

AMERICAN EGG BOARD

2014 ANNUAL REPORT

A close-up photograph of several brown eggs nestled in a white cardboard egg carton. The focus is sharp on the egg in the foreground, while the others are slightly blurred. The lighting is warm and natural, highlighting the texture of the eggshells and the fibrous structure of the cardboard.

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

In 2014, the marketing efforts from the American Egg Board (AEB) and Egg Nutrition Center (ENC) contributed to an *incredible* year for the egg industry. Demand for eggs and egg products increased while sustaining profitability. This growth is notable, especially in light of the fact that retail prices continued to trend higher. Unit volume of eggs was up 2 percent, growing by 54 million dozen over 2013. Both the growth rate for dollar and unit sales were double that of 2013, and USDA is showing the highest per capita consumption in 30 years.

Even though egg prices escalated, the industry did not see sales decrease. This confirms the fact that consumers, food manufacturers, foodservice operators, health professionals and others realize the great value and wonderful nutritional attributes that eggs provide. Many factors contributed to the increased egg demand, but certainly the continued success of the AEB and ENC's marketing programs played a role.

AEB's strong, effective marketing and research programs are the product of AEB's *Strategic Plan*, which is updated annually on behalf of the egg industry. The *Plan* is developed by the AEB team with valuable input from egg producers. The sole mission is to focus on programs that create the greatest impact on egg demand. The Goal, Strategies and Objectives continue to be ambitious, which is another reason why AEB's programs have been so successful. Program measurements are a significant segment of the *Plan* providing accountability and evaluation of AEB initiatives to ensure that producers' dollars are being used resourcefully and successfully.

Your brand — the Incredible Edible Egg — is healthier than ever before, and the research proves it. Consumer perception of eggs' key attributes saw consistent positive feedback. The strategy of educating consumers on a variety of nutrition-based messages has proven successful.

For the first-time ever, AEB had a presence at the August Area Meetings of the United Egg Producers (UEP). This allowed AEB to increase its visibility to all egg producers, not simply those currently serving on this Board. We strongly believe that an informed producer is a supportive producer and welcomed this and other opportunities to share updates on how AEB drives demand for eggs and egg products.

While more details are found within each Committee's section, we are proud to share a few topline results.

Within Consumer Marketing, AEB leveraged the "Protein" trend, which did not show signs of weakening. Through advertising and social media outreach, AEB earned a record high of 2 billion impressions, a nearly 20 percent growth in impression rate vs. 2013. Consumer Marketing also executed AEB's award-winning campaign to "Take Back Easter" that reminded consumers to pick up an extra dozen eggs for decorating.

AEB's Foodservice National Accounts program worked with Quick Service Restaurants (QSR), contributing to this segment's continued growth — up 1.4 percent or 75 million servings over the previous year. In regard to egg products, the processed egg market grew 1 percent, and a wealth of new materials promoted REAL eggs to food manufacturers.

Ten research studies that received ENC funding were published, illustrating this robust and well-respected research program. These studies were leveraged, as appropriate, in AEB/ENC media outreach. A record amount of *Letters of Intent* were also received for 2014 Research Grants, illustrating how awareness of ENC has grown.

Consumers' perception about America's egg farmers and production practices are improving with the help of AEB's Good Egg Project. In partnership with educational experts, AEB created a wealth of Common Core-aligned materials and reached more than 3 million teachers. Work in the State Support Program and Industry Communications supported AEB's national marketing message and kept egg producers informed about their investment into AEB, respectively.

These are only a few of the *eggciting* new initiatives from 2014 that contributed to the egg category's overall growth. Eggs are now a \$5.5 billion category, increasing 11 percent by adding \$550 million in dollar sales in 2014. That is pretty incredible!

We are confident that AEB's robust programs contributed to growing egg consumption. This integrated program has allowed for increased efficiency that provides a seamless combination of a coordinated message to each target audience. As the national marketing organization for America's egg farmers, we are constantly working toward fulfilling AEB's Mission and Overall Objective to drive the demand for eggs and egg products.

As we start a new year, our mission will be to exceed the substantial gains in 2014. We look forward to reporting our successes, and we thank you for your tremendous support.



Paul Sauder
Chairman



Joanne C. Ivy
President & CEO





EXECUTIVE COMMITTEE



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1

incredible!

WAKE UP TO EGGS

Eggs contain zero carbs and no sugar, unlike most cereals and yogurt. They're also the least expensive source of high-quality protein* and all-natural too.

f / IncredibleEggEgg *Based on American Egg Board price comparison. Visit IncredibleEgg.org

incredible!

IS YOUR BREAKFAST A NUTRITIONAL KNOCKOUT?

WAKE UP TO EGGS

Eggs contain zero carbs and no sugar, unlike most cereals and yogurt. They're also the least expensive source of high-quality protein* and all-natural too.

f / IncredibleEggEgg *Based on American Egg Board price comparison. Visit IncredibleEgg.org

2

AEB brand ad, seamlessly integrated as users scroll through pages of the app

Custom editorial content specifically written about eggs

3 A HALF-DOZEN REASONS WHY YOU CAN'T BEAT EGGS

1 PROTEIN

If you start your weekday with cereal or toast instead of eggs, here's a wake-up call: Did you know eggs have 6 grams of high-quality protein? And did you know a protein-packed breakfast helps sustain mental and physical energy throughout the day? That's good news, especially if you're a body-building chess champion.



5 MORE FOOD FOR THOUGHT

Unlike most cereals and yogurt, eggs don't come with a complicated, jam-packed ingredient list because they only contain one ingredient. It's called "eggs." And at 15¢ a serving, eggs are the least expensive source of high-quality protein.* That's right, 15¢.



2 GOT CHOLINE?



Eggs are rich in choline, which is a "good weird" because choline promotes normal cell activity, liver function and the transportation of nutrients throughout the body. Think of it as a commuter train for vitamins and minerals.

3 ZERO CARBS NO SUGAR



Eggs contain zero carbs and no sugar. That means you can eat a well-rounded breakfast during the week without feeling round yourself.

4 AMINO ACIDS

Eggs have all 9 essential amino acids. Seems like a lot but remember - they ARE essential.

leucine	histidine
lysine	valine
methionine	threonine
tryptophan	isoleucine
phenylalanine	

6 NO GLUTEN? NO PROBLEM.

Let's not forget that eggs are naturally gluten-free. Always have been, always will be. And that's awesome because there isn't exactly a glut of gluten-free breakfast options.

INCREDIBLE, ISN'T IT?

Most cereals and yogurts can't say all this, mainly because they don't have mouths, but also because they don't have the nutrient content eggs do. So next time someone asks how you like your eggs, say you like 'em a whole heck of a lot. Wake Up To Eggs!

*Based on American Egg Board price comparison.

www.IncredibleEgg.org or visit us on Facebook

incredible!

4

Winn-Dixie

Promoted

Winn-Dixie New Orleans

Wake Up To Eggs. Want to cut back on sugar and carbs at breakfast? Pick up a dozen eggs. Click for recipes.

Read more

Find a place Here Tips Profile

5

Verizon LTE

Chicago, IL

68°

Partly Cloudy

72° / 70°

WAKE UP TO EGGS

incredible!



CONSUMER MARKETING

Bob Krouse
Committee Chairman

Advertising & Media

In 2014, AEB launched the third year of the popular “Wake Up to Eggs” national advertising campaign — a fully integrated promotional program focusing on the nutritional benefits of eggs.

The advertising featured egg characters in a variety of entertaining situations that helped demonstrate the advantages of eating eggs for breakfast, especially on weekdays. Six new print ads were developed, each focusing on select messages that, research shows, spur consumer purchase behavior. These include:

- High-quality protein
- Eggs as a nutritional powerhouse
- No sugar or carbohydrates, unlike cereals & yogurt
- Naturally good source of vitamin D, nothing artificial
- Simple hard-boiling & microwave cooking tips

The ads appeared in top-tier magazines such as *Cooking Light*, *Esquire*, *Parade*, *Shape*, *EveryDay with Rachael Ray*, *Food Network Magazine* and *Sports Illustrated*, among others.

In addition to print, new online ads, including keyword search and social media, and mobile ads were placed on popular sites like MSN.com, WeatherChannel.com and Google.com. This robust advertising media plan delivered more than 2 billion consumer impressions in 2014, an increase of 155 million over 2013, and reached more than 95 percent of AEB’s key audience, adults ages 18-49, at a frequency of eight times.

Taking Back Easter

AEB continued to “Take Back Easter” as a REAL egg holiday with a four-week promotional effort encouraging consumers to purchase an extra dozen eggs — one dozen for eating and one dozen for hard-boiling and egg decorating. This strategy was implemented through traditional and social media, advertising and shopper marketing.

AEB recruited HGTV’s Novogratz family to inspire egg decorating conversation and provide funky, unique ways for families to decorate Easter eggs. The design duo and their family also demonstrated hard-boiling and decorating tips on “Fox & Friends” the day before Easter. The family, along with their decorating tips, also was featured in a Huffington Post partnership through a slideshow that appeared on both the food section and homepage.

