major food ingredient media to discuss eggs and clean label formulations.

After inviting AEB to present to its Midwest sales reps, Batory Foods requested AEB's workshop for its entire sales force to grow existing sales and identify potential new egg product customers. AEB presented twice at the American Institute of Baking's Baking Science & Technology course on the functional advantage of egg products and basic application formulations. In June, AEB participated in Hillshire Brands' brainstorming session, reaching staff in marketing, nutrition and product development about egg products and current marketplace trends.

### Egg Product Marketing Research

AEB commissioned a market research study to develop total market assessment for the use of processed eggs in food processing and foodservice. These insights will help AEB identify trends and best utilize checkoff dollars. Referred to as the *Volumetrics Study*, the results were added to AEB's *Demand Dashboard* that looks at key market indicators across the egg industry.

Members of the egg processing industry participated in a webinar with the lead researcher of the *Volumetrics Study* to learn the results firsthand.

### New & Updated Materials

*Egg Products. Simply incredible!* details applications, availability and storage information for egg products and features a special call-out section that boasts a 40-plus year stretch of food safety for U.S. egg products.

For the first time, egg product suppliers updated their own listings online for the 2013 edition of AEB's *Egg Product Buyers' Guide*, allowing for better resource allocation. The updated version is available in print and on AEB.org.

With a new look in 2013, the *EGGSaminer* newsletter reached more than 20,000 food manufacturers with articles that highlighted how egg products help keep labels clean, deliver functionality and contribute to formulations of more nutritious foods.

### Online Outreach

AEB created AEB.org/REALEggs to house *The Egg & Clean Labeling* white paper along with FAQs about eggs versus replacer ingredients. The white paper discusses the relevance and importance of eggs in today's clean label marketplace and is one component of the egg replacer response campaign. Since launching in October, AEB.org/REALEggs achieved more than 1,000 page views.



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1. This brochure details applications, availability and storage requirements for dried, refrigerated, frozen and value-added egg products. 2. AEB.org/REALeggs houses materials that showcase the benefits of REAL eggs, including FAQs. 3. Forty-five Hillshire Brands' staff attended AEB's presentation on egg products and trends. 4. Both digital and print ads directed readers to this white paper that is housed on AEB.org. 5. Print and digital ads reminded readers of the ingredient supply press that eggs are a trusted and familiar ingredient. 6. New stock photography showcased the wide variety of available egg products.

# INDUSTRY PROGRAMS



**Mark Oldenkamp**  
Committee  
Chairman

## GOOD EGG PROJECT (GEP)

For 2013, AEB updated the GEP's call to action to help fight childhood hunger and provide education about the nutritional benefits of eggs while promoting America's egg farmers. This effort earned more than 182 million media impressions.



## Environmental Study

AEB executed media outreach to promote the results of the 50-Year Environmental Study that showcased how egg farmers have decreased their environmental footprint. In October, an e-kit that included a press release, key messages and infographic reached the media. The study earned more than 280 placements across traditional media, broadcast and social media and generated more than 19 million media impressions. A dedicated section was created for IncredibleEgg.org, and AEB also promoted the study through social media. AEB made plans to build on this momentum in 2014 by engaging retailers, foodservice operators, food manufacturers and additional key audiences.

## Discovery Education

AEB hosted its second annual Egg Farm-to-Table Virtual Field Trip in March. More than 7,200 classrooms watched the broadcast from Willamette Egg Farms. Viewership increased by 34 percent and total students reached increased by 68 percent compared to 2012.

AEB developed lesson plans for elementary, middle and high school classrooms. Designed to align with national standards, the comprehensive lesson plans include in-class and home components, and last two to three days. These were posted on AEB.org and the Discovery Education Station website.

Education Station drew almost 300,000 total page views and more than 12,500 downloads of AEB materials. The Discovery Education "Be a Good Egg" contest garnered 26,700 entries by early November, surpassing last year's contest by more than 3,000 entries.

## Partnerships

For the second year, AEB partnered with NBC Universal to highlight America's egg farmers' efforts to give back to their communities and to spotlight AEB's partnership with Share Our Strength's No Kid Hungry program that supports childhood hunger initiatives. Two 30-second NBC segments with egg farmer Bob Krouse at his farm, Midwest Poultry Services, ran in 7 metropolitan areas. Bob also voiced a 60-second Audio News Release (ANR) spot focusing on the joint effort to help fight childhood hunger in America. The ANR ran on 800-plus radio shows, reaching a combined audience of 43 million listeners – 3 million more impressions than anticipated! The Share Our Strength Radio Media Tour resulted in 41 interviews that reached more than 18.8 million listeners.

## Online Conversation Audit

An online audit revealed the types of conversations already occurring online about eggs. Key findings included:

- Consumers frequently discussed egg whites, egg yolks, egg types, different egg preparation methods and agriculture.
- In terms of share of voice, egg-related topics broke down into three categories: cooking, health/nutrition and egg production.
- Thirty-five percent were positive, and 56 percent were neutral. Only 9 percent of all posts were negative.

As a result of the Online Conversation Audit, AEB developed its 2013 Egg Advocacy Program that included nine Egg Ambassadors. They created online conversations around egg cooking, egg nutrition, egg production and agriculture through their blogs. Combined, their first two posts reached more than 650,000 readers. This campaign will run through Easter 2014.



