

2015

# ANNUAL REPORT

American Egg Board





# At a Glance



Through the American Egg Board (AEB), U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs, on research, education and promotion — all geared to drive demand for eggs and egg products.

The Board consists of 18 members and 18 alternates, nominated by the egg industry, and appointed by the U.S. Secretary of Agriculture. The Board administers the program, with oversight by the U.S. Department of Agriculture, in 48 contiguous states. All program funding, as well as oversight costs, are 100-percent paid for by U.S. egg producers.

AEB is led by a President and CEO and its activities are executed by staff through four standing Committees: Consumer Marketing; Foodservice & Egg Product Marketing; Industry Programs and Nutrition.





# Contents

Management Message .....	4
Executive Committee .....	7
Consumer Marketing .....	8–11
Foodservice & Egg Product Marketing .....	12–15
Industry Programs .....	16–21
Nutrition .....	22–27
Financial Reports .....	29
Administration .....	30
Board Members .....	32–33
Advisory Panel .....	35







# Management Message



**Paul Sauder**  
Chairman

*Over the past two years, I've had the distinct privilege to serve our industry as your Chairman of the American Egg Board (AEB). I did not take my duties lightly as the continued success of AEB and our farms depends on our actions today. The Board Members, Alternates and staff work incredibly hard to ensure AEB delivers a strong return on investment for every egg producer.*

*I challenged — from the outset — both the Board and staff to make sure every action and program increases consumption for eggs and egg products. The results built on AEB's incredible legacy of driving demand. AEB has been THE champion of the egg since its start in 1976, and the organization has been critical to the success of our farms and businesses across the country.*

*AEB's robust marketing programs contributed to this growth and our continued success. During my tenure, AEB teamed up with Kevin Bacon, Pillsbury/General Mills, Dunkin' Donuts, Discovery Education, food formulators and others. In retail alone, sales totaled \$6.8 billion in 2015.*

*AEB's programs drive sales and demand and position the Incredible Edible Egg as a best-in-class marketing program. Our AEB staff and Board took my challenge to heart and delivered an incredible body of results.*

*At meetings with New York's top magazine editors; health professionals at the Culinary Institute of America, the First Family during the annual White House Easter Egg Roll and others, I enjoyed not only sharing my own experiences but speaking collectively about how America's egg farmers care for their hens, communities and land. These opportunities would not be possible without a strong national marketing arm working on behalf of all egg farmers.*

*As the next generation Board and farm leadership steps forward, I feel confident that AEB's programming of driving demand for eggs and egg products will continue.*

*Thank you for the honor to help position AEB for another incredible 40 years.*

A stylized, handwritten signature of Paul Sauder in black ink.

Paul Sauder, AEB Chairman  
R.W. Sauder Inc., Lititz, PA







# Executive Committee



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



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



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



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



**Jeff Hardin**  
*Member at Large*  
Cal-Maine Foods Inc.  
Flatonia, TX



**Mark Oldenkamp**  
*Member at Large*  
Valley Fresh Foods Inc.  
Woodburn, OR



**Roger Deffner**  
*Immediate Past Chairman*  
National Food Corp.  
Everett, WA





# Consumer Marketing

## Growing Egg Sales, Despite Avian Influenza

Egg sales are the highest they've ever been, according to Nielsen, growing by \$1.3 billion to \$6.9 billion in 2015. Rising egg prices as a result of Avian Influenza's impact on supply played a role in that growth, but unit sales in dozens of eggs also increased last year, proving that consumers are willing to pay more for the Incredible Edible Egg.

Clearly eggs are on trend with consumers' growing interest in protein, especially at breakfast. Eggs are an all-natural nutritional powerhouse, with nothing artificial, which is increasingly important to Americans searching for real, simple and less processed foods.

In addition, new research on AEB's Paid Media, Owned Assets & Earned Social by Starcom Mediavest Group found that AEB's consumer marketing efforts were responsible for 15 percent of retail egg sales, equating to approximately 400 million dozens and \$825 million annually. The study examined 2 ½ years of data.

## Wake up to Eggs With Bacon!

In 2015, AEB changed the advertising game for the egg industry by partnering with the most famous bacon of all: Kevin Bacon. By using a Hollywood icon to break through the commercial clutter, AEB leveraged a limited advertising budget and brought attention to the benefits of eating eggs in an impactful, innovative way.

AEB used a series of Kevin Bacon videos, print ads and a variety of digital content to stop billions of people in their tracks while delivering key nutritional benefits of eggs. The videos appeared on popular online video streaming networks like Hulu, NBC, ABC, FOX and CBS.

In addition, print ads ran in mainstream entertainment and lifestyle magazines such as *People*, *US Weekly* and *Rolling Stone*. Online banners ran on high-traffic pop culture sites, including Gawker and Deadspin, as well as on the Weather Channel mobile app. Kevin Bacon content took over social media platforms, including YouTube, Facebook, Twitter, Pinterest and Instagram.

The campaign immediately went viral, reaching 2 billion people, and was so successful it later won the egg industry's first Cannes Lion Award, one of the most prestigious honors in advertising. But more importantly, the effort and Easter timing drove egg demand. In the four weeks following the campaign's introduction, Nielsen reported egg sales in dozens were up 15 percent versus the same period a year ago. That translated to 29 million dozens and \$70 million more in sales.

## DIY Egg Decorating for Easter

AEB set out to take back the Easter holiday by becoming THE authority on egg decorating and all things Easter. Throughout March and April, AEB executed a fully integrated digital, print and retail campaign to inspire families to pick up an extra dozen eggs for decorating during the Easter season.

AEB brought Easter to retail by partnering with Keebler Crackers and Hungry Jack Hash Browns. The partnerships included 4.6 million on-pack Instantly Redeemable Coupons (IRCs) for savings on eggs.



**Bob Krouse**  
Committee Chairman



# Consumer Marketing (cont.)

## Public Relations and Social Media

AEB's best-in-class social media and online programs continued to keep social content fresh and relevant by capitalizing on planned and real-time moments throughout the year.

On World Egg Day, AEB celebrated with globally inspired recipes and an interactive Twitter contest. Fans that followed the Adventurer Egg's travels across the world had a chance to win free eggs for a year and a Kevin Bacon T-shirt. They also helped trend #WorldEggDay on Twitter for most of the day. In addition to social media, traditional media shared stories and recipes for World Egg Day, including Huffington Post's Voces, its Spanish media channel, and About.com.

To keep the benefits of eggs in the news, AEB connected with New York's most influential magazine editors to discuss the latest culinary trends, egg farmer production and sustainability practices.

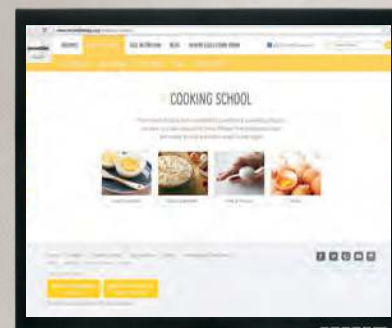
Publications in attendance included top magazines like *Bon Appetit*, *Food and Wine*, *Food Network Magazine*, *Self*, *Health* and *Weight Watchers*. Combined, the 26 editors in attendance reach more than 250 million readers with any given issue.

Lastly, IncredibleEgg.org received a new look and improved functionality, simplifying recipe searches, streamlining egg facts and optimizing the way people search for it on Google, Yahoo and Bing. Within months of its launch, the website won an Online Marketing Media and Advertising Award for Website Excellence, and in fewer than six months, organic traffic to the site doubled to more than 600,000 visitors per month.

## Shopper Marketing

In addition to Keebler and Hungry Jack, AEB partnered with Butterball Turkey Bacon. The partnership placed more than 400,000 IRCs on packs of Butterball Turkey Bacon as part of an offer that ran through year's end. Coupons garnered a 10 percent redemption rate, well above the industry average.