AEB promoted hard-boiling and egg decorating through a two-part segment on the popular daytime show “The Chew.” In addition to celebrity chef Michael Symon teaching viewers how to hard-boil eggs properly, all hosts, including chef Mario Batali, tried their hand at egg decorating with fun, colorful results. The segment, which was also heavily promoted online and through ABC and AEB social networks, garnered more than 1 million impressions.

In addition to a coupon offer on Facebook, Twitter parties with partners like FoodieChat and Pinterest contests to find the golden egg encouraged consumers online to share the excitement of the holiday. An app partnership with *DASH* magazine created easy access to favorite egg recipes, and a PAAS egg decorating kit partnership combined editorial and in-store initiatives with *Parents* magazine.

To round out the program, eggs were aggressively promoted in-store through a partnership promotion with Keebler Crackers, whereby if shoppers purchased two packages of Keebler crackers, they received a dozen eggs free via on-pack coupons. Signage was also placed in the egg cases of 7,800 grocery stores, reminding consumers to pick up an extra dozen eggs for Easter.

1. Incredible Egg’s new ads took on cereal, touting eggs as a “Nutritional Knockout” and showcasing weight management benefits. 2. Easter recipe inspiration was as easy as a finger swipe due to a partnership with *DASH*’s iPad and iPhone app. 3. Consumers saw this engaging advertorial in food, health, family and lifestyle publications. 4. A social/mobile partnership with Foursquare reminded consumers about eggs for incredible weekday breakfasts. 5. The Weather Channel partnership drove more than 11 million impressions and 23,200 clicks to the Incredible Egg on Facebook.

CONSUMER MARKETING (cont.)

Media Outreach & the Creative Newsroom

Throughout 2014, AEB continued to work with newspaper, magazine and online editors to ensure a steady stream of positive egg news. Similar to years past, AEB also conducted an editor event in New York, inviting 21 magazine editors to meet with egg farmer Paul Sauder and learn more about the egg production and packaging process. As a result, egg-inspired articles have appeared in publications like *Woman's World*, *WeightWatchers.com*, *Food Network Magazine*, *Woman's Day* and others.

Online, the Incredible Egg continued to recruit thousands of fans and followers to its social media channels like Facebook, Twitter, Pinterest, YouTube and Instagram through pop-culture content and key social influencers. In 2014, AEB's social networks grew by 25 percent or more over 2013.

AEB also piloted the Creative Newsroom (CNR) — a real-time newsroom that wove the benefits of eggs into everyday social chatter and trends. Through the newsroom, AEB listened to daily conversations; created recipes, photos and images; offered tips; and answered common consumer questions online. The CNR also helped to identify key initiatives for summer, World Egg Day and the holiday outreach.

For example, the CNR discovered that light salads, grilled eggs and deviled egg flights were the latest egg trends for summer. To capitalize on the social conversation all season long, AEB dished out on-trend egg recipes developed by popular food bloggers and chef partners like What's Gaby Cooking, chef Billy Parisi and egg cookbook author Michael Ruhlman.

World Egg Day efforts garnered 8 million impressions as Twitter fans followed an "Adventure Egg" as he traveled around the world. AEB's custom "Walking Dead Eggs" turned into an overnight hit — and most engaged-with tweet — leading up to Halloween.

For the holidays, the Incredible Egg decked the halls of America's kitchens with an extra dozen eggs and partnered with key influencers like popular foodie blog "Serious Eats," YouTube celebrity "Laura in the Kitchen" and Pinterest sensation "Inspired by Charm." Each partner promoted the holiday baking and cookie season with recipes such as pies, gingersnap currant cookies, classic eggnog, and helpful baking and entertaining tips and hacks. Overall, 2014 impressions were four times greater than 2013.

Shopper Marketing

Eggs remained a popular promotional partner at retail due to high household penetration, a large social media footprint, and their versatility in rounding out a healthful breakfast. By aligning with strategic partners on both national and account-specific programs, the Incredible Edible Egg did more with less by sharing costs and expanding program reach and impact. Partner brands throughout the year included Avocados from Mexico, Butterball Turkey Bacon, Bimbo Bakeries, Florida Department of Citrus and General Mills/Pillsbury.

1. An at-a-glance infographic during the Back-to-School season highlighted the benefits of eggs.
2. #MyWorldEggDay trended nationally on Twitter.
3. Eggs invaded pop culture with a parody on AMC's "The Walking Dead" that garnered more than 3 million impressions and 1,000+ retweets.
4. Pinterest celebrity "Inspired by Charm" contributed more than 20 million impressions to the holiday program.
5. Famous foodie blog "Serious Eats" promoted Incredible Egg's baking cred through tips, hacks and pie crust basics.
6. AEB conducted a variety of retail promotions with partner brands.

1 **Chron** Wednesday September 10, 2014 81°F Partly Cloudy | Houston weather

Home Local US & World Sports Business Entertainment Lifestyle Jobs Cars Real Estate **FIND & SAVE**

Why a powerhouse breakfast should always include eggs [Infographic]
August 28, 2014

Comments 0 | E-mail | Print | Facebook | Twitter | Google+ | Plus

(BPT) - Pass up breakfasts with added sugar to avoid the morning sugar high and afternoon energy crash. Instead, opt for energy-packed breakfast options for your family that include protein-rich eggs. Ultra-versatile, there's plenty of ways to serve up eggs to please any palate. Visit www.incredibleegg.org for more info.

WAKE UP TO EGGS

EGGS SUGAR

Prevent the morning sugar high and avoid the afternoon crash by starting the day with a high-quality protein breakfast like eggs instead of food that makes added sugar.

eggs are gluten, carb and **FREE**

62% OF PARENTS AGREE the protein in eggs keeps kids fuller, longer than cereal

60% of the amount of sugar added to cereals is from high-fructose corn syrup, a different type of sweetener

Box of flavored yogurt can contain more than 6 TEASPOONS OF SUGAR

Children should eat no more than 1 TEASPOON OF SUGAR per day

a typical serving of sugary cereal can contain as much sugar as 3 CHOCOLATE

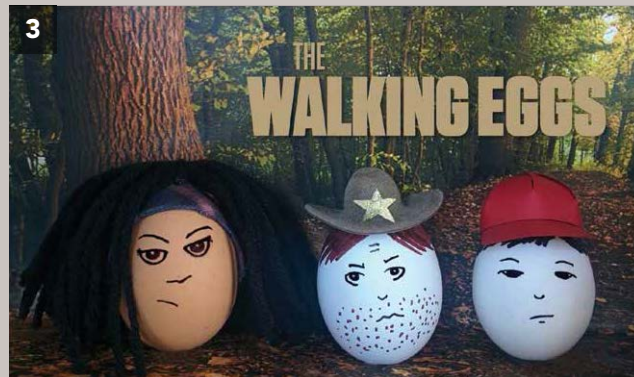
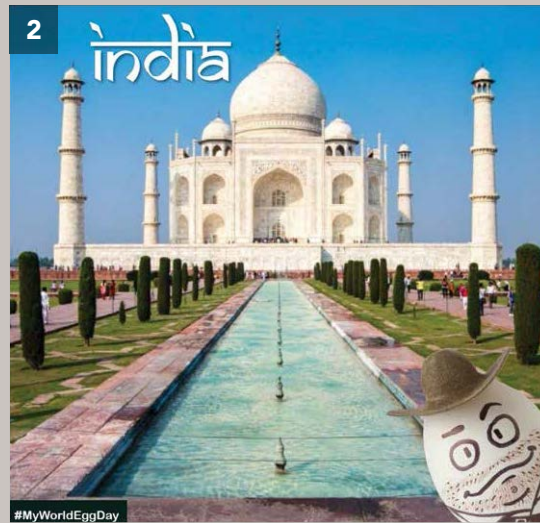
STRENGTH

You Might Also Like

These 10 Celebrities Weren't Fans of Joan Rivers' Outspoken Nature (Kashif, Getty)

When Is Driving From Home Tax Deductible? - IRS Driving Tax Deductions (Aldred)

4 Common Household Items That Destroy Odors (Scott-Brice)



6 **GET ONE FREE DOZEN CARTON OF EGGS**
(up to \$2.00 value)

when you buy ONE Pillsbury™ 8-ct. Grands!™ Biscuits **AND** ONE 59 oz. or larger 100% Florida Orange Juice

GRANDWICH BREAKFAST SANDWICHES

Recipe and coupon details on back

Pillsbury **THREE AMAZING THINGS FLORIDA** **incredible!**

© General Mills
© American Egg Board
© 2014 Florida Department of Citrus

5 **eat** TOPICS RECIPES SEARCH All

Use These Egg-Centric Baking Hacks to up Your Game
Dec 1, 2014 12:50PM
by Seasons Eats Partners

PRESENTED BY **incredible!**

Holiday baking season has arrived—from cookie swaps to parties to baking for Santa—there are endless opportunities to flex your muscles in the kitchen throughout

TAKE HOME AN EXTRA DOZEN EGGS FOR YOUR HOLIDAY BAKING

What's the Difference Between Gelato and Ice Cream?