1



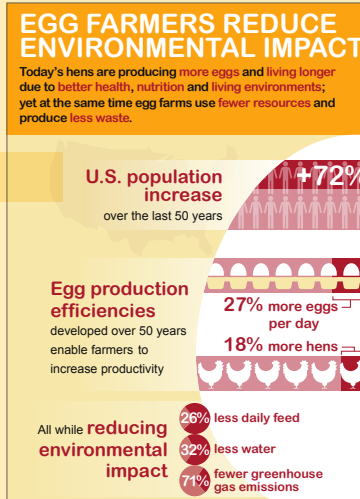
2



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1. Blog posts from the Egg Ambassadors amplified and added third-party credibility to AEB's messages. 2. The grand-prize winner of the "Be a Good Egg Contest" was St. Mary's School, located in Bonnots Mill, Mo. 3. Gordon and Greg Satrum opened their farm for the second annual Virtual Farm Field Trip, giving students a behind-the-scenes look at modern egg farming. 4. GEP's national partnership with Denny's urged guests to "Help Yourself, Help Others." 5. This infographic was part of the landmark 50-Year Environmental Study's e-kit. 6. Bob Krouse appeared in the NBC Universal segments and voiced the Audio News Release. 7. Coverage of the landmark 50-Year Environmental Study received broadcast coverage on more than 50 NBC-affiliate stations across the country and in other print and online publications.

# INDUSTRY PROGRAMS

(continued)

## Additional Efforts

As part of its emerging Education Strategy, AEB established partnerships with The Education Center and National Ag in the Classroom, and plans to expand its existing relationship with the American Association of Family & Consumer Sciences. These experts will help AEB develop agriculture and farm-to-table lesson plans that adhere to national education standards.

During the reception at AEB's November Board Meeting, Chairman Roger Deffner presented the inaugural "Good Egg Award" as a tribute to the outstanding service and dedication of an American egg producer who exemplifies the qualities of a "Good Egg." AEB awarded the first "Good Egg Award" to Richard Simpson, who passed away in January 2013.

Dr. Fred G. Silversides received the 2013 American Egg Board Research Award at the Poultry Science Association's Annual Banquet.

## Speakers' Bureau

The Speakers' Bureau has reached more than 20,000 local leaders through 500 speeches since 2009. This remains a local, grassroots effort. A Speakers' Workshop in September trained 10 additional members of the egg industry. The program underwent an audit to explore ways to increase the audience size and maximize the return on the speakers' time.

## INDUSTRY COMMUNICATIONS

After four years of a similar look, AEB redesigned its flagship newsletter in January. A renewed emphasis on showcasing AEB's value to the industry was implemented.

AEB completed the *Eggdentity Book*, an updated brand and usage document, which helped create consistency across all materials.

Photo shoots took place at three egg farms to continue building AEB's internal assets.

Efforts to increase coverage of AEB's programs by industry press continued. AEB earned more than 45 editorial mentions in 2013, an increase of 50 percent from 2012.

AEB's weekly *Media Update* that recaps egg coverage in the national media has grown to almost 1,000 industry contacts and consistently achieves a 28 percent open rate, well above industry averages.

The electronic *President's Update* launched to allow AEB's President and CEO to directly communicate important industry news. The inaugural e-blast earned one of AEB's highest open rates to date.

## STATE SUPPORT

With AEB funding, state promotional organizations earned more than 30 million radio impressions and 12 million media impressions while reaching 500,000 students and teachers and 12 million attendees of state fairs and in-person events.

In 2013, the 39 eligible states used 96 percent of their funding to further AEB's national messages at the local level. To be eligible for state support funding, each organization submitted a plan of action to outline how the use of AEB funding supported the *Wake Up to Eggs* advertising campaign or GEP. AEB funded 12 state-level GEP events.

State directors from across the country met in Columbus, Ohio, for AEB's annual State Marketing Meeting that focused on social media and best practices.

After launching the teacher resource section of AEB.org, AEB audited its educational materials and, as a result, created six new activity sheets and identified needed materials.

Designed in an easy-to-read format and targeted to kids and their parents, the *Wake Up to Eggs* brochure discusses the advantages of breakfast and includes USDA's MyPlate information. AEB also updated the GEP Bookmark. A new state coupon program launched using AEB resources.





# INDUSTRY PROGRAMS

(continued)

## EXPORT

AEB partnered with USA Poultry & Egg Export Council (USAPEEC) on international promotions for eggs and egg products. A variety of marketing programs executed by USAPEEC's international offices kept U.S. eggs and egg products top of mind in both growing and established markets.

U.S. egg exports, which include table eggs plus processed egg products in shell-egg equivalents, reached new records of 349 million dozens, valued at \$335.4 million, in 2013. These record-setting figures are up 27.4 percent and 27.1 percent from 2012, respectively.

AEB-funded programs included the following:

- USAPEEC organized a trade mission to Dubai in conjunction with the Gulfood Show in February. Eight U.S. egg companies attended.
- In Guatemala, USAPEEC conducted a seminar on U.S. egg products that was attended by 35 representatives of the bakery, hotel, supermarket and foodservice industries.
- USAPEEC exhibited in Japan at the Noodle World Tokyo and FABEX trade shows, providing a sampling of ramen noodles and breads made with U.S. egg products to more than 1,500 booth visitors.
- AEB's *REAL Egg Products* brochure was translated and distributed to 1,200 food professionals in Korea by USAPEEC.
- Activities in Mexico helped stop border delays of U.S. eggs, which were instrumental in reaching all-time record high exports to the market.
- In Hong Kong, USAPEEC targeted 4,000 bakery chefs through a cooking competition and magazine advertising, while truck advertising reached 1 million consumers.

## WHITE HOUSE EASTER EGG ROLL

AEB supported the White House Easter Egg Roll by donating more than 14,000 hard-boiled and dyed eggs, and by providing volunteers with hats and aprons with the official logo and "Be Healthy, Be Active, Be You!" theme. The activities encouraged children to lead healthy, active lives in support of the First Lady's *Let's Move!* initiative.

Building on this theme, AEB provided *incredible jump ropes* for activity prizes at the Eggativity Zone on the South Lawn. All attendees had photo opportunities in front of three incredible photo cutouts and the *Incredible Egg*, a 16-foot inflatable egg, before heading to the South Lawn.