Unfortunately, Avian Influenza outbreaks in the spring prevented additional promotion in the back half of the year.



*IncredibleEgg.org won an Online Marketing Media and Advertising Award for Website Excellence, and in fewer than six months, organic traffic to the site **doubled to more than***

**600,000 VISITORS PER MONTH.**



- 1 AEB brought back the Adventurer Egg to bring attention to the Incredible Egg for World Egg Day.
- 2 A new streamlined experience on desktop and mobile allowed users to easily search for the most popular recipes like "Hard-Boiled Eggs," "Poached Eggs" and "Deviled Eggs."
- 3 AEB lent a hand in the kitchen with baking hacks to relieve holiday stress.
- 4 AEB cleared up confusion around common egg labels and terms with this new infographic.
- 5 The popular Turkey Bacon promotion garnered a 10 percent redemption rate, well above the industry average.



# Foodservice & Egg Product Marketing



**Brian Joyer**  
Committee Chairman

## Foodservice

During the last decade, AEB's foodservice efforts contributed to increased egg consumption. According to The NPD Group, more than 990 million servings, representing a growth rate of 15.3 percent, were added across the foodservice industry. Breakfast remained the most vibrant daypart last year. As such, AEB positioned itself as *The Breakfast Expert*. AEB provided trend analysis, competitive assessments and culinary development to a wide range of foodservice professionals.

## National Accounts

Through the National Accounts program, AEB engaged with the 12 largest operators in Quick-Service Restaurants

(QSRs), Convenience Stores and Fast Casual segments to discuss breakfast foods in the lunch and dinner dayparts. Through innovation and promotion, AEB helped increase egg servings by more than 100 million over 2014, according to The NPD Group.

With the launch of All Day Breakfast, McDonald's changed the QSR landscape, and the potential for increased egg sales within this segment became a reality. Many major QSRs followed suit.

In addition to AEB's long-standing relationship with McDonald's that spans more than five years, AEB supported several leading chains' promotional efforts.

On World Egg Day, AEB partnered with White Castle to promote fresh-cracked eggs by offering a free egg on top of any item. AEB's incredible logo appeared on co-branded marketing materials to support the *Anything, Anytime* initiative, which offers a wide selection of breakfast items available all day.

AEB also partnered with Taco Bell for a breakfast "Steal a Base Promotion." During the World Series, Taco Bell gave away more than 1.3 million A.M. Crunchwraps as a result.

## Media & Related Promotions

AEB continued a cooperative effort with several key publications by issuing the quarterly *Incredible Breakfast Trends* and bi-monthly editions of *Breakfast Beat*. Advertising messages exceeded expectations by more than 29 percent, garnering more than 2.2 million impressions. AEB's digital promotional efforts achieved a nearly 30 percent open rate, exceeding benchmarks.

To promote egg consumption throughout the day, AEB reminded foodservice decision makers about making eggs not only for breakfast but for other meal times. Advertising with celebrated restaurant consultant Andrew Freeman reached decision makers at QSRs and casual chains. These messages continue and focus on the prevalence of eggs on menus all day through egg-topped burgers, poached eggs as salad toppings and more.

Combined, these efforts effectively drove foodservice professionals to AEB.org. The year saw more than 151,000 visits to the foodservice section, a 105 percent increase over 2014.

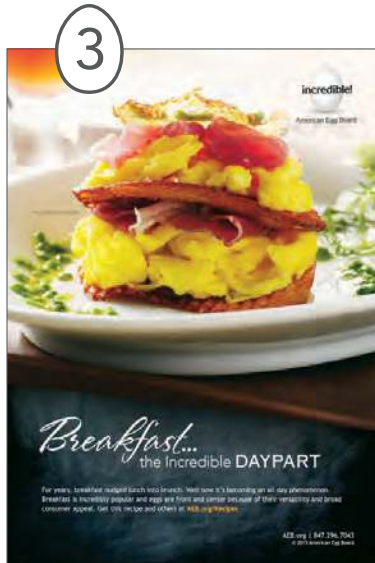
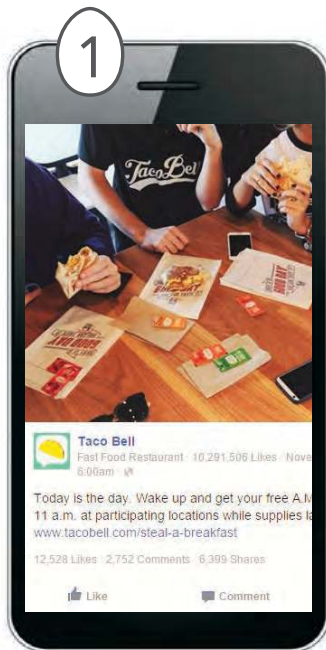
In conjunction with the Egg Nutrition Center, AEB worked with the Culinary Institute of America (CIA) to target at foodservice operators and health professionals with a series of videos focused on trendy, nutritious egg dishes.

Along with the Harvard School of Public Health, Department of Nutrition, AEB focused on the future of food as part of the CIA's Worlds of Healthy Flavors.

## School Foodservice

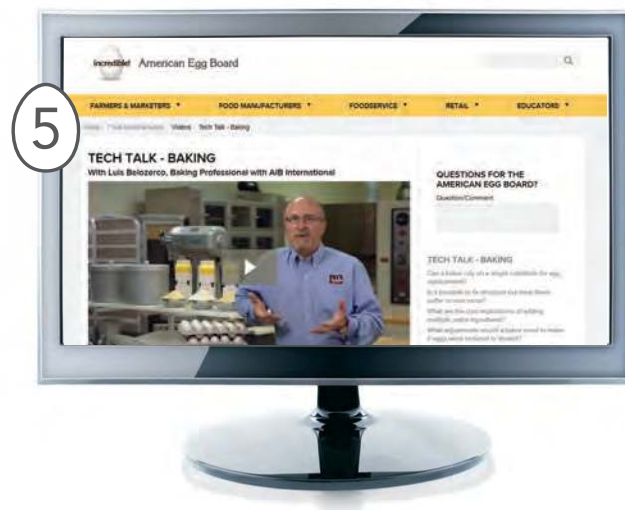
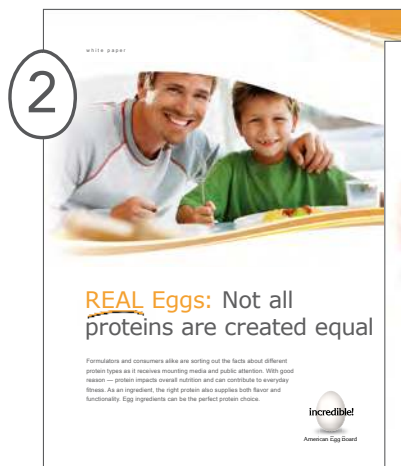
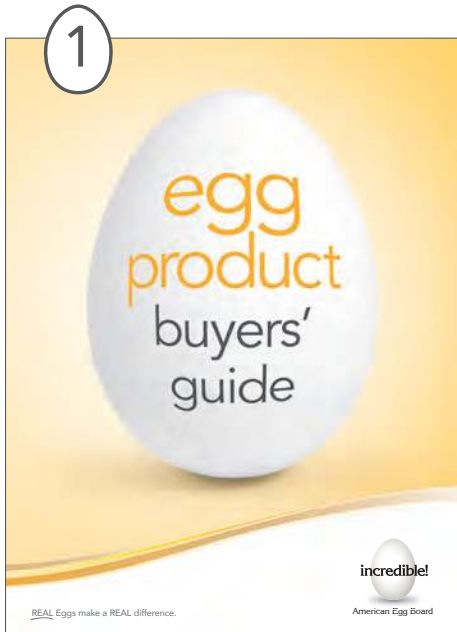
AEB's messages, designed to increase egg and egg product servings in school nutrition programs, reached 85 percent of school nutrition directors in the top 500 school districts through targeted advertising.