FOODSERVICE & EGG PRODUCT MARKETING

Brian Joyer
Committee Chairman

FOODSERVICE

Through outreach to foodservice professionals, AEB helped drive innovation and increase egg sales by developing trend analyses, providing competitive assessments and assisting with culinary development that helped position AEB as *The Breakfast Expert*.

National Accounts

AEB reached Quick-Service Restaurants (QSRs) through its National Accounts program. Through a joint Foodservice and the Good Egg Project effort, AEB partnered with Dunkin' Donuts on a national campaign in March, resulting in 25 million national media impressions.

Foodservice and Egg Product Marketing partnered on new content called *Incredible Breakfast Trends* (IBTs). This outreach leveraged AEB's expertise in the breakfast arena to all foodservice operators. Quarterly, AEB posted new IBTs, supported by press releases and web banners to drive traffic to AEB.org. AEB generated 1.4 million impressions through the inaugural set of megatrends focused on: Breakfast Influencers, Simply Nutritious, Clockless Dining, including late-night breakfast menus; and Indulgence & Comfort.

Media & Related Promotions

Outreach to the trade press featured AEB's messages and information throughout the year. These relationships with the industry press led to more than 50 published articles that reached thousands of foodservice locations with AEB's messages on food safety, culinary development and trends. This editorial coverage was key to AEB's positioning as *The Breakfast Expert*.

Increased to six times a year, the *Breakfast Beat* newsletter reached 60,000 QSR professionals in both print and digital versions.

AEB.org/Foodservice was redesigned and relaunched with more robust content, reaching a multitude of foodservice professionals. Through digital advertising and contributed content that promoted key messages, AEB drove this audience to AEB.org.

School Foodservice

AEB connected with school foodservice directors to promote the benefits of serving eggs to students. Ten industry thought leaders were interviewed to properly understand this new area of focus. Also, more than 450 directors responded to AEB's inaugural survey, providing benchmark data. A wide range of new materials launched to coincide with March's National School Breakfast Week.

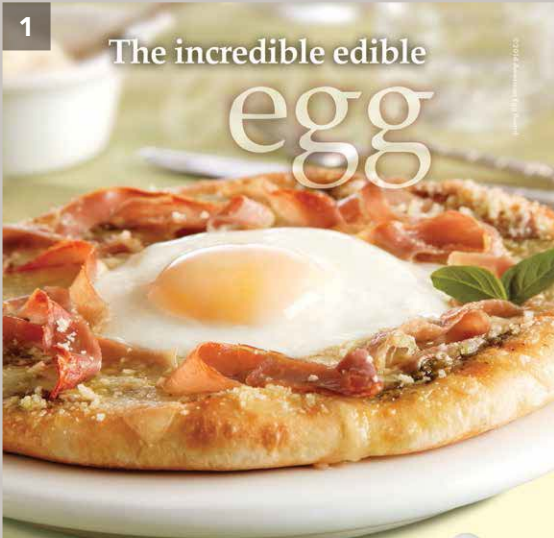
This campaign included 18 school foodservice recipes with nutritionals and Hazard Analysis and Critical Control Points (HACCP) principles. A white paper titled "The Incredible Edible Egg in School Meals" was created.

Within school foodservice outreach, EggPops, hard-boiled eggs served on a stick with optional sauces and seasonings, were one of the year's highlights. A brochure and six recipes were developed and promoted. Nutrition operators loved the concept and even created their own versions of EggPops, utilizing regional sauces and seasonings. The campaign reached 85 percent of the top 500 school districts in the nation.

1. Through advertising in foodservice publications, AEB reached key decision makers and often contributed editorial content. 2. *Breakfast Beat* expanded its reach and frequency in 2014. 3. EggPops, a nutritious, low-cost and easy-to-serve option, ignited AEB's program that aims to increase the use of "eggs as a meat alternative" throughout the U.S. school system. 4. School foodservice materials generated interest from those looking for additional protein options. AEB also connected with 6,000+ attendees of the annual School Nutrition Association Expo. 5. For every Dunkin' Donuts' Eggs Benedict Sandwich purchased, America's Egg Farmers donated one egg, up to 750,000 eggs, to eight Feeding America food banks.

1

The incredible edible egg



Think eggs, and you crack open delicious new possibilities for your menu. Eggs and egg products are nature's miracle food, offering remarkable versatility and incredibly high quality. They're the most affordable center-of-the-plate protein. For fresh entrée ideas, please visit www.aeb.org. 847.296.7043 • aeb@aeb.org

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4



Tray it. OR Wrap it.

MORE OPTIONS, BETTER CHOICES

Satisfy THEIR taste buds & meet YOUR nutritional guidelines.

Perfect for breakfast or lunch, in the cafeteria or classroom, wraps and sandwiches are easy to serve, make a good vegetarian alternative and are a great way to satisfy hungry students and your nutritional requirements with wholesome, protein-packed egg concepts. **REAL** Eggs are:

Popular | Flexible | Versatile | Convenient | Affordable | Protein packed

Download our NEW white paper, "The Incredible Edible Egg in School Meals: It's a Natural Fit" — visit AEB.org/Schools

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2

BREAKFAST BEAT

Vol. 25 • December 2014 / An Official Newsletter of the American Egg Board

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A.M. Eats: Los Angeles

Los Angeles, home to glamorous movie stars, shopping on Rodeo Drive and trips to Disneyland, also boasts a vibrant and creative culinary community. Examples of wonderful L.A. day-starters:

- **Warm Farro** is made with poached eggs, kale, radish, chili vinegar and feta cheese. (Milo & Olive)
- **Roasted Corn Pancake Cone** stuffs a house-made corn cake with potato rajas, scrambled egg, guajillo salsa, crack bacon and honey. (Border Grill Truck)
- **Chicago Charlie's Scramble** includes Italian sausage, bacon, potatoes, bell peppers, mozzarella, garlic, basil and onions, served with garlic bread. (Griddle Cafe)
- **The Money Maker** is made of lemon rosemary bread pudding and caramel cream sauce, topped with a fried egg. (C&M Cafe)
- **Wood-Oven Baked Eggs** come with cannellini beans, black lentil kale, tomato confit and black olives. (A.O.C. Wine Bar)
- **Green Eggs & Ham** combines eggs, prosciutto, pesto and arugula on a house-made English muffin. (Huckleberry Cafe & Bakery)

Spotting Hollywood celebrities and famous cartoon characters can be fun, but there's nothing more welcome in the morning than spotting a terrific new dish on the menu in your hands.



3




EggPops

A fun, new way to meet school nutrition guidelines

Which would you rather serve: fun, on-trend food with licky flavors, or a nutritious meal that meets federal guidelines? Good news — do both! Take a protein-enriched hard-boiled egg, insert a stick, and dust with savory spices. Or let your kids do their own digging in spicy or herbbed sauces. Offer for breakfast, grab & go snacks or pair with fruit and whole grains for lunch. These ideas come from American Egg Board, but the smiles you get will be all yours!

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5




TRY OUR NEW EGGS BENEDICT BREAKFAST SANDWICH & HELP FIGHT HUNGER

Dunkin' Donuts and America's Egg Farmers have partnered to donate one egg to Feeding America® for every Eggs Benedict Breakfast Sandwich sold (up to 750,000) between March 3 and March 9.


HOW MUCH IS 750,000 EGGS?






Stand them end-to-end and they'll stretch more than **26.6 miles** — that's longer than the Boston Marathon course!



That many eggs weighs **nearly 47 tons!** That's equal to almost 12 adult hippos!



They can help deliver a healthy breakfast to over **375,000 million U.S. children.**

1

Thinking about **converting** from **Shell Eggs** to **Liquid** or **Dried Eggs**?

It's **easier** than you may think...

[CLICK HERE](#) for videos and worksheets to help you convert

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2

REAL eggs are **GMO-Free**

American Egg Board Explores the Science

Eggs in their natural state — in their shells — are not a genetically modified (GM) food. In fact, neither chickens nor eggs are genetically modified. While the large majority of corn and soybeans grown in the United States are genetically modified, and these are primary constituents of most animal feeds, none of the genetic materials pass through the hen to the egg.

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3

a dozen (or so) questions to ask about **REAL** Eggs in your formulation

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4

Landmark **50-year** study reveals reduced environmental footprint

Sustainability study reveals: Eggs really can be green!

You know REAL eggs as incredibly functional, versatile ingredients. What you may not know is that eggs are sustainable too. A recently completed 50-year study of the U.S. egg industry revealed a reduced environmental footprint.

REAL eggs make a **REAL** difference.

Learn more about how the U.S. egg industry has improved its environmental footprint over the past 50 years. Download our Sustainability white paper at AEB.org/Sustainability

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AEB.org

5

REAL Eggs for Aeration.

Aerate Naturally.
Structure strongly. Texture lightly.