AEB Chairman Roger Deffner, Vice President, National Food Corp., Everett, Wash.; and AEB President & CEO Joanne C. Ivy presented the 36<sup>th</sup> Commemorative Egg to First Lady Michelle Obama on behalf of America's egg farmers. President Obama attended the presentation, as did his daughters Malia and Sasha, and Bo, the first dog.

Award-winning artist Brian K. Baity of Wet Valley City, Utah, used a brown egg for the starting point of this year's design. For the first time, the design featured the White House Easter Egg Roll's logo.



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1. Chairman Roger Deffner presented the Commemorative Egg to First Lady Michelle Obama, as President Barack Obama looked on. 2. Award-winning artist Brian K. Baity incorporated a quote about the need for continued art education along the egg's bottom. 3. Hats and aprons provided by AEB to volunteers at the White House Easter Egg Roll added to the day's festive atmosphere. 4. More than 35 members from the bakery, hotel, retail and foodservice industries attended USAPEEC Latin America's seminar. 5. USAPEEC routinely sampled U.S. eggs and egg products, prepared by local chefs, at its international trade shows. 6. During the Hong Kong International Baking Expo, USAPEEC used AEB funding to sponsor a dessert competition.

# NUTRITION

## Research Grants

Last year, the Egg Nutrition Center (ENC) funded more than \$2.7 million in nutrition-related research, including \$1 million for new research and \$1.7 million for ongoing nutrition research.

Published research serves as the foundation for AEB/ENC's marketing and public relations efforts. ENC's research funding also helps build credibility among health professionals (HPs), its target demographic. The 2013 ENC grant recipients included:

- Kerri Boutelle, Ph.D., University of California, San Diego, "A pilot study examining the impact of eggs for breakfast on weight loss and hunger in obese children"
- Wayne Campbell, Ph.D., Purdue University, "Effects of egg consumption on carotenoid absorption from co-consumed, non-egg foods"
- Wayne Campbell, Ph.D., Purdue University, "Effects of dietary protein patterning on weight loss and resistance training-induced changes in body composition, skeletal muscle and indices of metabolic syndrome"
- Marie Caudill, Ph.D., RD, Cornell University, "Impact of diet and gut microbiota on trimethylamine-n-oxide production and fate in humans"
- Marie Caudill, Ph.D., RD, Cornell University, "Improving choline, DHA and amino acid supply to the infant during lactation"
- Victor Fulgoni, Ph.D., Nutrition Impact LLC, "Differing effects of statistical approaches to assess the relationship between egg consumption patterns and adiposity using data from 2001-2008 NHANES"
- David Katz, M.D., MPH, FACPM, FACP, Yale University, "Egg ingestion in adults with Type 2 diabetes: Effects on glycemic control, anthropometry, diet quality and cardiometabolic status"
- Dingbo Lin, Ph.D., Oklahoma State University, "Egg lutein prevents inflammation through activating AMP-activated protein kinase in hepatic mitochondria"

- Ouliana Ziouzenkova, Ph.D., The Ohio State University, "Identification of anti-inflammatory properties of eggs in adipose tissue."

## Dissertation Fellowship

Sze Ting (Cecilia) Kwan, Cornell University, "Choline as a modulator of placental function for improving fetal development."

## Research-Related Promotions

Several ENC-funded research studies were completed, and manuscripts were submitted for publication in 2013. ENC actively tracks all its funded research from start to publication. Doing so ensures a robust pipeline of materials for marketing and public relations efforts and provides the scientific community the newest health findings related to eggs.

Three ENC-funded studies were published in 2013:

- *The American Journal of Clinical Nutrition* in March published "Beneficial effects of a higher-protein breakfast on the appetitive, hormonal and neural signals controlling energy intake regulation in overweight/obese 'breakfast-skipping' late-adolescent girls," from the University of Missouri, co-funded by ENC and the National Cattlemen's Beef Association. The press release on this study garnered more than 33 million impressions.
- *The American Journal of Clinical Nutrition* in October published "Pregnancy alters choline dynamics: results of a randomized trial using stable isotope methodology in pregnant and non-pregnant women" from Cornell University.
- *The Journal of Clinical Lipidology* in February published "Effects of carbohydrate restriction and dietary cholesterol provided by eggs on clinical risk factors in metabolic syndrome" from University of Connecticut.

ENC released three press releases related to emerging research in 2013.



**Karyn Kreher**  
Committee  
Chairman

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## CONGRATULATIONS

### 2013 Egg Nutrition Center Research Grant and Dissertation Fellowship Recipients

**Research Grants**

**Wayne Campbell, PhD, Purdue University**  
*"Effects of egg consumption on carotenoid absorption from co-consumed, non-egg foods"*

**Marie Caudill, PhD, RD, Cornell University**  
*"Improving choline, DHA, and amino acid supply to the infant during lactation"*

**Victor Fulgoni, PhD, Nutrition Impact, LLC**  
*"Differing effects of statistical approaches to assess the relationship between egg consumption patterns and adiposity using data from 2001-2008 NHANES"*

**David Katz, MD, MPH, FACP, FACP, Yale University**  
*"Egg ingestion in adults with type 2 diabetes: Effects on glycemic control, anthropometry, diet quality and cardiometabolic status"*

**Dingbo Lin, PhD, Oklahoma State University**  
*"Egg yolk prevents inflammation through activating AMP-activated protein kinase in hepatic mitochondria"*

**Ouliana Ziouzenkova, PhD, The Ohio State University**  
*"Identification of anti-inflammatory properties of eggs in adipose tissue"*

**Kerri Boutelle, PhD, University of California, San Diego**  
*"A pilot study examining the impact of eggs for breakfast on weight loss and hunger in obese children"*