AEB connected with school foodservice directors and noted continued interest in EggPops. Communications and outreach focused on reaching those in this segment with the information and tools they need to put more eggs on school menus.



1. AEB partnered with both White Castle and Taco Bell on national promotions to drive egg sales that were supported by traditional and social media.
2. Quarterly Incredible Breakfast Trends reinforced AEB's positioning as The Breakfast Expert.
3. Trade advertising remained critical to reach foodservice professionals.
4. AEB reached more than 100,000 culinary professionals through this partnership. Additionally, AEB was selected as one of eight to participate in CIA's Healthy Menus R&D Collaborative.
5. The Egg Chair also proved popular with trade show attendees like those at the School Nutrition Industry Conference.





- 1 The Egg Product Buyers' Guide is one of the most popular resources on AEB.org.
- 2 White papers promoted AEB's expertise and recapped relevant research to assist food formulators.
- 3 A full-page ad titled "Eggs' Integral Role in the Baking Industry" ran in the September issue of Prepared Foods magazine.
- 4 Food formulators now can subscribe to AEB's Food Manufacturing and Foodservice blog digest to receive emails containing recaps of the latest blog posts.
- 5 AEB helped high-volume bakers address common issues that arise when swapping REAL eggs for replacer ingredients through a series of expert videos.
- 6 At the 15<sup>th</sup> Annual Food Technology Advisory Council Meeting, influential food formulators participated in roundtable discussions.

# Foodservice & Egg Product Marketing (Cont.)

## Egg Product Marketing

AEB reached professionals in food manufacturing and food formulating. Messages of egg ingredients' multi-functionality, clean label appeal and protein content appeared in advertising, press releases, blogs, educational videos, in-person events and online.

These resources assisted food manufacturers and formulators during the supply shortage brought about by Avian Influenza. An aggressive print and digital media campaign, along with outreach to the editors of food ingredient and foodservice publications, maintained visibility in the marketplace.

Despite overall budgetary decreases, AEB increased its media impression by 28 percent over 2014. Trade publication editorial mentions of available resources and the benefits of formulating with egg products increased by 32 percent over 2014. The major food ingredient publications included a total of 65 editorial mentions.

## Research

AEB launched research to validate the functional, labeling and sensory benefits of including eggs in product formulations. Another effort aimed to increase consumption of pre-cooked hard-boiled eggs as a component in pre-packaged snack offerings at foodservice and retail outlets.

## Outreach & Education

Twelve food formulating professionals attended AEB's 15<sup>th</sup> Annual Food Technology Advisory Council Meeting that provided insights for AEB's research and potential future projects.

AEB reached attendees of the Institute of Food Technologists' Annual Meeting & Food Expo and promoted the 20-plus unique functional benefits that **REAL** eggs supply. Unique tasting samples drew attendees to AEB's booth. An egg and poultry industry expert answered egg product and formulating questions, and participated in food formulating and ingredient media interviews. In addition, the AEB exhibited and attended seven other conferences.

To give bakers a thorough understanding of the role of egg ingredients in bakery applications, AEB turned to the experts at American Institute of Baking (AIB) International in Manhattan, KS, to film a short video series about eggs. Sixteen videos showcase the unique functional properties egg ingredients contribute to baking systems. AEB blogs, web banners and other digital promotions, including AIB promotional efforts, drove traffic to these videos.

## Available Resources

The Food Manufacturers' section on AEB.org drew more than 111,000 page views throughout the year. Targeted, on-trend and timely information met the needs of this audience.

AEB updated the *Egg Product Buyers' Guide*. As one of the most visited resources on AEB.org, the *Guide* received almost 17,000 views, a 380 percent increase over 2014.

AEB expanded its Egg Product Workshop platform that aims to increase the use of egg products in packaged foods. Topics included functionality, nutrition benefits, market trends, safety and handling, benefits of using egg ingredients and creative culinary demonstrations showcasing new product concepts.

Food editors from *Food Technology* magazine, *Food Processing* magazine and BNP Publications, *Prepared Foods* magazine's parent company, attended preview workshops.

AEB's new white papers focused on the nutritional qualities of egg proteins and their functional benefits in formulations. Both are available for download on AEB.org and in print at in-person events.





1. Students were already familiar with food webs, and by focusing on connected relationships on an egg farm, AEB built on what teachers had already taught.
2. The partnership with the Tribune Co. highlighted first-person answers to "Why I Farm" from egg farmers across the country.
3. For the first time, a second Virtual Egg Farm Field reached middle school students on World Egg Day.
4. AEB.org housed the archive of previous Virtual Egg Farm Field Trips, while highlighting AEB's additional resources for educators.
5. Two students from the Chicago High School for Agricultural Sciences participated in the hands-on activity during the live event.

# Industry Programs

## Good Egg Project (GEP)

AEB partnered with the Tribune Co. and Mashable, a leading online source for news, information and resources, on three “Why I Farm” micro-documentary segments that reached TV viewers in 16 Tribune markets on 19 affiliates and appeared online nationally. The campaign, featuring Dick Patmos, Bob Krouse and Paul Sauder, earned more than 13 million media impressions, exceeding the set goal by 104 percent.

Additional videos — featuring Tom Hertzfeld II, Mindy Truex, Steve Herbruck, Mark Oldenkamp, Bruce Dooyema, Brent Nelson and Jacques Klempf — will be leveraged online in 2016. AEB posted all videos to YouTube.com/AmericanEggBoard, AEB.org and IncredibleEgg.org.

The 2015 GEP Ambassador program engaged influencers to create content focusing on egg usage and egg farmers, and highlighted eggs as a key ingredient in any household. As a result, AEB content and messages started conversations around egg-based recipes and eggs’ journey from farm to table, a key initiative of the GEP since its launch. This program earned 6.3 million impressions in total.

## Educational Outreach

In March, AEB’s 4<sup>th</sup> Annual Virtual Egg Farm Field Trip reached more than 182,850 students in elementary classrooms across the country through partnership with Discovery Education. The live event showcased Creighton Brothers Farms in Warsaw, IN. From their classrooms, students explored the ecosystem and food webs of an egg farm.

Students learned how this five-generation family farm and America’s egg farmers care for their hens and the environment.

For the first time, AEB reached middle school classrooms through an additional Virtual Egg Farm Field Trip on October’s World Egg Day. This version highlighted the relationship between primary and secondary consumers, showing how all aspects of the farm are connected. More than 2,880 classrooms tuned in to the live event, representing more than 72,000 students. AEB gained a higher penetration into U.S. middle schools. AEB leveraged social media to promote this event, including Facebook ads and other online banner ads. Using #EggBoardVFT, AEB earned

more than 6 million potential impressions on Twitter.

Discovery Education also reached its teacher database with several eblasts, two of which earned 40 percent and higher open rates and more than 6,000 click-through totals. This year’s promotional campaigns earned a total of 8.3 million impressions.

A sweepstakes promotion highlighted additional post-event activities and drove teachers to AEB’s online Education Station, which earned more than 73,000 page views.

Attendees of the National AG in the Classroom and the American Association of Family & Consumer Sciences received AEB’s ready-to-use, Common Core-aligned lesson plans and eggsperiments. At each event, AEB presented its resources and engaged one on one with the teachers.

Highlights include sharing hands-on eggsperiments with the teachers, discussions about how to expand on the various activities, and sharing common production practices through AEB’s virtual farm field trip.

Through the Education Center, AEB reached 150,000 teachers with print advertising and 75,000 classrooms with an educational poster.



**Bruce Dooyema**  
*Committee Chairman*



# Industry Programs (Cont.)

Organic search drove almost 7,000 educators to AEB's microsite with Young Minds Inspired.

Between Discovery Education Station, Young Minds Inspired, The Education Center and AEB.org, teachers downloaded more than 41,000 of AEB's lesson plans and materials — almost three times as many downloads as 2014. These partnerships position AEB at destinations already attracting teachers, allowing AEB to increase its reach for minimal investment.