Aeration is just one of the 20+ functional benefits of using REAL Eggs in your applications. With all this functionality from a natural, consumer-friendly ingredient, why would you use anything else? If you don't ask the question, your customers just might. **REAL Eggs make a REAL difference.**

Download our NEW white paper "The Egg and Clean Labeling" and get more info on the natural benefits of using REAL Eggs in your applications — visit AEB.org/RealEggs

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6

REAL Eggs or Egg Replacers?

Clean Label
Consumers equate clean labels as natural and better for them.
REAL Eggs are NATURAL & NUTRITIOUS

REAL eggs fit naturally in today's clean label marketplace.

81% of consumers believe that a product is better for them when labeled "all natural." And their definition of clean label is clear — they want to see ingredients they are comfortable and familiar with — items they have in their homes and would use to make recipes themselves.

REAL eggs make a **REAL** difference on your label.

Download our NEW white paper "The Egg and Clean Labeling" and get more info on the benefits of using REAL Eggs in your applications — visit AEB.org/RealEggs

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AEB.org

FOODSERVICE & EGG PRODUCT MARKETING (cont.)

EGG PRODUCT MARKETING

In all communications focused at food formulators and manufacturers, AEB promoted the 20+ functions of egg products while focusing on the health and wellness attributes of egg products and supporting AEB's sustainability initiative. All of these efforts helped to ensure key messages regarding the benefits of REAL eggs reached these professionals throughout the year.

AEB continued to increase its industry presence through workshops, events and public relations efforts. All resources and programs were focused on increasing the use of egg products in food and non-food applications.

Research & Egg Product Expertise

The Egg Product Nutrient Analysis Project was completed, allowing all egg product nutrient figures to be updated to correspond with the 2010 shell egg nutrient analysis.

The Food Technology Advisory Council met in May in Chicago. These influential food formulators help AEB by providing insight on industry needs, as well as feedback on current programs and suggestions for future programs.

Dr. Glenn Froning retired as AEB's Food Technical Advisor at the year's end. His unwavering 15+ years of service to AEB and the egg industry was appreciated.

AEB launched a partnership with Culinx to provide new product development support for food manufacturer workshops. Work started on a new format to improve these workshops and create more engagement opportunities.

Advertising & Additional Materials

Combined, Egg Product Marketing's advertising program earned 1.65 million media impressions. Three new print and digital ads were launched and featured the tagline "REAL Eggs make a REAL difference." New photography highlighted the functional attributes of eggs.

The Clean Label series highlighted how "eggs fit naturally in today's clean label marketplace." Ads featuring the copy "Sustainability study reveals: Eggs really can be green" pushed readers to download a new white paper titled "Landmark 50-year Study Documents U.S. Egg Industry Environmental Footprint."

In partnership with Foodservice, the *Incredible Breakfast Trends* (IBTs) program leveraged AEB's expertise in the breakfast arena to inspire food manufacturers to create retail packaged goods that fulfill the consumers' desires for quick, convenient and wholesome breakfast options. Conversion videos that highlight how to change from shell eggs to liquid and dried egg products were created and posted on AEB.org/Conversion. Six worksheets were created to support the videos. Both the worksheets and videos are available in English and Spanish.

To remind food manufacturers that eggs are a staple ingredient because of their 20-plus functional properties, "A Dozen (or so) Questions to Ask about REAL Eggs in Your Formulation" brochure highlighted the formulation challenges between REAL eggs and egg replacer ingredients. Information in the brochure reinforced egg products' safety record, sustainability and contributions to clean labels. Egg processors were encouraged to repurpose the content to engage their customers in a conversation about the benefits of REAL eggs. AEB also developed a white paper that shows eggs in their natural state — in their shells — are not a genetically modified (GM), or bioengineered, food to help address the "Are Eggs GMO-Free?" question.


1. In partnership with the American Institute of Baking, AEB created quick, easy-to-understand videos in English and Spanish. 2. This two-sided white paper highlights the fact that eggs in their natural state — in their shells — are not a genetically modified or bioengineered food. 3. Through Q&As, AEB captured potential issues food manufacturers could face without eggs. 4. This print and digital ad promoted the landmark results of the "50-Year Environmental Footprint Study." 5. Featuring new photography, this campaign showcased foods made with egg products. 6. This advertising reminded food formulators that REAL eggs have always been a simple ingredient, in terms of usage and appearance on ingredient statements.

2 Incredible! American Egg Board Grades 4-7

Put an Egg In a Bottle? No Way!

Why It Happened.

In Step 1, the air pressure inside the bottle and outside the bottle was the same. The egg didn't move since gravity was not strong enough to pull it inside the bottle. But when you dropped the burning paper into the bottle, you caused the air inside to heat up and expand. That expanding air took up more space and escaped the bottle, which is why the egg did a little wiggly dance. When the flame inside the bottle went out, the air in the bottle began to cool down. Cool air takes up less space, so there is also less air pressure. The pressure outside the bottle was now stronger than the pressure inside the bottle. This stronger outside pressure is what pushed the egg down into the bottle.




Step 4

How Do We Get the Egg Out of the Bottle?

It's actually pretty easy—and scientific! All you need to do is increase the air pressure inside the bottle so that it will force the egg back out. To do that, turn the bottle upside down and move the egg so that the narrow end is situated in the bottle's opening. Then blow into the bottle. Adding air increases the air pressure inside the bottle. The higher pressure on the inside of the bottle will push the egg back out. (Be sure to move your face back a bit from the bottle so the escaping egg doesn't snack you in the face!)

The egg in this experiment ended up in a bottle. Help students learn about products that eggs end up in by completing the "There Are Eggs in That?" grammar worksheet.



American Egg Board. Text and design by The Education Center, LLC.

1

LANDMARK STUDY SHOWS VAST REDUCTION IN EGG INDUSTRY'S ENVIRONMENTAL FOOTPRINT

(EVIDENTLY, EGGS REALLY CAN BE GREEN)



LEARN MORE





INDUSTRY PROGRAMS

Bruce Dooyema
Committee Chairman

Good Egg Project (GEP)

In 2014, AEB focused the efforts of the Good Egg Project (GEP) on promoting the key messages from the results of the “50-Year Environmental Footprint Study,” building educational assets; and promoting America’s egg farmers. Partnerships amplified these efforts. In total, GEP earned more than 80 million media impressions.

Environmental Study

In January, *Poultry Science*, a peer-reviewed journal, published the “50-Year Environmental Footprint Study.” AEB re-issued a press release and continued following up with the media. In total, efforts related to promoting this study earned more than 26 million media impressions.

Television viewers in New York, Los Angeles, Chicago, Philadelphia and Dallas also saw egg farmer Jacques Klempf discussing egg farmers’ improved environmental sustainability and overall stewardship. In partnership with NBC Universal, these two 30-second spots ran online on NBC Universal premium platforms like NBC and NBC.com, iVillage, Access Hollywood.com and Oxygen.com. The segments appeared on NBC news sites in eight cities, including: Boston, Atlanta, Houston, Detroit, Seattle, Phoenix, Tampa and Minneapolis-St. Paul. The NBC Universal partnership resulted in more than 20 million media impressions.

Educational Outreach

AEB’s educational strategy focused on improving agricultural literacy by reaching teachers with Common Core-aligned materials that are ready to use. AEB revved up educational outreach through several partnerships that put its messages in front of teachers and into classrooms.

With Discovery Education, AEB hosted its third annual Farm-to-Table Virtual Field Trip. This Field Trip is now Discovery’s No. 1 ranking of all time. AEB drew a record 70 percent increase in registrations and a 13 percent increase in total students reached over the previous year. At Pearl Valley Eggs in Illinois, Dave and Ben Thompson showcased their pullet house, egg processing and efforts to reduce their environmental footprint. Through Discovery’s online Education Station, AEB provided educators with lesson plans, farmer spotlights and farm-to-table games, as well as follow-up activities from the Virtual Field Trip.

New partnerships with National Agriculture in the Classroom, Noggin Labs and The Education Center launched. These organizations already draw a large number of teachers and enable AEB to reach their existing networks.

AEB reached attendees of the National Agriculture in the Classroom conference through a presentation of available resources and materials, as well as through an exhibit booth at the meeting. This meeting provided insights for how to best connect with today’s teachers.

Through Noggin Labs, *Eggville Escapades*, designed to align with Common Core standards, marked the debut of a brand-new e-learning tools. Four fun educational games reached students in grades 1-3. Students choose between *Feed the Farmer*, *Farm to Table*, *Eggs Across the USA* and *Coop Carnival*, to learn and practice language arts, math and social studies skills. Each game incorporates facts about egg production to help raise kids’ awareness about modern agriculture and farmers.

This new e-learning tool joined a portfolio of free lesson plans, activities and eggsperiments, developed by The Education Center. Its network reaches 85 percent of public school teachers.

1. The egg industry’s landmark “50-Year Environmental Footprint Study” resonated with the media throughout January with outlets like *San Jose Mercury News*, *Boston Business Journal* and others.
2. In partnership with educational experts, AEB developed a wide range of ready-to-use classroom materials that aligned to Common Core standards.
3. For the third year, AEB provided teachers with a Virtual Farm Field Trip that reached more than 250,000 students.
4. Dave and Ben Thompson of Pearl Valley Eggs in Illinois opened their farm to AEB and Discovery Education.
5. Through NBC Universal, AEB ran two 30-second spots on TV during key morning and afternoon times.