**Wayne Campbell, PhD, Purdue University**  
*"Effects of dietary protein patterning on weight loss and resistance training-induced changes in body composition, skeletal muscle, and indices of metabolic syndrome"*

**Dissertation Fellowship**

**Sze Ting (Cecilia) Kwan, Cornell University**  
*"Choline as a modulator of placental function for improving fetal development"*

For more information regarding the Egg Nutrition Center Research Grant Program, contact the Egg Nutrition Center at [research@eggnutritioncenter.org](mailto:research@eggnutritioncenter.org)

Egg Nutrition Center  
**ENC**  
eggnutritioncenter.org

credible science  
incredible egg

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### Speakers

**Nancy Wahl, PhD, FNSA**, "Pathophysiology of Type 2 Diabetes Mellitus and Molecular Implications of Diet"

**Thomas Nicklas, DVM**, "Metabolism (Excess) (Eating Patterns)"

**Barbara Green, PhD**, "Microbiome and Metabolic Health"

**Andy Campbell, MS, RD, LDN, CDE**, "Chronic Protein in the Practical Management of Pre-Diabetes and Diabetes Mellitus"

**Moderator: Mich Kuciel, PhD**

**Kevin G. Weh, PhD, FNSA**

**Barbara A. Conner, PhD**

**Amy Campbell, MS, RD, LDN, CDE**

**Thomas A. Hughes, DVM**

**Wendy W. Witham, PhD**

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1. The breakfast infographic reached ENC's target demographic of HPs with research-based facts on eggs' role in a nutritious diet and was translated into several languages. 2. Through its exhibit season, ENC connected with HPs from a wide range of backgrounds. 3. ENC promoted its research grant program via its exhibit booth. The program continues to receive submissions from universities across the country. 4. ENC moderated a panel discussion of experts as part of the American Society of Nutrition's meeting, viewed as one of the high science meetings within the nutrition field.

# NUTRITION

(continued)

## Health Professional Advisors

ENC created a Health Professional Advisor (HPA) Resource Center on [EggNutritionCenter.org](http://EggNutritionCenter.org). HPAs actively reached out to HPs through blogging, writing articles, assisting at exhibit booths and giving presentations and webinars.

## Partnerships

ENC continues to develop strategic partnerships with various HP organizations. These partnerships allow ENC to increase the reach of its educational materials with partner organizations like the USDA Center for Nutrition Policy and Promotion, Joslin Diabetes Center, Oldways Mediterranean Foods Alliance, Produce for Better Health Foundation/Fruits & Veggies More Matters and American Nurse Practitioner Foundation.

ENC co-sponsored three webinars, which were viewed live by more than 450 HPs and archived for later viewing:

- “Building a Better Breakfast with High-Quality Protein and Produce.” Speaker Neva Cochran, MS, RDN, LD. Co-sponsored with the Produce for Better Health Foundation
- “Dietary Patterns for Cardiometabolic Health: Unscrambling the Guidance.” Speaker David Katz, M.D. Co-sponsored with Advance for Nurse Practitioners and Physician Assistants
- “Dietary Approaches to Diabetes: Resources from the Joslin Diabetes Center.” Speaker Gillan Arthuzik, RD, LDN, CDE. Co-sponsored with the American Association of Family & Consumer Sciences.

ENC authored an advertorial, “Dietary cholesterol and heart disease: beyond the traditional lipid panel,” in the November issue of the *Journal of Nurse Practitioners*.

## Targeting HPs

ENC attended the Experimental Biology Conference in April. ENC-funded research yielded three mini-symposia and seven posters at the conference. This reflects ENC’s robust research program.

ENC’s 2013 exhibit season included:

- American College of Sports Medicine Health & Fitness Summit
- Collegiate & Professional Sports Dietitians Association
- American Academy of Physician Assistants
- American Association of Nurse Practitioners
- American Association of Family & Consumer Sciences
- Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo
- Advances and Controversies in Clinical Nutrition hosted by the American Society of Nutrition (ASN).

More than 15,000 HPs visited the booths and signed up to receive ENC communications.

## ENC-Sponsored Presentations

ENC and select external experts spoke at more than 25 events to a combination of industry, scientific and lay audiences.

ENC hosted a three-hour symposium titled “The Controversial Role of Dietary Protein in Diabetes and Related Disorders” as a part of the ASN’s Advances and Controversies in Clinical Nutrition meeting in Washington, DC. ENC prepared proceedings from the symposium for publication in *The Journal of Nutrition*.



# NUTRITION

(continued)

## Online Outreach

ENC hosted a Twitter Chat (#EggChat) for HPs with Registered Dietitian Rebecca Scritchfield. ENC timed this chat with Experimental Biology to promote research messages.

ENC utilized an online focus group, PluggedIn, to gain insights about how HPs think, want to receive information and perceive ENC. ENC leveraged this information in planning future outreach.

## Communications & Publications

ENC reformatted the *Nutrition Research Update* to appeal to a more “high science audience.” In addition, ENC streamlined online sign-up.

ENC added additional editorial content and topics to *Nutrition Close-Up*, which reaches more than 46,000 HPs.

ENC released the *Better Breakfast Infographic* through online channels and in print. ENC has translated the document into several languages.

The *Bi-weekly Research Update*, a compilation of recent studies, reached a wider audience and was posted to EggNutritionCenter.org. Each study cited now includes a one-sentence summary of key findings and a link to the full abstract in a format that is easy to share via social media.

*Nutrition Unscrambled*, ENC’s blog, delivered to HPs information on a variety of egg nutrition and research topics and featured a series of sponsored posts that helped drive traffic to EggNutritionCenter.org, which hosts the blog.

Throughout the year, ENC used best practices from both the industry and commodity board sites to maintain a best-in-class blog.