## Additional Efforts

From its launch in 2009 through 2015, AEB's Speakers' Bureau reached more than 32,000 consumers, students and educators with farm-to-table messages through this local, grassroots effort. In addition to civic groups, AEB talked to high school classrooms across the country, as well as teacher associations like the Michigan, Oregon and Texas chapters of the Family, Career and Community Leaders of America.

By the year's end, AEB transitioned this program to a regional and national focus to better utilize egg farmers' time and reach larger audiences.

AEB honored two researchers with a \$500 honorarium each for their contributions to poultry science. AEB honored Drs. Dong Uk Ahn and Hyun-Dong Paik with the American Egg Board Research Award during the Poultry Science Association's Awards Celebration.

## 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 and the industry, and promoted AEB's efforts to drive demand for eggs and egg products.

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

Site traffic on AEB.org increased by 96 percent over 2014. As a result of continued improved functionality, users on mobile devices increased by 215 percent and tablets by 135 percent. Pages related to Farmers & Marketers, Lesson Plans & Materials and Eggs 101 proved popular.

## State Support

With AEB funding, state promotional organizations delivered AEB's national marketing messages on the local level. Consumers interacted with these groups throughout the year.

In 2015, AEB allocated \$300,000 to 29 states that submitted grant applications for January to July events. The reimbursement rate was 94.5 percent. Innovative ideas included a Food Truck Contest, College Sports "Fowl" line Sponsorship, Selfies with

the Giant Egg with minor league baseball team on Egg Day and radio contest. As a result of decreased funding, AEB cancelled the second grant cycle.

## Export

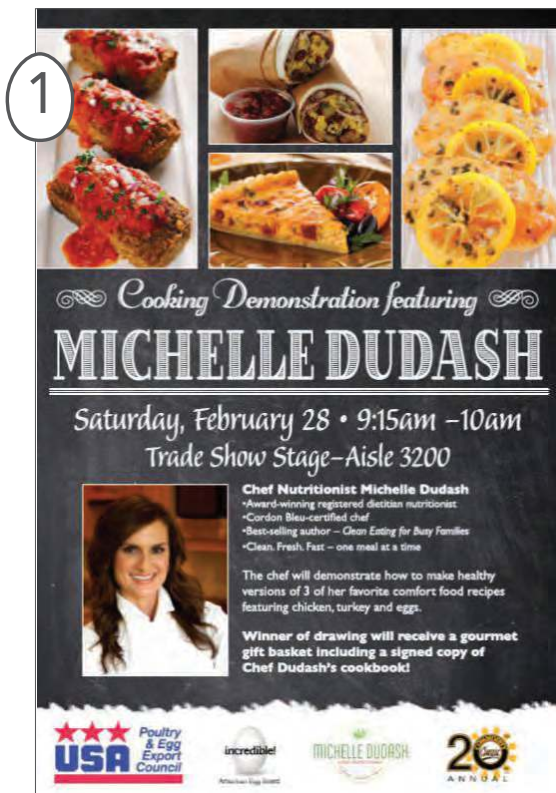
USAPEEC leverages AEB's funding to promote the Incredible Edible Egg through its international offices. Prior to AI, export projections were poised to set record highs. Unfortunately, total exports of table eggs and processed egg products, measured in shell-egg equivalents, decreased by 32 percent to 238.7 million dozen, and their value fell 15 percent to \$285.6 million.

In an effort to educate international buyers about the high quality of U.S. eggs and products, USAPEEC made visits to more than 130 companies in the Middle East.

For the first time, USAPEEC held a dessert culinary contest that attracted 60 entries over a two-month period in Japan that yielded \$23,500 in media coverage.

In Hong Kong, USAPEEC continued promoting U.S. eggs through truck advertising, reaching over more than 1 million, and through *Today's Baking* advertisements, reaching more than 4,000 bakery professionals.

AEB's "Egg Product Conversion" videos were translated into Arabic and Japanese. Eight "Tech Talks" were made available in Spanish. All translated videos were posted to the appropriate USAPEEC international websites and shared with AEB.



1. USAPEEC and AEB co-sponsored the breakfast during the Commodity Classic. Chef Dudash reached more than 400 attendees during her demonstration.
2. USAPEEC held a foodservice seminar in Dubai with the Emirates Culinary Guild, attracting chefs from 20 top hotels as well as importers, wholesalers and distributors.
3. The Media Update recapped egg mentions in the national media and highlighted AEB's programming highlights.
4. The giant inflatable incredible egg remained popular with the state promotional organizations.





1. The farmer and hen cutouts proved popular again with kids and parents waiting in line for photos. This gave staff and egg farmers in attendance the opportunity to answer frequently asked questions.
2. During each group's timed entry on the South Lawn, AEB had a line waiting to enter An Egg's Journey.
3. The realistic looking Hollywood Hens provided additional interactions.
4. The play kitchen allowed kids to move eggs from the fridge to the cook top and back.
5. The White House Easter Egg Roll is the largest event held on the South Lawn, and attendees from across the country enter a lottery system for tickets.
6. AEB Chairman Paul Sauder, along with his wife Cindy, presented the Commemorative Egg to Michelle Obama.

## Industry Programs (Cont.)

### White House Easter Egg Roll

AEB continued its tradition of supporting the 137<sup>th</sup> White House Easter Egg Roll by donating more than 14,000 hard-boiled and dyed eggs for the event, which drew more than 35,000 people. Volunteers wore AEB-provided hats and aprons with the official White House Easter Egg Roll logo.

On behalf of America's egg farmers, AEB Chairman Paul Sauder, R.W. Sauder Inc., Lititz, PA, presented the 38<sup>th</sup> Commemorative Egg to First Lady Michelle Obama. President Obama again attended the presentation.

On the South Lawn, AEB's whimsical "An Egg's Journey from Farm to Table" exhibit engaged the day's attendees and highlighted how eggs move from egg farms to retail and kitchen tables. Attendees asked questions all day, and typical comments included, "I didn't know that" and "Thank you for all farmers do."

Attendees took pictures with the Hollywood Hens, realistic imitation hens, and in photo cutouts that showcased a farmer and hen in the barn, eggs being washed and a delivery truck with a supermarket.

A new hands-on kitchen proved incredibly popular, providing children the opportunity to play pretend and move eggs from the refrigerator to the stove. AEB strategically placed key messages throughout the expanded exhibit space.

AEB's flying disc giveaway tied into the day's activities — themed "#GimmeFive" to celebrate the fifth anniversary of the First Lady's Let's Move! initiative. And of course, the day's events included Easter egg rolling, dyeing, decorating and hunting.

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*The America Egg Board presented the inaugural Commemorative Egg to First Lady Rosalynn Carter in 1977, and one to every First Lady since. Shown here is the 38<sup>th</sup> Commemorative Egg.*





# Nutrition



**Jacques Klempf**  
Committee Chairman

## Research

The Egg Nutrition Center (ENC) funded \$1.5 million in nutrition research at colleges and universities across the country. This published research is a cornerstone of AEB and ENC's marketing efforts.

ENC earned a 92 percent publication submission rate among its funded research grants within one year of filing the final report. An unprecedented 14 ENC-funded studies were published.

ENC continues to fund research in all its key strategic areas, including cardiometabolic health, protein and nutrient density. ENC funded a total of eight research grants in 2015 at seven different universities. Since opening its research process to more universities in 2010, ENC has received proposals from more than 50 different universities.