INDUSTRY PROGRAMS (cont.)

With average pass-along rates in mind, AEB also reached an additional two to three teachers, reaching an estimated 750,000 educators nationwide with its lesson plans alone. AEB also updated its existing lesson plans, promoting Common Core Standards whenever possible. Through banner ads and an e-news promotion, AEB reached more than 3 million teachers. AEB's updated poster alone reached more than 75,000 classrooms and 1.9 million students. A sweepstakes promotion generated 15,500 downloads of AEB's content on The Education Center's microsite. All these materials were also posted to AEB.org.

ADDITIONAL EFFORTS

AEB's GEP Ambassadors continued to share AEB's messages as credible third-party spokesmen. This group focused on cooking, nutrition and agriculture and included a mix of bloggers and those with large social media networks. The Ambassadors generated more than 3 million impressions throughout the year.

Another Speakers' Bureau Workshop was held and trained 10 egg farmers, who spoke within their local communities about their farms. In total, more than 200 presentations reached local audiences in 2014.

The 2014 recipient of the AEB Research Award was Dr. Guodong Zhang of the U.S. Food & Drug Administration (FDA) for his work on an alternative method of detecting Salmonella in shell eggs.

Jim Nield was presented with AEB's second "Good Egg Award." His outstanding service and dedication to the industry is evident in the numerous ways he assists and supports the egg industry. He was AEB's first and longest-serving Allied Industry Advisor for 15 years. Chairman Paul Sauder presented this award at the November Board Meeting.

INDUSTRY COMMUNICATIONS

The weekly *Media Update* and as needed *President's Updates* continued as effective communication tools, both of which exceed industry open rates for this type of electronic communication. The monthly *incredible news* remained AEB's flagship communication to all egg producers. AEB placed a renewed focus on highlighting efforts to drive demand for eggs and egg products.

AEB earned 60 mentions in industry press as a result of improved information sharing directly with these editors. Contributed columns appeared every issue of the *Poultry Times* and of Uner Barry's *Reporter*. AEB contributed additional articles by request.

AEB.org was relaunched in July as the home for egg industry professionals, and reached audiences like foodservice professionals, educators, retailers, food formulators and manufacturers. The website's new look and added content resulted in increased traffic and time spent on the site.

STATE SUPPORT

With AEB funding, state promotional organizations earned more than 45 million media impressions. Because of improved reporting metrics, AEB learned more than 4 million consumers interacted with these groups throughout the year.

In 2014, AEB allocated \$600,000 to 37 states that submitted Plans of Action. The reimbursement rate was 88 percent. In July, AEB revised this program, and as a result, the state promotional organizations were asked to submit grant requests for funding, placing a renewed interest on new innovative promotions that extend the reach of AEB's national marketing. All states that submitted a grant proposal received some level of funding.

AEB made available to all states new GEP radio spots with the Incredible Edible Egg Jingle starring egg farmers Tom Stoller and Karyn Kreher. Throughout the year, the states also received four press releases with supporting images and recipes. The annual State Marketing Meeting took place in Memphis this June. AEB debuted several new brochures and updated evergreen ones, like *Back to Basics* and *Facts & Fiction*, to be posted on AEB.org.

1. Students throughout the state of Michigan enjoyed a hands-on farm experience as a result of AEB's State Support Program. They were also able to ask FAQs and receive firsthand answers from egg farmers. 2. AEB's flagship communication, *incredible news*, reached all producers monthly with a combination of program previews, recaps and updates. 3. *The Every Day is Earth Day for Washington Farmers* supplement reached the *Seattle Times'* readership of 830,000 as a result of state support funding. 4. Through USAPEEC, AEB promoted eggs and egg products internationally through a combination of advertising and in-person events.



2 Incredible news

Communicating the Value of Your Checkoff Dollars

AUGUST 2014

Reaching More Students & Teachers

AN EGG-ITING OPPORTUNITY

As part of the Good Egg Project and part of a renewed focus on reaching schools, AEB has been working on new educational materials. A new outreach program, in partnership with The Education Center, will reach more than 750,000 educators nationwide. The organization is a trusted resource and existing destination for teachers. In fact, its network reaches 65 percent of public school teachers with an additional pass-along rate of 2-3 teachers.

Through The Education Center and related products like The Mathbox and Learning Magazine, The Education Center develops products with the teachers' needs in mind — from keeping the classroom creative to aligning to standards. AEB's promotional poster recently appeared in the Learning Magazine.

Incredible!

This promotion is expected to generate more than 3 million impressions with teachers and additional impressions with students and parents. As part of this partnership, AEB's new microsite, TheEggCenter.org, is the online home for these materials. This website is already a destination for teachers with more than 8,000 unique visits monthly. Eighteen new lesson plans and two pages of pre-K activities are also now available. These are posted to the mentioned microsite, hosted by The Education Center, and will be posted to AEB.org/education/lesson-plans-and-materials. All of these materials are Common Core aligned and cover science, math, language arts and social studies for pre-kindergarten through fifth grade. To provide these available resources, AEB is offering a sweepstakes for teachers to win one of three iPad minis for their classroom. Teachers fill out an on the entry form at www.aeb.org. Additionally, teachers can request further information from AEB with a response card inserted into the magazine. These requests will be fulfilled, and all of the teachers who make requests will receive additional follow-up materials. These contacts will also be leverage in future promotional updates. To date, AEB has received _____ responses. #

3 Washington Ag in the Classroom and Newspapers in Education Present: Every Day is Earth Day for Washington Farmers

AG IN THE CLASSROOM

The Seattle Times NEWSPAPERS IN EDUCATION

www.waia.net info@waia.net

To learn more about our Newspapers in Education program, email news@seattletimes.com or call 206.467.4296

(Photos courtesy of Kurt Kuehner (top) and Cheryl DeHaven (middle and bottom))



1



Michelle Obama

[Handwritten signature]

2



INDUSTRY PROGRAMS (cont.)

Export

USAPEEC leverages AEB's funding to promote the Incredible Edible Egg through its international offices. Again, exports have set record highs in volume and dollars. Total exports of table eggs and processed egg products, measured in shell-egg equivalents, increased by 1 percent to 352.65 million dozen, while their value inched up 0.4 percent to \$336.75 million.

In Hong Kong, AEB promoted U.S. eggs and egg products to baking professionals in partnership with the Hong Kong Bakery and Confectionery Association. Cooking classes and demonstrations were also conducted with this target audience to increase awareness.

In Korea, AEB funded one-on-one menu presentation seminars with major bakery companies, connecting directly with the R&D staff, representing more than 150 national stores that supply baked products to 1,300 stores.

More than 40 instances of technical and trade assistance occurred in Mexico. Despite a reduction of global imports, seven new companies started importing U.S. eggs and egg products. AEB funding also provided educational seminars and assistance at the border with paperwork-related issues resulting from a lack of knowledge.

AEB also reached those throughout the Middle East. Qatar imports increased by 116 percent; Jordan by 112 percent; Saudi Arabia by 47 percent; Kuwait by 27 percent; and the UAE by 23 percent. Varieties imported included shell eggs and frozen and dried egg products. Trade servicing activities, along with the participation in Gulfood 2014, increased U.S. egg distribution in the Middle East.

In Columbia, AEB conducted a seminar for the bakery and Hotel, Restaurant, and Institutions (HRI) trade, along with local mayonnaise processors, on the use of U.S. processed egg products. A similar seminar reached the Japanese bakery and confectionery industries. AEB also reached those throughout the Middle East with the benefits of U.S. eggs and egg products.

Additionally, AEB's materials were translated into different languages, including Spanish, Arabic and others. The translated materials were shared back with AEB for posting on AEB.org.

USAPEEC continued its efforts to maximize AEB's international investment.

White House Easter Egg Roll

AEB continued its tradition of supporting the 136th White House Easter Egg Roll by donating more than 14,000 hard-boiled and dyed eggs, and the volunteers' hats and aprons with the official White House Easter Egg Roll logo.

On the South Lawn, AEB's whimsical *Hen to Home Experience* engaged the day's 30,000 attendees, highlighting how eggs move from farms to tables. The very realistic imitation hens, affectionately nicknamed the Hollywood Hens, gave everyone an idea how America's egg farmers care for their hens.

Attendees posed with the Hollywood Hens and took pictures in three photo cut-outs that showed a farmer and hen in the barn, eggs being washed and a delivery truck with a supermarket in the background. AEB's activities and giveaways included a maze highlighting how eggs move from the farm to table, *Shelly and Sheldon's Eggscellent Adventure* activity books, sidewalk chalk and chalkboard plastic eggs. All of these items — branded with AEB's logo and website — tied into the day's theme, "Hop into Healthy, Swing into Shape."