## Additional Activities

ENC hosted the annual Scientific Advisory Panel meeting to discuss grant proposals for 2013.

The International Egg Nutrition Consortium (IENC) continues to grow, with more countries participating and actively responding to communications and research news. Currently, representatives from almost 50 countries have signed up to receive IENC correspondence.

Two individuals recommended by ENC were selected to serve on the 2015 Dietary Guidelines for Americans Committee. ENC’s Mitch Kanter was selected to provide oral comments to the Committee.

ENC continues to participate in other industry forums such as the Protein Consortium and the Industry Relations Group through the Grocery Manufacturers Association.

The Dietetic Internship program continued, illustrating ENC’s commitment to furthering future HPs’ careers.

ENC regularly updated EggNutritionCenter.org with new research and nutrition information to spark interest among HPs and researchers.

**EGG NUTRITION CENTER (ENC) FNCE ACTIVITIES**

**Educational Breakfast**  
**Changing Paradigms on Weight Management and Macronutrient Intake**  
 Speakers: Dr. Heather Leidy, University of Missouri and Dr. Tia Rains, Egg Nutrition Center  
 Sunday, October 20, 2013 at 8:45-10:00 a.m.  
 Hilton American, Ballroom of the Americas E5  
 Hosted by the Weight Management DFG, All attending FNCE are welcome. [See EWJ for details.](#)

**Visit ENC Booth #1252**  
 For a chance to win an Academy of Nutrition and Dietetics Membership for 2014  
 Stop by our booth and receive copies of ENC's latest nutrition education materials, chat with staff and advisors, and learn more about ENC's research and nutrition programs.

**Talk with Research Experts**  
 Join Dr. Heather Leidy and Dr. Tia Rains at the ENC booth, ask questions and discuss aspects of their presentation as well as the latest in research.  
 Sunday, October 20, 2013 at 8:00-10:00 a.m.

**UPCOMING ENC EVENTS**

**Webinars**  
**Building a Better Breakfast with High-Quality Protein and Produce**  
 Speaker: Neva Corlison, MS, RD, LD  
 November 20, 2013 at 2:00 p.m. ET  
 Approved for 1 CEU through LDCE  
 Sponsored by Produce for Better Health Foundation and Egg Nutrition Center. Register [here.](#)

**Dietary Approaches to Diabetes: Resources from the Joslin Diabetes Center**  
 Speaker: Gillian Forthwell, RD, LDN, CDC  
 November 21, 2013 at 4:00 p.m. ET  
 Sponsored by American Association of Family and Consumer Scientists and Egg Nutrition Center. Register [here.](#)

**Satellite Symposium**  
**American Society for Nutrition's Advances & Controversies in Clinical Nutrition**  
**The Controversial Role of Dietary Protein in Diabetes and Related Disorders**  
 Speakers  
 • Kevin Bekki, PhD, Midwest Center for Metabolic and Cardiovascular Health  
 "Pathophysiology of Type 2 Diabetes Mellitus and Metabolic Implications of Diet"  
 • Theresa McMan, DVM, Baylor College of Medicine  
 "Relationships between Eating Patterns, Adiposity, and Cardiovascular Risk Factors"  
 • Barbara Gannon, PhD, University of Alabama  
 "Macronutrients and Metabolic Health"  
 • Amy Campbell, MS, RD, LDN, CDC, Joslin Diabetes Center  
 "Dietary Protein in the Practical Management of Pre-Diabetes and Diabetes Mellitus"  
 Capital Hilton, Washington DC  
 December 5, 2013 at 1:30-6:30 p.m. ET  
 Sponsored by the Egg Nutrition Center

Looking for more information?  
 Visit [www.eggnutritioncenter.org](#) and while you're there, download the following handy materials, among others for use in your practice:  
 • Nutrition Center Job Description  
 • 2013 Research Call for Papers  
 • Contact information for our 1,200+ researchers, dietitians and educators

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E-Newsletter Spring 2013

**Nutrition Close-Up**

Take a peek at what's inside this issue...

**CHOLESTEROL**  
 The Truth behind Dietary Cholesterol and Lipids  
 By Dr. Heather Leidy, PhD, APRN, FAHA, RD, LDN, FAHA, FAHA, FAHA, FAHA, FAHA  
 Over the last 75 years, there has been a fair amount of misinformation about elevated levels of cholesterol (Chol) and the role of dietary cholesterol in causing elevated cholesterol. In EWJ, The American Heart Association states...

**PROTEIN**  
 The Effects of Protein Quantity and Timing of Consumption on Appetite Control, Satiety and Body Weight Management  
 By Heather Leidy, PhD, Assistant Professor, Department of Nutrition & Food Science  
 Scientific evidence with supporting a diet rich in high quality protein is...

**NUTRIENT DENSITY**  
 Nutritional Needs for Female Runners  
 By Heather Leidy, PhD, Assistant Professor, Department of Nutrition & Food Science  
 A nutritionally sound diet, including such macronutrients as carbohydrates, protein, and fat, and micronutrients (vitamins and minerals), is important for athletes and maintains a healthy weight, reduce the risk of chronic disease and ...

CLICK HERE TO DOWNLOAD

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**Nutrition Close-Up**

**NUTRIENT DENSITY**  
**Eggs May Protect Against Metabolic Syndrome by Raising HDLs and by Increasing Circulating Carotenoid Levels**  
 Maria Luz Fernandez, PhD  
 Professor and Assistant Professor  
 Department of Nutrition Science

Metabolic syndrome (MetS) is a cluster of metabolic alterations characterized by central obesity, dyslipidemia, elevated plasma triglycerides and low HDL, high fasting glucose, and hypertension. MetS increases the risk for cardiovascular disease and by the way the risk for type 2 diabetes. MetS is also characterized by low grade inflammation and oxidative stress. There are several dietary strategies that have been proposed to treat MetS including the Mediterranean diet, low fat diet, antioxidant rich diet, and carbohydrate-restricted diets.