### Published 2015 research includes:

- "Effects of egg ingestion on endothelial function in adults with coronary artery disease: a randomized, controlled, crossover trial," *American Heart Journal*.
- "The effect of breakfast type and frequency of consumption on glycemic response in overweight/obese late adolescent girls," *European Journal of Clinical Nutrition*.
- "Egg yolks inhibit activation of NF-kappaB and expression of its target genes in adipocytes after partial delipidation," *Journal of Agricultural and Food Chemistry*.
- "Acute and chronic effects of sprint interval exercise on postprandial lipemia in women at-risk for the metabolic syndrome," *Journal of Applied Physiology*.
- "Diets higher in protein predict lower high blood pressure risk in Framingham offspring study adults," *American Journal of Hypertension*.
- "The effect of an egg breakfast on satiety in children and adolescents: a randomized crossover trial," *Journal of the American College of Nutrition*.
- "Encapsulation thermogenic preadipocytes for transplantation into adipose tissue depots," *Journal of the American College of Nutrition*.
- "A high-protein breakfast induces greater insulin and glucose-dependent insulinotropic peptide responses to a subsequent lunch meal in individuals with type 2 diabetes," *Journal of Nutrition*.
- "Influence of resistance training combined with daily consumption of an egg-based or bagel-based breakfast on risk factors for chronic diseases in healthy untrained individuals," *American Journal of Clinical Nutrition*.
- "Effects of egg consumption on carotenoid absorption from co-consumed raw vegetables," *American Journal of Clinical Nutrition*.
- "Dietary cholesterol and cardiovascular disease: A systematic review and meta-analysis," *American Journal of Clinical Nutrition*.
- "One egg per day improves inflammation when compared to an oatmeal-based breakfast without increasing other cardiometabolic risk factors in diabetic patients," *Nutrients*.
- "Choline intakes exceeding recommendations during human lactation improve breastmilk choline content by increasing PEMT pathway metabolites," *Journal of Nutritional Biochemistry*.
- "Breakfasts higher in protein increase postprandial energy expenditure, increase fat oxidation and reduce hunger in overweight children from 8 to 12 years of age," *Journal of Nutrition*.

1

## FACT OR FICTION: Children Need to Eat Breakfast



- 7:00-7:10 am** Opening Remarks
- 7:10-7:45 am** Role of Breakfast Composition on Safety, Food Intake and Body Weight in Children  
*Nick Bellissimo, PhD – Ryerson University, Canada*
- 7:45-8:20 am** The Effects of Breakfast and Breakfast Composition on Cognition in Children and Adolescents  
*Louise Dye, PhD – University of Leeds, United Kingdom*
- 8:20-8:45 am** How to Make Quick, Wholesome Breakfasts Kids Will Love  
*Caroline Kaufman, MS, RDN*

Long Beach, California  
Saturday, December 5, 2015  
7:00-8:45 AM

2

The Egg Nutrition Center (ENC) congratulates Christian S. Wright, PhD student in the Dept. of Nutrition Science at Purdue University, on his selection as a finalist in the *ASN Clinical Emerging Leader Competition*. ENC is proud to have supported Christian's research, done in collaboration with Jing Zhou, Richard D. Sayer, Dr. Jung Eun Kim and Dr. Wayne W. Campbell, entitled:



**Effect of a high protein, high egg diet on muscle composition, metabolic health and systemic inflammation in overweight and obese older adults.**

Christian will share his research findings on three occasions:

- Oral presentation Saturday, March 28 at 8:45 am in Room 151AB during the *Clinical Emerging Leader Award Competition*
- Poster presentation Saturday, March 28 at 5 pm in Grand Ballroom East at the *Emerging Leaders in Nutrition Science Poster Competition*
- Oral presentation Monday, March 30 at 4:15 pm in room 152 during the *Energy & Macronutrient Metabolism's Protein Intake & Health Implications session*

Egg Nutrition Center



ENC Research Program:

ENC administers an annual research program with approximately \$2 million provided by America's egg farmers through the USDA and the American Egg Board. Additional information is available at [www.eggnutritioncenter.org](http://www.eggnutritioncenter.org)

3

### Muscle vs. Fat: The Sarcopenic Obesity Puzzle



available science  
incredible egg

4

### A half-dozen studies on eggs & CARDIOMETABOLIC HEALTH

#### Recent research shows:

- Eggs can contribute to increased protein intake, which is inversely associated with blood pressure in the Framingham Offspring Study<sup>1</sup>
- Daily egg consumption for 6 weeks does not adversely affect risk markers for cardiovascular disease in adults with existing heart disease<sup>2</sup>, hyperlipidemia<sup>3</sup>, or type 2 diabetes/pre-diabetes<sup>4</sup>
- Increased dietary protein, and specifically high-protein, egg-based breakfasts, promote glycemic control in those with type 2 diabetes and pre-diabetes<sup>5,6</sup>

**1** Buresh JJ et al.  
Diets Higher in Protein Predict Lower High Blood Pressure Risk in Framingham Offspring Study Adults.  
*Am J Hypertens*. 2014;28:37.

**2** Katz DL et al.  
Effects of egg ingestion on endothelial function in adults with coronary artery disease: a randomized, controlled, crossover trial.  
*Am Heart J*. 2015; 189:162-8.

**3** Nike V et al.  
Daily egg consumption in hyperlipidemic adults... effects on endothelial function and cardiovascular risk.  
*Nutr J*. 2015;25.

**4** Fuller NH et al.  
The effect of a high-egg diet on cardiovascular risk factors in people with type 2 diabetes: the Diabetes and Egg (DIAEGG) study—a 3-mo randomized controlled trial.  
*Am J Clin Nutr*. 2015 [E-pub ahead of print].

**5** Pak YM et al.  
High protein breakfast induces greater insulin and glucose-dependent insulinotropic peptide responses to subsequent lunch meal in individuals with type 2 diabetes.  
*J Nutr*. 2015; 145:452-8.

**6** Dawson HD (Editor).  
The controversial role of macronutrient composition in diabetes and related disorders.  
*J Nutr*. 2015; 145:1645-1695.

Visit [www.eggnutritioncenter.org](http://www.eggnutritioncenter.org) to learn more about ENC's dedication to nutrition research, as well as the tools and resources available for health professionals.

5

### Protein & Plant Pairings

A PLANT-BASED DIET DOESN'T MEAN ONLY PLANTS

**Featuring a plant-based diet can be good for you and the planet**  
While there is lots of discussion for what constitutes "a plant-based diet," unprocessed fruits and vegetables, legumes, nuts, seeds and whole grains serve as the basis. However, that "plant-based" does not mean only plants. In fact, at each meal, pairing plants with 20-30 grams of high-quality protein such as eggs, fish, chicken, lean meat, and more can help meet daily protein needs to support healthy muscles and strong bones and safely the appetite.

**Plant-based diets that pair plants with lean proteins**  
DIETARY APPROACHES TO STOP HYPERTENSION (DASH)

**What does the science say?**  
A plant-based diet can reduce the risk of:  
• Heart disease and stroke  
• Type 2 diabetes  
• Obesity  
• Some autoimmune and Alzheimer's disease

**Proteins & Plants: Powerhouse Pairings**  
Plants can be combined with high-quality protein sources to create a stronger pair. Many healthy eating patterns supported by public health experts and health organizations include both plants and lean proteins. Which option is best for you? It's the eating pattern that the your lifestyle and your satisfaction with it. Here are some protein and plant pairings to help inspire you.



How do you pair proteins and plants in your own diet? Let us know! [www.eggnutritioncenter.org](http://www.eggnutritioncenter.org)



1. In partnership with the Hass Avocado Board, ENC hosted a breakfast and education symposium at the American Society for Nutrition's Advances and Controversies in Clinical Nutrition Conference.
2. Researcher Christian S. Wright, a Ph.D. student at Purdue, was selected as a finalist in the American Society for Nutrition Clinical Emerging Leader Competition. ENC supported his research. Recognition like this furthers ENC's reputation within the scientific community.
3. Sponsored the Weight Management Dietetic Practice Group's annual member breakfast, including an educational Breakfast 'N Learn session titled "Muscle vs. Fat: The Sarcopenic Obesity Puzzle."
4. A new educational handout highlighting the latest science regarding eggs and cardiometabolic health was distributed at several cardiology-focused HP meetings.
5. A new handout promotes the findings of Dr. Wayne Campbell's "egg on salad" research from Purdue University.