AEB Chairman Paul Sauder, R.W. Sauder Inc., Lititz, PA; his wife Cindy and AEB President & CEO Joanne C. Ivy presented the 37th Commemorative Egg to First Lady Michelle Obama on behalf of America's egg farmers. President Obama again attended the presentation.

1. The 37th Commemorative Egg was presented to First Lady Michelle Obama.
2. Award-winning artist Linda Rossin designed this year's egg.
3. AEB's three photo cut-outs provided perfect photo opportunities within the *Hen to Home Experience* during the event.
4. Staff and volunteers answered FAQs throughout the day.
5. From a maze that featured nutrition messages to coloring, the activity table within the display area was popular.
6. Divided into five two-hour groups, AEB saw long lines to enter its display area throughout the day.



NUTRITION

Jacques Klempf
Committee Chairman

Research Grants

Published research serves as the foundation for the Egg Nutrition Center's (ENC) marketing and public relations efforts, and builds AEB's credibility within the scientific community, especially among health professionals (HPs) who are ENC's target audience. More than \$1.5 million in new research was funded last year.

The 2014 priorities for research were protein in an optimal diet; cardiometabolic health; and nutrient density, nutrient function and nutrient interactions. Fifty-three letters of intent were submitted to ENC as part of its annual Research Grant program — a 50 percent increase from 2013. In addition, ENC received several other ad-hoc proposals. The final ENC-funded projects for 2014 include:

Dominik Alexander, Ph.D., MSPH, EpidStat Institute, Ann Arbor, MI, "Systematic review and meta-analysis: egg consumption and cardiovascular disease risk factors"

Richard Bruno, Ph.D., Ohio State University, Columbus, "Cardioprotective activities of whole eggs on vascular endothelial function in prediabetic adults"

Emily Dhurandhar, Ph.D., University of Alabama at Birmingham, "The role of protein in regulating ad libitum energy intake in humans"

Nikhil Dhurandhar, Ph.D., Pennington Biomedical Research Center, Baton Rouge, LA, "Effect of protein quality on satiety outcomes"

Kevin Fontaine, Ph.D., University of Alabama at Birmingham, "Does an egg-rich diet improve metabolic health and function in obese older adults?"

Ji-Young Lee, Ph.D., University of Connecticut, Storrs, "Pilot study for evaluating the effect of egg phospholipids on the modulation of cholesterol homeostasis in mildly hypercholesterolemic subjects"

Richard Lewis, Ph.D., University of Georgia, Athens, "Egg consumption, inflammation and bone health in children"

Kevin Maki, Ph.D., Midwest Center for Metabolic & Cardiovascular Research, Chicago, "Metabolic effects of replacing dietary refined carbohydrate with a combination of egg protein and unsaturated fats in men and women with elevated triglycerides"

Katie Meyer, Sc.D., University of North Carolina at Chapel Hill, "Choline, trimethylamine N-oxide and atherosclerosis in a prospective cohort"

Joan Sabaté, MD, DrPH, Loma Linda University, Loma Linda, CA, "Egg consumption and associations with disease outcomes in the 7th Day Adventist population"

Francene Steinberg, Ph.D., University of California, Davis, "HDL lipidomic, proteomic and functional changes in response to whole egg consumption in overweight and obese women"

Steve Zeisel, Ph.D., MD, University of North Carolina at Chapel Hill, "Associations between plasma, TMAO and kidney function in a large cohort"

Janos Zempleni, Ph.D., University of Nebraska, Lincoln, "Novel roles of egg-borne microRNAs in human gene regulation contributing to metabolic health"

Dissertation Fellowship Recipients

Lyra Clark, University of Massachusetts, Lowell, "Impact of egg consumption on sex hormone levels, health, and performance in amenorrheic female collegiate athletes"

Samantha Jones, Iowa State University, Ames, "Dietary intervention strategies to manage inflammatory bowel disease: impact of whole egg consumption and maintenance of micronutrient balance"

1. ENC was part of the inaugural symposium at the International Egg Nutrition Consortium, which is part of the International Egg Commission.
2. Attendees of Dr. Dhurandhar's presentation, sponsored by ENC, at FNCE received this handout.
3. Annually, ENC funds nutrition-related research that then is integrated into marketing messages.
4. At Experimental Biology, ENC promoted its sponsored research that was accepted for presentation.

1

International Egg Nutrition Consortium

The latest in nutrition research related to eggs, presented by international experts

FEATURED SPEAKERS



Mitch Kanter, Ph.D., serves as the Executive Director of the Egg Nutrition Center in Park Ridge, IL.



Tania Markovic is the Director of the Metabolism & Obesity Services and a senior staff specialist in the department of endocrinology at the Royal Prince Alfred Hospital in Sydney



Marta Miguel Castro, PhD in Science by Universidad Autónoma de Madrid, researcher at the Institute of Food Science Research of Spanish Research Council.



Tia M. Rains, PhD, is the Senior Director of Nutrition Research and Communications at the Egg Nutrition Center

2

Egg Nutrition Center



The Egg Nutrition Center (ENC) is honored to sponsor the WM DPG's CPEU education session and breakfast at FNCE® 2014:



Dr. Nikhil Dhurandhar

Strategic Use of Protein Quality and Quantity to Enhance Satiety and Weight Management

Presented by Nikhil Dhurandhar, PhD, Professor at Pennington Biomedical Research Center and President-Elect of The Obesity Society

Monday, October 20 from 6:30-8:00 AM
Registration required!

Scan the QR codes to access Dr. Dhurandhar's research.



Vander Wal JS, Marth JM, Khosla P, Jen KL, Dhurandhar NV. Short-term effect of eggs on satiety in overweight and obese subjects. *J Am Coll Nutr.* 2005;24:510-5.



Vander Wal JS, Gupta A, Khosla P, Dhurandhar NV. Egg breakfast enhances weight loss. *Int J Obes (Lond).* 2008;32:1545-51.



Bayham BE, Greenway FL, Johnson WD, Dhurandhar NV. A randomized trial to manipulate the quality instead of quantity of dietary proteins to influence the markers of satiety. *J Diabetes Complications.* 2014;28:547-52.

Please visit booth 1237 to learn more about ENC and the tools and resources available for health professionals.

3

CONGRATULATIONS

2014 Research Grant and Student Fellowship Recipients

Research Grants

Richard Bruno, Ph.D., The Ohio State University
"Cardioprotective activities of whole eggs on vascular endothelial function in prediabetic adults"

Emilly Dhurandhar, Ph.D., University of Alabama at Birmingham
"The role of protein in regulating ad libitum energy intake in humans"

Kevin Fontaine, Ph.D., University of Alabama at Birmingham
"Does an egg-rich diet improve metabolic health and function in obese older adults?"

Ji-Young Lee, Ph.D., University of Connecticut
"Pilot study for evaluating the effect of egg phospholipids on the modulation of cholesterol homeostasis in mildly hypercholesterolemic subjects"

Richard Lewis, Ph.D., The University of Georgia
"Egg consumption, inflammation and bone health in children"

Kevin Maki, Ph.D., Midwest Center for Metabolic & Cardiovascular Research
"Metabolic effects of replacing dietary refined carbohydrate with a combination of egg protein and unsaturated fats in men and women with elevated triglycerides"

Francene Steinberg, Ph.D., University of California, Davis
"HDL lipidomic, proteomic and functional changes in response to whole egg consumption in overweight and obese women"

Janos Zemleni, Ph.D., University of Nebraska, Lincoln
"Novel roles of egg-borne microRNAs in human gene regulation contributing to metabolic health"

Student Fellowships

Lyra Clark, University of Massachusetts, Lowell
"Impact of egg consumption on sex hormone levels, health, and performance in amenorrheic female collegiate athletes"

Samantha Jones, Iowa State University
"Dietary intervention strategies to manage inflammatory bowel disease: impact of whole egg consumption and maintenance of micronutrient balance"

For more information regarding the Egg Nutrition Center Research Grant Program, contact the Egg Nutrition Center at research@eggnutritioncenter.org



credible science
incredible egg

Consumption of 12 eggs per week for 1 year increases serum zeaxanthin concentrations but not other major carotenoids, tocopherols, and retinol in humans

Hasan Aljohi, Mindy Dopler-Nelson, Thomas A. Wilson
Clinical Laboratory and Nutritional Sciences, University of Massachusetts Lowell, Lowell, MA
Exhibit Hall A-4; Presentation # 645.25
Poster Board # C282
Sunday, April 22, 2014
12:45 PM-1:45 PM

Carbohydrate feeding and impact on global metabolomics in relation to insulin sensitivity in men with metabolic syndrome

Bruce A. Watkins*, Kirk L. Pappant*, Jeffrey Kim*, Daniel Friederichs*, Laura Kunces*, Brittanee Volk*, Catherine Saez*, Jeff Volek*
*Center on Aging, University of Connecticut, Farmington, CT; *Metabolic Durham, NC; *Kinesiology, University of Connecticut, Storrs, CT
Room 30C; Presentation #248.8
Monday, April 28, 2014
9:45 AM-10:30 AM
(Co-funded with DRI, NCBA, and the Robert C. And Veronica Adams Foundation)