Lutein and zeaxanthin are lipid soluble carotenoids that, in addition to accumulating in the macula and protecting against age-related macular degeneration, also possess anti-inflammatory and anti-oxidative properties. These carotenoids are absorbed into the intestinal lumen using similar pathways as dietary cholesterol. Eggs are a source of highly bioavailable lutein and zeaxanthin because of their incorporation into the lipid matrix, which results in more efficient carotenoid absorption from eggs than from other dietary sources including green leafy vegetables.

In this article, eggs are discussed as a food that supports resolution of MetS by increasing both the concentrations of plasma HDL cholesterol and the number of large HDL particles, which in turn contributes to the more efficient transport of carotenoids in circulation, allowing them to exert their protective functions.

In our laboratory at the University of Connecticut, we conducted a study to evaluate the effects of a moderate carbohydrate-restricted diet (30-35% of total energy) in individuals with MetS. As a part of the dietary treatment, subjects were assigned to consume either 1 egg per day (50 mg dietary cholesterol, 42 mg lutein, 26 mg zeaxanthin) (n = 20) or the equivalent amount of egg substitute (10 mg dietary cholesterol, 4 mg lutein and 1 mg zeaxanthin) (n = 21) for 12 weeks. Although total intake of lutein and zeaxanthin during the intervention period was not different between groups (as assessed by 5-day dietary records), individuals in the egg group had significantly higher concentrations of these plasma carotenoids than the egg substitute group. Egg intake also resulted in larger LDL and HDL particles<sup>1</sup> and higher concentrations of lutein in these lipoproteins compared to baseline in individuals who consumed the egg substitute<sup>2</sup>. Further, individuals in the egg group had greater reductions in the atherogenic, large VLDL particles and plasma insulin and insulin resistance<sup>3</sup>, as well as the inflammatory markers tumor necrosis factor-alpha (TNF-α) and serum amyloid A after 12 weeks, compared to those who

Continued on page 1.

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**THE YOLK: A Nutrient Goldmine**

Research shows that eggs have one of the highest concentrations of nutrients per calorie of any food. The yolk is particularly rich in nutrients, including protein, healthy fats, and vitamins. Eggs are a great source of protein, with the yolk containing about 2.5 grams of protein per egg. The yolk also contains a variety of vitamins, including vitamins A, D, E, and K. Eggs are also a good source of choline, a nutrient that is important for brain health.

**EGG NUTRIENTS**

Nutrient	Amount per 100g
Protein	12.6g
Total Fat	10.6g
Total Carbohydrate	0.6g
Fiber	0.0g
Sugars	0.6g
Sodium	1.1g
Cholesterol	212mg
Vitamin A	1000 IU
Vitamin D	10 IU
Vitamin E	1.5 IU
Vitamin K	0.1 IU
Calcium	54mg
Iron	0.9mg
Copper	0.1mg
Selenium	54mcg
Choline	147mg

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**NUTRITION CLOSE-UP**

Home About ENC Egg Facts Nutrition & Research Health Professionals Research Program

**CPE Opportunity-Building a Better Breakfast with High-Quality Protein and Produce**

View the Educational Activities Open for Credit at ENC's website and earn CEUs for the newest CPE offering Building a Better Breakfast with High-Quality Protein and Produce. It is a recorded webinar that was developed by Egg Nutrition Center and Produce for Better Health Foundation and approved by the Commission on Dietetic Registration (CDR) for 1 CEU.

View the Educational Activities Open for Credit at ENC's website and earn CEUs for the newest CPE offering Building a Better Breakfast with High-Quality Protein and Produce. It is a recorded webinar that was developed by Egg Nutrition Center and Produce for Better Health Foundation and approved by the Commission on Dietetic Registration (CDR) for 1 CEU.

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1. The Academy of Nutrition and Dietetics' Food & Nutrition Conference is the world's largest meeting for credentialed RDs. ENC's Dr. Tia Rains and Dr. Heather Leidy presented to more than 200 registered dietitian nutritionists. 2. ENC's electronic version of *Nutrition Close-Up* reached 5,000 HPs. 3. The process for the print version of *Nutrition Close-Up* underwent several changes to streamline publication. 4. Shaped like an egg carton, *The Yolk: A Nutrient Goldmine* highlights the benefits of eating the whole egg. 5. By offering continuing education credits, ENC found another means to share egg-related information.