1

## Boosting the Benefits of Vegetables

EGGS CAN ENHANCE THE NUTRITIVE  
VALUE OF VEGETABLES

We all know that fruits and vegetables are good for our health and wellbeing. That's because they contain a number of essential nutrients and antioxidants that have positive effects on our bodies. For example, carotenoids – the nutrients that give fruits and vegetables their bright colors – are antioxidants that have been shown to help protect against heart disease and the weakening of the eyes that comes with age.<sup>1</sup>

FOODS RICH IN CAROTENOIDS INCLUDE CARROTS, TOMATOES, PEPPERS AND LEAFY GREENS SUCH AS SPINACH. EGGS ARE ALSO A SOURCE OF CAROTENOIDS.



In order for the body to be able to absorb carotenoids and benefit from their positive health effects, they need to be consumed along with dietary fat. You may have heard, for example, that salad dressings with unsaturated fat (like olive oil) can amp up the body's absorption of carotenoids from vegetable salads compared to fat-free dressings.<sup>2</sup>

### Build an Eggs-ceptional Salad

From chopped to Cobb to Nicoise, we all love eggs in our veggie salads. And here's the good news – research shows eggs may help boost the benefits of the veggies in your salad. Why? Eggs are a nutrient-rich food that contains carotenoids. A recent study showed that when people consumed a vegetable-based salad with eggs, their bodies absorbed up to eight times the amount of carotenoids than when people consumed the same salad without eggs.<sup>4</sup>

Like eggs, avocados are also a natural source of unsaturated fat, and research shows that eating avocados with vegetables similarly increases carotenoid absorption.<sup>5</sup> Pairing eggs with avocados on a salad can therefore create both a delicious combination and a nutritional boost!

### Mediterranean Confetti Salad

Servings: 1 Preparation Time: 15 minutes

**Salad Ingredients:**  
1 bowl romaine lettuce, chopped (about four outer leaves)  
1/4 cup red onion, finely diced  
1/4 cup English cucumber, diced  
1/4 cup red bell pepper, seeds and ribs removed and diced  
cherry tomatoes, halved  
1/2 cup corned chickpeas, drained and rinsed  
2 tbsp black olives, sliced  
1/4 medium avocado, skin and pit removed and diced  
1 egg, hard-boiled, peeled and quartered

**Dressing Ingredients:**  
1/4 tsp garlic, minced  
1/4 tsp dried oregano  
1 tsp red wine vinegar  
2 tsp extra virgin olive oil  
Kosher salt  
To taste fresh ground pepper

#### Directions:

1. Arrange chopped romaine lettuce on a service plate or bowl and set aside.
2. In a small bowl, combine onion, cucumber, red bell pepper, tomatoes, chickpeas and olives and set aside.
3. In another small bowl, whisk together dressing ingredients until emulsified. Pour dressing over vegetable mixture and toss to coat.
4. Add diced avocado to the vegetable mixture and gently toss, just until combined.
5. Your vegetable mixture over romaine lettuce and top with hard-boiled egg slices. Serve immediately.

**Nutrition Information:** Kcal: 490 • Total Fat: 28 grams • Sat. Fat: 4.5 grams • Cholesterol: 185 milligrams • Sodium: 450 milligrams • Carbohydrate: 38 grams • Fiber: 7 grams • Protein: 18 grams

For more on egg nutrition visit [EggNutritionCenter.org](http://EggNutritionCenter.org) and for recipes visit [IncredibleEgg.org](http://IncredibleEgg.org).



2

## TIME TO GET CRACKIN'!

Eggs are part of plant-based diets, too

THE LATEST 2015 DIETARY GUIDELINES FOR AMERICANS (DGA) RECOMMEND THREE HEALTHY EATING PATTERNS, AIMED AT REDUCING THE RISK OF MAJOR CHRONIC HEALTH CONDITIONS FACING AMERICANS.

# 63%

of consumers believe that a plant-based diet doesn't offer enough protein.



Eggs are an all-natural, good source of high-quality protein and contain a number of nutrients.

High-quality proteins, like eggs, fit within all three of these recommended healthy dietary patterns:



Healthy U.S. STYLE



Healthy MEDITERRANEAN STYLE



Healthy VEGETARIAN STYLE

Google Survey conducted online for the Egg Nutrition Center. Surveyed 1,000 general population respondents in November 2015. Overall sampling error is +/- 3% at the 95% level of confidence.



3



1. ENC's latest infographic helps HPs educate their patients and clients about the role of eggs as part of various plant-based diets.
2. A new infographic highlighted the findings of the 2015 Dietary Guidelines for Americans and how eggs fit within the recommendations. ENC developed a Twitter image and used it to promote the findings.
3. ENC presented as part of the second annual International Egg Nutrition Consortium's nutrition science symposium titled "Egg Nutrition Research Update: Exploring the Impact of Egg Consumption on Various Aspects of Human Health and Disease."

# Nutrition (Cont.)

## Dissertation Fellowship Recipients

The following individuals were awarded ENC dissertation fellowship grants:

**Stephen Fleming**, University of Illinois. "Perinatal whole-egg supplementation and cognitive development of small-for-gestational-age piglets"

**Shirin Pourfashar**, Florida State University. "Daily incorporation of eggs into a diet improves factors associated with glycemic control and insulin sensitivity in pre-diabetics"

**Nathan Winn**, University of Missouri. "Interaction between diet composition and physical inactivity on insulin sensitivity and beta-cell function"

**Amanda Missimer**, University of Connecticut. "Effects of egg consumption on HDL functionality in a young healthy population"

## Research-Related Promotions

For two years straight, ENC shattered the previous year's record for published research in peer-reviewed scientific journals, and increased visibility and awareness of relevant ENC-funded published studies with health professionals (HPs). Via trade media outreach and direct-to-HP communications, ENC-funded studies earned more than 302 million media

## Health Professional Advisors

ENC continued to maintain a committee of Health Professional Advisors (HPAs) that included registered dietitians, nurse practitioners, a physician assistant and personal trainer. The HPAs worked on ENC's behalf as third-party experts within their respective fields and increasingly became more active within ENC's programming and outreach. The 2015 HPAs included:

**Serena Ball**, MS, RD

**Chris Barry**, PA-C, MMSc

**Karen Buch**, RDN, LD

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

**Neva Cochran**, MS, RDN, LD

**Lynn Cofer-Chase**, MSN, CLS, FAHA, FPCNA, FNLA

**Dave Ellis**, RD, CSCS

**Jennifer Cassety Hoehl**, MS, ACSM CEP, NSCA CSCS, USAW

**Robyn Kievit Kirkman**, FNP-BC, RDN, LDN, CSSD, CEDRD

**Kathleen Zelman**, MPH, RD, LD

**Mary Donkersloot**, RD

impressions, including nearly 132 million impressions of ENC research-specific coverage.

ENC continued to foster relationships with the scientific community and proactively tracked all its funded research. Research published by *The American Journal of Clinical Nutrition* showed that eggs enhanced the absorption of carotenoids from a vegetable-based salad.

The *International Journal of Eating Behaviors* published research that found that a protein-based breakfast reduces calorie intake at lunch in both normal weight and obese children.

The findings also support that an egg-based breakfast can affect satiety in children.

ENC featured its HPAs in the filming of five nutrition-based segments in partnership with the Culinary Institute of America (CIA). Each video included a chef preparing a nutritionally beneficial meal that included eggs. The HPAs added a short narrative about the health benefits of each meal. ENC also developed recipe cards as part of this larger AEB/ENC partnership.