Dietary cholesterol and heart health: a systematic review and meta-analysis

Samartha E. Berger*, Gowri Ramani*, Rohan Vithanathan*, Paul Jacques*, Elizabeth J. Johnson*
*Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University, Boston, MA; *Clinical Evidence Synthesis Center, Tufts Medical Center, Boston, MA
Room 32A; Presentation #267.6
Monday, April 28, 2014
4:15 PM-4:30 PM

Consumption of an egg-based breakfast reduces hunger and increases postprandial energy metabolism in normal weight and overweight school-aged children

Ashley Birnir*, Michelle Gray*, Han-Seok Seol*, Baoyue Zhang*, Curtis Luckett*, Keyona Smith*, Jamie L. Baum*
*Health, Human Performance, and Recreation, University of Arkansas, Fayetteville, AR; *Food Science, University of Arkansas, Fayetteville, AR
Room 30C; Presentation #381.4
Tuesday, April 29, 2014
11:15 AM-11:30 AM



The Egg Nutrition Center (ENC) is proud to acknowledge the following presentations supported in part by our annual research grant program provided by American's egg farmers through the USDA and the American Egg Board

One egg a day does not increase the risk for cardiovascular disease in diabetic patients

Martha N. Ballesteros*, Fabrizio Valenzuela*, Alma Robles*, Elizabeth Antalejo*, Herlindo Valdez*, Maria Luz Fernandez*
*Nutrition, CHD, Hermosillo, Mexico; *Endocrinology Hospital Ignacio Chavez, Hermosillo, Mexico; *Nutritional Sciences, University of Connecticut, Storrs, CT
Room 30C; Presentation #381.5
Tuesday, April 28, 2014; 11:30 AM-11:45 AM

Whole egg protein markedly increases blood vitamin D concentrations in male Sprague-Dawley rats

Korey Van Wijk, Kevin Schallinske
Iowa State University, Ames, IA
Exhibit Hall A-4; Presentation #1041
Poster Board #C281
Tuesday, April 28, 2014; 12:45 PM-1:45 PM

Effect of a very low carbohydrate diet followed by incremental increases in carbohydrate on respiratory exchange ratio

Laura Kunces*, Brittanee Volk*, Daniel Friederichs*, Catherine Saez*, Maria Luz Fernandez*, Carl Maresch*, William Kasmarek*, Stephen Rhinney*, Jeff Volek*
*School of Medicine (University of California, Davis, CA); *Department of Kinesiology, University of Connecticut, Storrs, CT; *Nutritional Sciences Department, University of Connecticut, Storrs, CT
Sells Pavilion; Presentation #1B444
Poster Board #1B444
Wednesday, April 30, 2014; 10:00 AM-11:00 AM
(Co-funded with DRI, NCBA, and the Robert C. And Veronica Adams Foundation)

NUTRITION (cont.)

Research-Related Promotions

ENC's press releases garnered more than 75 million impressions in 2014. These press releases often tied ENC research to a timely topic. For example, during National Birth Defects Prevention Month in January, a press release promoted ENC-funded research that was recently published in *The American Journal of Clinical Nutrition*.

In April, ENC promoted its funded research that was accepted for presentation at the Experimental Biology meeting through a press release. The presented research was actually part of the conference, which is the scientific meeting of the year for nutrition researchers, and further increased ENC's reputation.

ENC also amplified the press releases from universities and colleges where ENC-funded research took place. This approach leveraged the name-brand recognition of the universities and colleges, and reinforced ENC as a well-respected source of scientific research.

Health Professional Advisors

ENC's Health Professional Advisors (HPAs) provided input on various ENC programs and promoted the ENC message by serving as writers, presenters and bloggers throughout the year. The group was comprised of various health professionals. The 2014 HPAs were:

Serena Ball, MS, RD	Dixie Harms, DNP, ARNP, FNP-C,
Chris Barry, PA-C, MMSc	BC-ADM, FAANP
Karen Buch, RDN, LD	Dave Ellis, RD, CSCS
Amy P. Campbell, MS, RD, LDN, CDE	Jason Karp, Ph.D.
Neva Cochran, MS, RD, LD	Araceli Vazquez, MS, RDN
Mary Donkersloot, RD	Kathleen Zelman, MPH, RD, LD

Partnerships

To reach a wider audience of HPs, ENC leveraged partnerships throughout the year with various groups. These collaborations included:

What is the Mediterranean Diet?: This educational brochure that highlights eggs as a primary ingredient, was produced with the Mediterranean Foods Alliance and aims to guide people to good health through heritage. The brochure was leveraged during ENC's exhibit season and online.

Meeting Your MyPlate Goals on a Budget: An online educational guide, which promotes eating well on a budget, was created in conjunction with the MyPlate National Strategic Partners: Share Our Strengths' Cooking Matters Program; the USA Rice Federation; the Canned Food Alliance; and the Alliance for Potato Research and Education.

Performance Plate: An educational shopping tool aimed to help athletes build their grocery lists and meal plans for optimal nutrition and performance. The project was part of a joint effort with the Collegiate & Professional Sports Dietitians Association (CPSDA) and CPSDA member Chelsea Burkhart, Director of Sports Nutrition at the University of Illinois.

A Garden Frittata recipe: This recipe was created for the Produce for Better Health Foundation as part of its Half Your Plate Fruits and Veggies program, and was promoted through social media.

Targeting HPs

ENC attended and exhibited at six HP-focused conferences throughout the year. At each, ENC maximized its presence by either presenting to attendees or sponsoring breakfasts that allowed for interactions with attendees. ENC's 2014 exhibit season included:

- America College of Sports Medicine: Health and Wellness Summit and Expo
- Collegiate Professional Sports Dietitian's Association
- American Academy of Physician Assistants
- National Nurse Practitioner Symposium
- Academy of Nutrition and Dietetics Food & Nutrition Conference and Expo
- Osteopathic Medical Conference & Exposition

1. This infographic reached HPs with key messages that highlighted the most recent science. 2. Materials generated in partnership extended ENC's reach. 3. Attendees at one of ENC's sponsored breakfasts received these placemats at their seats.

NUTRITION (cont.)

ENC-Sponsored Presentations

In April, ENC attended the Experimental Biology meeting that attracted more than 14,000 scientists and exhibitors, representing six sponsoring societies and multiple guest societies.

In July, ENC connected with nurse practitioners at their national continuing education (CE) conference for the first time. ENC also sponsored a CE-accredited educational session, “Changing Paradigms Regarding Macronutrient Intake and Health: Translating Science into Meaningful Patient Communication,” presented by Drs. Mitch Kanter and Dixie Harms. The session sold out.

ENC hosted educational sessions related to protein research at the Food & Nutrition Conference & Expo, Osteopathic Medical Conference and Exposition (OMED) and The Obesity Society (TOS).

Through a sponsored member breakfast and educational session with the Weight Management Dietetic Practice Group, ENC reached attendees of the annual meeting of the Academy of Nutrition & Dietetics in Atlanta. Dr. Nikhil Dhurandhar, Ph.D., Professor at Pennington Biomedical Research Center and President-Elect of TOS, presented “Strategic Use of Protein Quality and Quantity to Enhance Satiety and Weight Management.” As part of the presentation, Dr. Dhurandhar shared data from ENC-funded studies on egg vs. bagel-based breakfasts, as well as other thought-provoking information on obesity and satiety.

ENC’s Dr. Tia Rains presented an educational session, “Challenging Nutrition Dogma: New Research on Dietary Protein and Health,” during OMED in Seattle that reached more than 100 osteopathic physicians.

Online Outreach

ENC offered online CE opportunities for HPs as another way to share egg-related information through recorded educational sessions. Session topics included “Build a Better Breakfast with High-Quality Protein and Produce” and “Building off Current Knowledge and Fighting Sarcopenia.”

With The Academy of Nutrition and Dietetics’ Sports, Cardiovascular, and Wellness Nutrition Dietary Practice Group, ENC presented a CE webinar titled, “Building an ‘Optimal Diet’ Putting Protein into Practice,” presented by Dr. Stuart Phillips.

Communications & Publications

Throughout the year, ENC used industry and commodity board best practices to maintain a best-in-class communications program. *Nutrition Research Update*, a technical-focused e-newsletter, highlighted ENC’s original research to a readership of more than 6,000 HPs and was posted on EggNutritionCenter.org. *Nutrition Close-Up* reached more than 47,000 HPs on a quarterly basis, sharing contributed articles from experts that promoted ENC’s messages. The *Bi-weekly Research Update*, a compilation of recent studies that align with ENC’s research pillars, reached a larger number of HPs than in 2013.

EggNutritionCenter.org featured all of ENC’s key materials and added an online signup for those interested in receiving future ENC communications. As a result, ENC received a record-breaking number of submissions for its research program. *Nutrition Unscrambled*, ENC’s blog, delivered information on a variety of egg nutrition and research topics, and featured a series of contributed posts from well-known HPs that drove traffic to EggNutritionCenter.org.