# FINANCIAL REPORTS

## BALANCE SHEETS *December 31, 2013 and 2012*

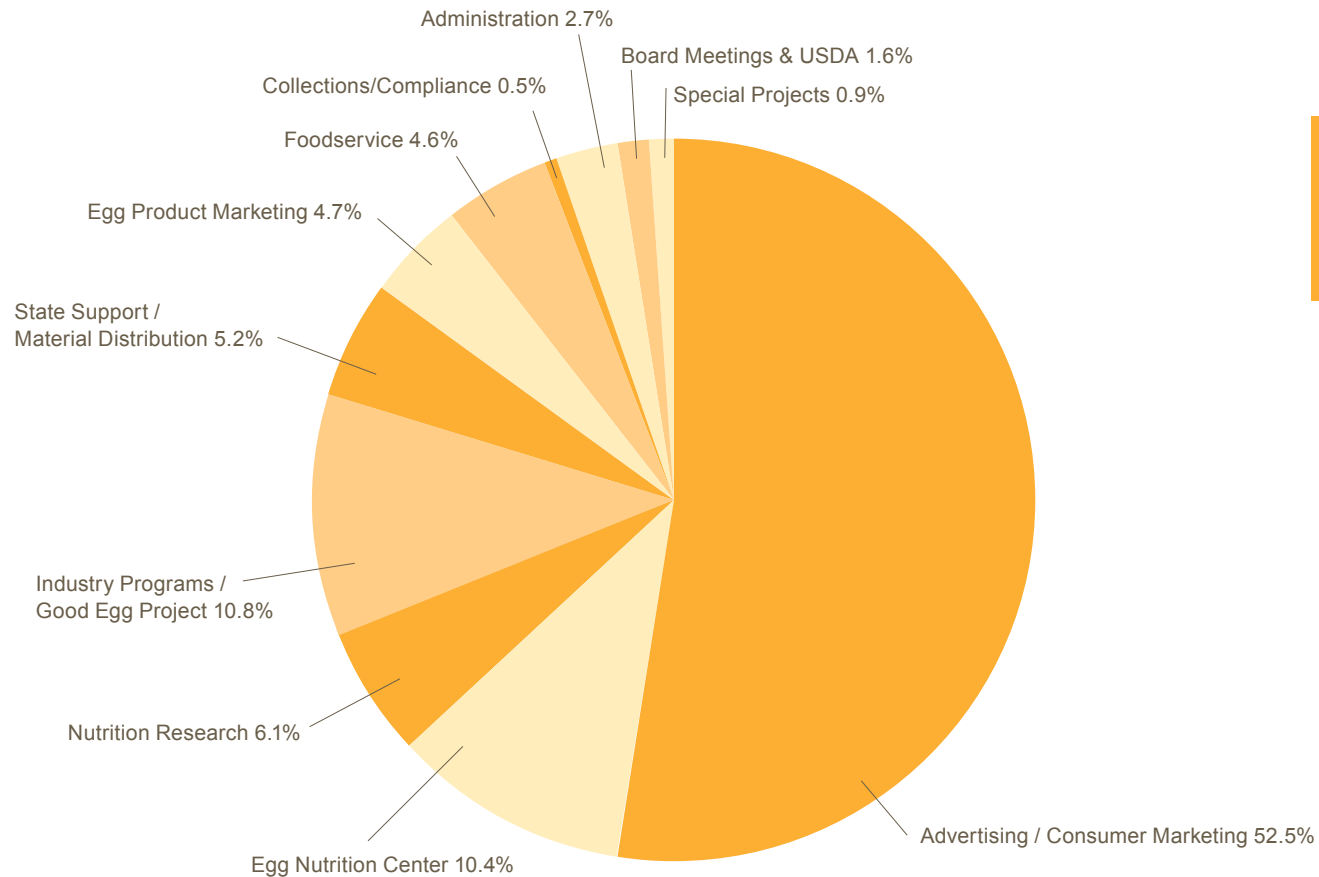
		2013	2012
<b>Assets</b>	Cash & Certificates of Deposit	11,117,605	9,336,143
	Assessments Receivable	2,347,711	1,893,204
	Other Receivables	33,448	20,860
	Prepaid Expenses	117,670	179,059
	Inventories	201,014	212,443
	Office Equipment & Computer Systems, Net Depreciation	81,823	87,527
	<b>TOTAL ASSETS</b>		<b>\$13,899,271</b>
<b>Liabilities</b>	Accounts Payable and Accrued Expenses	1,047,400	1,559,648
<b>Board Equity</b>	Contributed Capital	66,244	66,244
	Accumulated Excess of Revenue over Operating Expenses	12,785,627	10,103,344
	<b>TOTAL LIABILITIES &amp; BOARD EQUITY</b>	<b>\$13,899,271</b>	<b>\$11,729,236</b>

## STATEMENTS OF REVENUE & OPERATING EXPENSE *Years Ended December 31, 2013 and 2012*

<b>Revenue</b>	Assessments	22,962,144	21,885,739	
	Egg Farmers of Canada	94,958	100,000	
	Interest	34,391	22,149	
	<b>TOTAL REVENUE</b>	<b>\$23,091,493</b>	<b>\$22,007,888</b>	
<b>Operating Expenses</b>	<b>Programs</b>			
	Consumer Marketing	10,716,344	9,686,068	
	Foodservice	932,314	903,401	
	Nutrition	3,367,121	3,299,916	
	Special Projects	197,349	-	
	State Support	812,280	805,383	
	Materials Distribution	235,069	222,482	
	Industry Programs	2,207,487	1,874,302	
	Egg Product Marketing	958,264	966,629	
	<b>TOTAL</b>	<b>\$19,426,228</b>	<b>\$17,758,181</b>	
		<b>Administration and Collections</b>		
	Administration	548,937	524,298	
	Collections	109,782	121,816	
Assessment Expenses	-	518,027		
Board Meetings	197,382	189,812		
USDA Administrative Expenses	126,881	316,831		
<b>TOTAL</b>	<b>\$982,982</b>	<b>\$1,670,784</b>		
	<b>TOTAL EXPENSES</b>	<b>\$20,409,210</b>	<b>\$19,428,965</b>	
	<b>REVENUES OVER EXPENSES</b>	<b>\$2,682,283</b>	<b>\$2,578,923</b>	

# ADMINISTRATION

## Actual 2013 Expenditures



AEB's administration of producers' funds begins with the Board, which establishes the budget/financial policy and makes program decisions that are then implemented by AEB staff. The ultimate oversight of AEB is the Executive Committee and the U.S. Department of Agriculture that monitors AEB's compliance with the law, including approval of the budget. AEB staff works hard to ensure that efficient and effective management is used and that administrative expenses are held to a minimum. With an eye on cost control, AEB spent 2.7 percent on administrative expenses in 2013.