# Nutrition (Cont.)

## Reaching HPs

ENC focused on outreach to HPs, who in turn used ENC's materials and messages with their patients and clients. ENC created more than 10 new educational tools, including infographics, research updates and various symposia brochures. In addition, ENC supported and/or participated in various webinars, symposia and presentations. Combined, these efforts ensured that HPs received the most current nutrition news and information.

ENC attended HP conferences to promote the nutrition and health benefits of eggs. At Shopping for Health, a meeting of the top supermarket dietitians from the nation's major grocery retailers, ENC reached more than 40 dietitians from various retail stores, such as HEB, Hy-Vee, Whole Foods, Safeway and Kroger. ENC's presentation, "Dietary Patterns and Culinary Flexibility: New Science and Applications for Eggs," was well received by attendees.

At OMED, the annual conference for osteopathic physicians, ENC presented on the changing cholesterol guidelines. ENC exhibited at the American Heart Association's Scientific Sessions conference for the first time to share an update on egg-relevant science and news with its cardiology-focused attendees.

During the Academy of Nutrition and Dietetics' Food & Nutrition Conference & Expo, ENC sponsored the Weight Management Dietetic Practice Group's annual member breakfast, including an educational Breakfast 'N Learn session titled "Muscle vs. Fat: The Sarcopenic Obesity Puzzle." ENC's exhibit booth featured popular educational tools including the *MyPlate Meal Builder*, the *Better Breakfast* infographic and the Mediterranean Diet brochure.

ENC also debuted its newest educational tools, the *Protein and Plant Pairings* infographic and the *Boosting the Benefits of Veggies* handouts that promote the findings of Dr. Wayne Campbell's "egg on salad" research from Purdue University.

ENC developed an infographic for HPs that summarizes strategies to increase breakfast intake in kids.

ENC presented as part of the second annual International Egg Nutrition Consortium's nutrition science symposium titled, "Egg Nutrition Research Update: Exploring the Impact of Egg Consumption on Various Aspects of Human Health and Disease." ENC has taken a leadership role in the development and growth of this organization.

## Online Outreach

On Twitter, ENC launched @EggNutrition and built its following by tweeting relevant information and materials, as well as engaging with HPs who are active on this social media platform. In addition, ENC regularly writes science and nutrition blog posts to keep HPs up-to-date on the latest relevant science.

## 2015 Dietary Guidelines for Americans

The recent 2015 Dietary Guidelines for Americans (DGA) remove the daily cholesterol limit of 300 mg. The U.S. has joined many other countries and expert groups like the American Heart Association and the American College of Cardiology that do not have an upper limit for cholesterol intake in their dietary recommendations. This step is consistent with the expert advice of the government's outside science advisors, who earlier issued a report saying that science does not strongly link dietary and blood cholesterol.

Throughout its history, ENC has funded studies and provided educational resources that highlight this type of research. In addition, all three recommended healthy eating patterns in the DGA include eggs, and eggs are specifically listed as a nutrient-dense food.

ENC issued a press release, developed infographics and hosted influencer calls to share the findings included in the DGA. As a result of DGA outreach, ENC earned more than 238 million media impressions.



## Frequently Asked Nutrition Questions About Eggs

<p><b>Why are eggs considered a nutrient-dense food?</b></p>	<p>One large egg has varying amounts of 13 essential vitamins and minerals all for 70 calories. At just 15 cents each, eggs are affordable and also contain 6 grams of high-quality protein and all nine essential amino acids. Eggs are an excellent source of choline and selenium, and a good source of high-quality protein, vitamin D, vitamin B12, phosphorus and riboflavin. In addition, eggs are rich in the essential amino acid leucine (one large egg provides 600 milligrams), which plays a unique role in stimulating muscle protein synthesis.</p>
<p><b>Does nutrient content vary depending on egg color or how the hens are raised?</b></p>	<p>The nutrient content of eggs is similar regardless of color (white or brown), grade (AA, A, or B), or how they are raised (organic, free-range, and conventional). Although eggs are a natural nutrition powerhouse, feeding laying hens a diet enriched in specific nutrients can, in most instances, enhance that nutrient in eggs. Due to higher production costs, such specialty eggs are usually more expensive than generic shell eggs.</p>
<p><b>Is it wise nutritionally to throw out the yolk?</b></p>	<p>Most of the vitamins and minerals in an egg are lost if the yolk is discarded. The white of a large egg contains ~60% of the egg's total protein with the remaining ~40% found in the yolk. Additionally, fat and cholesterol in the egg yolk carry fat-soluble nutrients like vitamin D, E, A, choline, and the carotenoids lutein/zeaxanthin, which may aid absorption of these essential and important components of egg.</p>
<p><b>Are eggs a good source of vitamin D?</b></p>	<p>Eggs are one of the few foods that are a naturally good source of vitamin D, with one egg providing 10% of the Daily Value (41 IU). Vitamin D is essential for maintaining serum calcium and phosphate levels and in developing and maintaining healthy bones. Several additional benefits of vitamin D are being actively investigated including reducing risk for chronic health conditions such as diabetes mellitus, cardiovascular disease, and certain cancers.<sup>1</sup></p>
<p><b>Who should be concerned about choline intakes?</b></p>	<p>Choline is a precursor for acetylcholine, phospholipids, and the methyl donor, betaine. Choline plays an essential role in fetal and infant brain development, affecting the areas of the brain responsible for memory and life-long learning ability. Moreover, adequate choline during pregnancy may help prevent neural tube birth defects. One large egg provides 125 milligrams of choline, approximately 23-31% of the recommended intake for adults.<sup>2</sup></p>
<p><b>Why are eggs known for lutein/zeaxanthin?</b></p>	<p>Egg yolk is among the few commonly consumed foods containing the carotenoid lutein and its stereoisomer zeaxanthin. Although spinach and dark leafy greens have a higher content per serving, lutein/zeaxanthin in egg yolk may be more bioavailable.<sup>3</sup> Lutein/zeaxanthin are unique in being the predominant carotenoids in both lens and macular pigmentation of the retina (particularly the macula region responsible for central vision). The role of these carotenoids in maintaining eye health remains an active area of research, with several studies suggesting associations with decreased risk of certain types of cataracts, macular pigment optical density, as well as, the dry form of macular degeneration.<sup>4</sup></p>

Egg Nutrition Center  
eggnutritioncenter.org

credible science  
incredible egg



- 1 Recipes developed in partnership with the Culinary Institute of America, each has a corresponding video featuring a chef and an ENC Health Professional Advisor preparing a nutritionally beneficial meal that includes eggs.
- 2 The ENC Health Professional Advisors met at the Culinary Institute of America in Napa.
- 3 A fact sheet highlights common questions asked egg nutrition questions.
- 4 ENC launched @EggNutrition on Twitter to engage with health professionals and share relevant news and information.