1. With USDA approval, ENC participated in the Dietary Guidelines Advisory Committee (DGAC) process by presenting oral testimony, providing comments and nominating committee members. 2. Karyn Kreher presented the egg farmer’s perspective to the HPAs and answered questions throughout the meeting. 3. ENC connected with thousands of HPs from varying areas of expertise through its exhibit schedule. 4. The interactive dinner at Chicago’s Chopping Block made for the perfect opportunity to network one-on-one with the HPAs

1



June 10, 2014

To the 2015 Dietary Guidelines Advisory Committee:

On behalf of the Egg Nutrition Center (ENC) and America's egg farmers, I thank you for the opportunity to provide comments on the development of the eighth edition of the Dietary Guidelines for Americans.

As noted in our January 13 oral testimony to the Committee, food insecurity and obesity often coincide as two of today's leading public health challenges.[1] Given that 1-in-6 Americans are struggling to put food on the table,[2] yet 2-in-3 adults are overweight or obese,[3] affordable and accessible nutrient-rich foods - such as eggs - can help Americans build healthful diets.

From time-to-time, eggs continue to be vilified by the media and some health professionals, largely because of the "company they keep." However, Americans can build healthy dietary patterns with this unique nutrient-rich food. For 70 calories and 15 cents, one large egg provides 14 essential nutrients including many shortfall nutrients and as high-quality a protein source as exists.[4, 5]

This, combined with the significant improvements in egg production practices (as noted in ENC comments submitted on January 28, 2014), indicate that versatile eggs can be a vital part of many healthy and sustainable dietary patterns - especially for those on a budget and our aging population, who may benefit from protein sources that are easy to prepare and consume.[6]

As we work to solve the paradox of hunger and obesity, nutrient-dense, economical, accessible meals and diets certainly can include eggs, as outlined in the attached comments.

In addition, we are providing research published since the 2010 DGAC deliberations, including the attached studies:

- Layman D, Rodriguez N. Egg protein as a source of power, strength and energy. Nutrition Today 2009; 44:43-47.
- Bauer J, et al. Evidence-based recommendations for optimal dietary protein intake in older people: A position paper from the PROT-AGE Study Group. JAMDA 2013; 14:542-549.
- Leidy H, Rucki E. The addition of a protein-rich breakfast and its effect on acute appetite control and food intake in breakfast skipping adolescents. Int J Obes 2010;34:1125-1133.
- Ratliff J, et al. Consuming eggs for breakfast influences plasma glucose and ghrelin, while reducing energy intake during the next 24 hours in adult men. Nutr Res 2010;30:96-103.

Sincerely,

Mitch Kanter, Ph.D.
Executive Director, Egg Nutrition Center

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FINANCIAL REPORTS

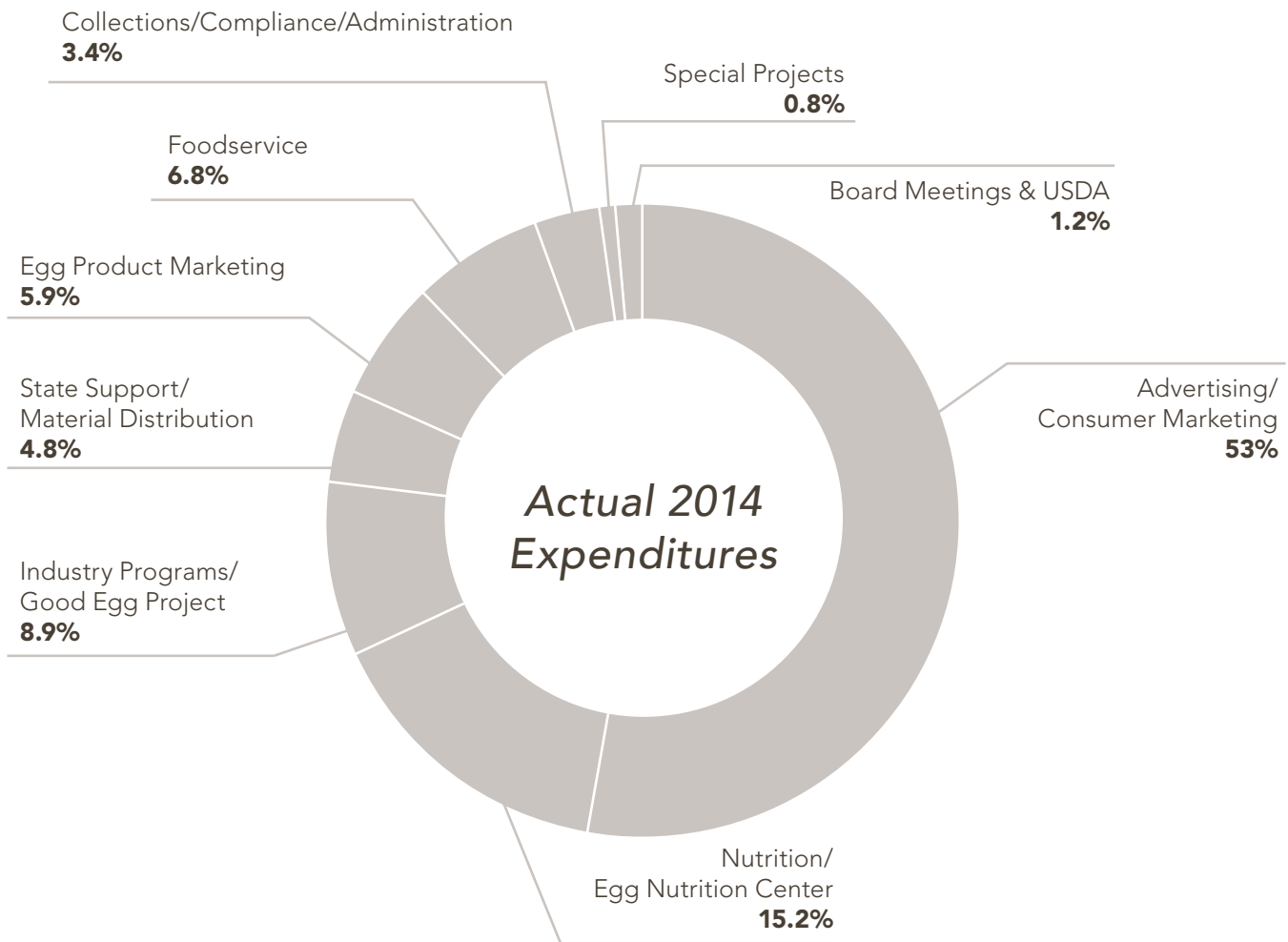
BALANCE SHEETS *December 31, 2014 and 2013*

		2014	2013
Assets			
	Cash & Certificates of Deposit	11,058,763	11,117,605
	Assessments Receivable	2,413,337	2,347,711
	Other Receivables	57,379	33,448
	Prepaid Expenses	438,926	117,670
	Inventories	148,137	201,014
	Office Equipment & Computer Systems, Net Depreciation	68,371	81,823
	TOTAL ASSETS	\$14,184,913	\$13,899,271
Liabilities			
	Accounts Payable and Accrued Expenses	1,224,762	1,047,400
Board Equity			
	Contributed Capital	66,244	66,244
	Accumulated Excess of Revenue over Operating Expenses	12,893,906	12,785,627
	TOTAL LIABILITIES & BOARD EQUITY	\$14,184,913	\$13,899,271

STATEMENTS OF REVENUE & OPERATING EXPENSE *Years Ended December 31, 2014 and 2013*

Revenue			
	Assessments	23,362,469	22,962,144
	Egg Farmers of Canada	100,000	94,958
	Interest	50,182	34,391
	TOTAL REVENUE	\$23,512,651	\$23,091,493
Operating Expenses	Programs		
	Consumer Marketing	12,402,109	10,716,344
	Foodservice	1,587,170	932,314
	Nutrition	3,565,184	3,367,121
	Special Projects	169,298	197,349
	State Support	867,035	812,280
	Materials Distribution	247,416	235,069
	Industry Programs	2,093,403	2,207,487
	Egg Product Marketing	1,386,101	958,264
	TOTAL	\$22,317,716	\$19,426,228
	Administration and Collections		
	Administration	698,822	548,937
	Collections	99,134	109,782
	Board Meetings	212,693	197,383
	USDA Administrative Expenses	76,007	126,881
	TOTAL	\$1,086,656	\$982,982
	TOTAL EXPENSES	\$23,404,372	\$20,409,210
	REVENUES OVER EXPENSES	\$108,279	\$2,682,283

ADMINISTRATION



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 3.4 percent on administrative expenses in 2014, which includes collection and compliance efforts.

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 2014, 142 handlers were reporting from egg producers owning more than 75,000 hens. Total assessment revenue was \$23.36 million, representing assessments collected on 233.6 million cases of eggs.

AEB management enforces the AEB Expenditure and Documentation Guidelines to control expenses for AEB, ENC and its agencies. Plante Moran, CPAs, Chicago, IL, audited the Board's 2014 financial statements and conducted an audit of AEB under Generally Accepted Governmental Auditing Standards (GAGAS).



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