Egg production and assessments are submitted through handlers on a monthly basis. Essential to AEB is the

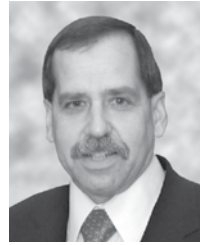
timely and accurate collection of the assessment of 10 cents per case of 30 dozen eggs from all egg producers with more than 75,000 hens. For the year 2013, 142 handlers were reporting from egg producers owning more than 75,000 hens. Total assessment revenue was \$22.96 million, representing assessments collected on 229.6 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 2013 financial statements and conducted an audit of AEB under Generally Accepted Governmental Auditing Standards (GAGAS).

# BOARD MEMBERS & ALTERNATES 2013

## AREA I – NORTH ATLANTIC STATES

### Members



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



**Jesse Laflamme**  
Pete & Gerry's  
Organics LLC  
Monroe, NH



**John Puglisi**  
Puglisi Egg Farm  
Howell, NJ

### Alternates



**Karyn Kreher**  
Kreher's Farm  
Fresh Eggs  
Clarence, NY



**Chris Esbenshade**  
Esbenshade Farms  
Mount Joy, PA



**Christopher M. Pierce**  
Heritage Poultry  
Management Services  
Annville, PA

## AREA II – SOUTH ATLANTIC STATES

### Members



**Jacques Klempf**  
Dixie Egg Co.  
Jacksonville, FL



**Larry Thomason**  
Larry Thomason  
Egg Farm Inc.  
Calhoun, GA



**Andrew Reichman**  
Parker & Reichman Inc.  
Andrews, NC

### Alternates



**Jeff Hardin**  
Cal-Maine Foods  
Flatonia, TX



**Alex Simpson**  
Simpson's Eggs Inc.  
Monroe, NC



**Steven (Scott) Horton**  
Country Charm Eggs  
Gillsville, GA

## AREA III – EAST NORTH CENTRAL STATES

### Members



**Greg Herbruck**  
Herbruck Poultry Ranch  
Saranac, MI



**Bill Glass**  
Fort Recovery Equity  
Fort Recovery, OH



**Tom Hertzfeld II**  
Hertzfeld Poultry  
Farms Inc.  
Grand Rapids, OH

### Alternates



**Tom Stoller**  
Stoller Farms Inc.  
Van Wert, OH



**Lisa Timmerman**  
Cooper Farms Inc.  
Fort Recovery, OH



**Ronald (Tad) Gross**  
Hemmelgarn & Sons Inc.  
Coldwater, OH

## AREA IV – WEST NORTH CENTRAL STATES

### Members



**Scott Ramsdell**  
Dakota Layers LLP  
Flandreau, SD



**Bob Krouse**  
Midwest Poultry Services  
Mentone, IN



**Pat Stonger**  
Daybreak Foods Inc.  
Lake Mills, WI

### Alternates



**Amos Baer**  
Baer Poultry Co. Inc.  
Lake Park, MN



**Jerry Wilkins**  
Rocky Mountain Eggs Inc.  
Platteville, CO



**Lee Regensburger**  
Forsman Farm Inc.  
Cokato, MN

## AREA V – SOUTH CENTRAL STATES

### Members



**Diane Sparish**  
Michael Foods Inc.  
Minnetonka, MN



**Brian Joyer**  
Sparboe Farms Inc.  
New Hampton, IA



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

### Alternates



**Steve George**  
Fremont Foods of IA  
Malcom, IA



**Greg Nelson**  
Nelson Poultry  
Farms Inc.  
Manhattan, KS



**Bruce Dooyema**  
Dooyema & Sons Inc.  
Sioux Center, IA

## AREA VI – WESTERN STATES

### Members



**Roger Deffner**  
National Food Corp.  
Everett, WA



**Clint Hickman**  
Hickman's Egg Ranch  
Buckeye, AZ



**David Elbel**  
Feather Crest Farms  
Bryan, TX

### Alternates



**Mark Oldenkamp**  
Valley Fresh Foods Inc.  
Woodburn, OR



**Jill Benson**  
J.S. West & Cos.  
Modesto, CA



**Roy Patterson**  
Mahard Egg Farm Inc.  
Prosper, TX

# ADVISORY PANEL

## NUTRITION SCIENTIFIC ADVISORY PANEL

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Nutritional Science Director, Center for Applied Research Sciences  
Medical Director, Weight Management Program,  
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Urbana, IL

## ADVISORS



### **AEB ALLIED INDUSTRY ADVISOR**

**Terry Pollard**  
Big Dutchman USA  
Holland, MI



### **AEB EXPORT MARKETING ADVISOR**

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



### **AEB FURTHER PROCESSOR ADVISOR**

**Elliot Gibber**  
Deb El Food Products LLC  
Elizabeth, NJ

# 1-MINUTE SAUSAGE & CHEESE OMELET

**Prep Time: 15 seconds**

**Cook Time: 45 to 75 seconds**

**Servings: 1 serving**

No time for breakfast? No problem! This delicious sausage and Cheddar omelet can be made in the microwave in a minute for a delicious breakfast!

## INGREDIENTS

- 1 EGG, beaten
- 1 Tbsp. milk
- 2 Tbsp. fully cooked breakfast sausage, crumbled or chopped
- 2 Tbsp. shredded Cheddar cheese

## DIRECTIONS

- Step 1 BEAT egg and milk in 2-cup cereal bowl until blended. ADD sausage.
- Step 2 MICROWAVE on HIGH 30 seconds. PUSH cooked edges toward center. MICROWAVE until egg is almost set, about 15 to 45 seconds longer.
- Step 3 SPRINKLE with 1 Tbsp. cheese. FOLD omelet in half; slide onto plate. TOP with remaining cheese.

## INSIDER INFO

Don't overcook. Eggs will continue to cook and firm up after removed from microwave. Microwave ovens vary. Cook time may need adjustment.

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IncredibleEgg.org  
EggNutritionCenter.org