# Financial Reports

## BALANCE SHEETS *December 31, 2015 and 2014*

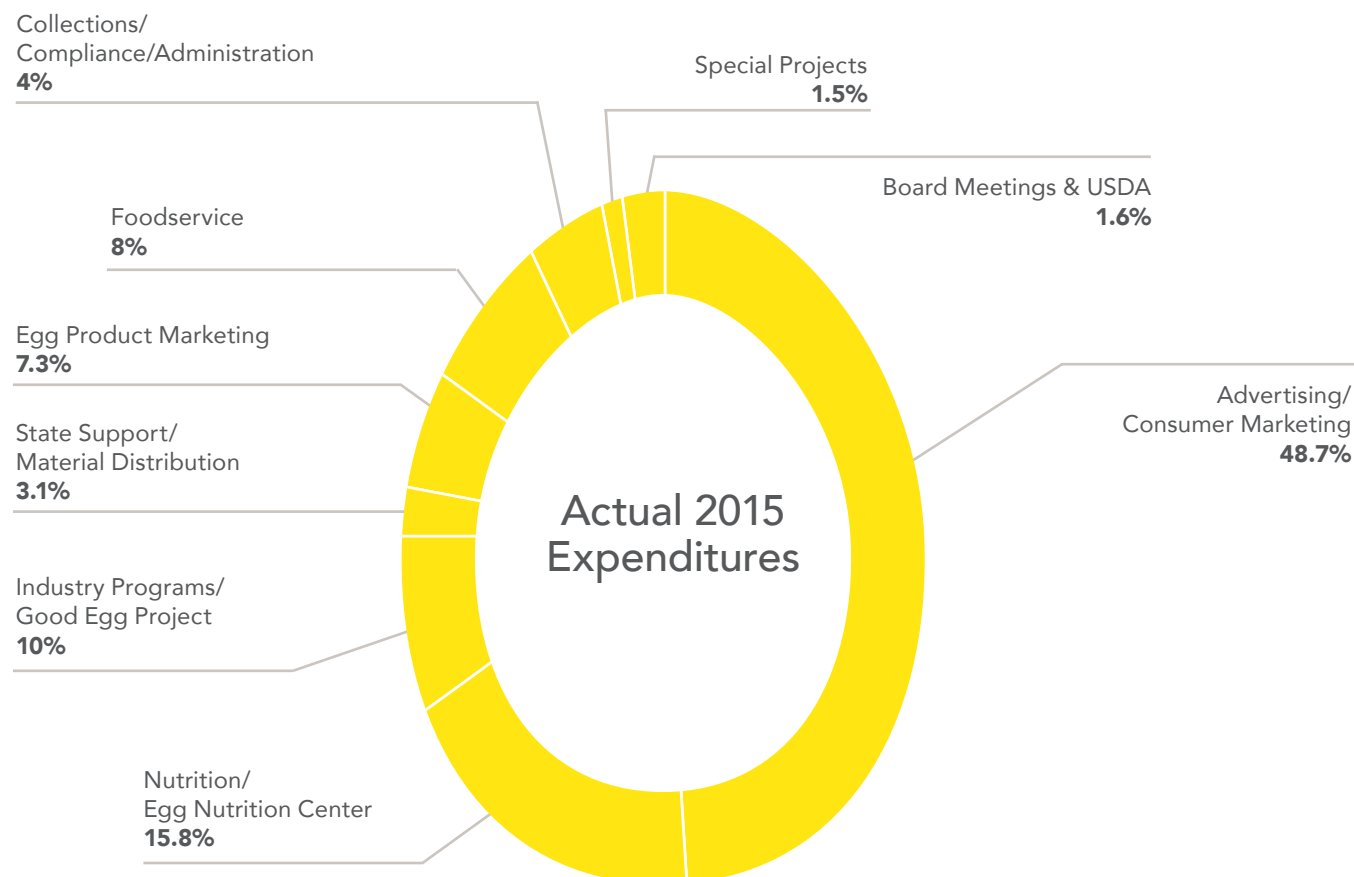
		2015	2014
Assets	Cash & Certificates of Deposit	9,238,977	11,058,763
	Assessments Receivable	2,051,332	2,413,337
	Other Receivables	55,730	57,379
	Prepaid Expenses	506,904	438,926
	Inventories	154,982	148,137
	Office Equipment & Computer Systems, Net Depreciation	76,394	68,371
	<b>TOTAL ASSETS</b>	<b>\$12,084,319</b>	<b>\$14,184,913</b>
Liabilities	Accounts Payable and Accrued Expenses	861,251	1,224,762
Board Equity	Contributed Capital	66,244	66,244
	Accumulated Excess of Revenue over Operating Expenses	11,156,824	12,893,906
	<b>TOTAL LIABILITIES &amp; BOARD EQUITY</b>	<b>\$12,084,319</b>	<b>\$14,184,913</b>

## STATEMENTS OF REVENUE & OPERATING EXPENSE *Years Ended December 31, 2015 and 2014*

Revenue	Assessments	22,237,900	23,362,469
	Egg Farmers of Canada	100,000	100,000
	Interest	48,311	50,182
	<b>TOTAL REVENUE</b>	<b>\$22,386,211</b>	<b>\$23,512,651</b>
Operating Expenses	<b>Programs</b>		
	Consumer Marketing	11,737,003	12,402,109
	Foodservice	1,932,382	1,587,170
	Nutrition	3,804,826	3,565,184
	Special Projects	375,690	169,298
	State Support	518,387	867,035
	Materials Distribution	232,295	247,416
	Industry Programs	2,421,686	2,093,403
	Egg Product Marketing	1,755,616	1,386,101
	<b>TOTAL</b>	<b>\$22,777,885</b>	<b>\$22,317,716</b>
	<b>Administration and Collections</b>		
	Administration	878,730	698,822
	Collections	91,823	99,134
	Board Meetings	220,318	212,693
	USDA Administrative Expenses	154,536	76,007
	<b>TOTAL</b>	<b>\$1,345,408</b>	<b>\$1,086,656</b>
	<b>TOTAL EXPENSES</b>	<b>\$24,123,293</b>	<b>\$23,404,372</b>
	<b>REVENUES OVER EXPENSES</b>	<b>(\$1,737,082)</b>	<b>\$108,279</b>



# 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 4.0 percent on administrative expenses in 2015, which includes collection and compliance efforts. Under 5 percent is consider good from all perspectives.

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 2015, 132 handlers were reporting from egg producers owning more than 75,000 hens. Total assessment revenue was \$22.24 million, representing assessments collected on 222.4 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 2015 financial statements and conducted an audit of AEB under Generally Accepted Governmental Auditing Standards (GAGAS).





# Board Members & Alternates 2015

## Area I – North Atlantic States

### Members



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



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



**Chris Pierce**  
Heritage Poultry  
Management Services  
Annville, PA

### Alternates



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



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



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

## Area II – South Atlantic States

### Members



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



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



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

### Alternates



**Tim Floyd**  
L & R Farms Inc.  
Hartwell, GA



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



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

## Area III – East North Central States

### Members



**Richard (Dick) Patmos**  
Sunrise Acres Inc.  
Hudsonville, MI



**Steve Herbruck**  
Herbruck Poultry Ranch  
Saranac, MI



**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



**Ben Thompson**  
Pearl Valley Eggs  
Pearl City, IL

### Alternates



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



**Mindy Truex**  
Creighton Brothers LLC  
Atwood, IN



**Marcus Rust**  
Rose Acre Farms  
Seymour, IN

## Area V – South Central States

### Members



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



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



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

### Alternates



**Bill Claybaugh**  
Nebraska Eggs Ltd.  
Carroll, NE



**Brent Nelson**  
Nelson Poultry  
Manhattan, KS



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

## Area VI – Western States

### Members



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



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



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

### Alternates



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



**Michael Sencer**  
Hidden Villa Ranch  
Fullerton, CA



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







# Advisory Panel

## Food Tech Advisory Council

**Leann Barden**

Scientist, Kraft Foods,  
Glenview, IL

**Wafa Birbari**

DVP, FS/QA Microbiology,  
Aryzta LLC, Romeoville, IL

**David Busken**

R&D Manager, Oak State  
Products, Peru, IL

**Chris Caulfield**

Raw Material Scientist, Mars  
Chocolate North America,  
Hackettstown, NJ

**Erin Cline**

Essentials Buyer, Mars  
Chocolate North America,  
Hackettstown, NJ

**Brian Joyer**

General Manager, Sparboe  
Farms, Litchfield, MN

**Howard Magwire**

Egg Product Technical  
Advisor, American  
Egg Board,  
Park Ridge, IL

**Shelly McKee, Ph.D.**

Director, Technical Services,  
USAPEEC,  
Stone Mountain, GA

**Peehysh Maheshwari**

Technology  
Commercialization Manager,  
General Mills Inc.,  
Minneapolis, MN

**Vince Nason**

Director, Packaging R&D/  
Innovation, Post Foods,  
Parsippany, NJ

**Heidi Jensen Pearlman**

Category Manager, U.S.  
Foods, Rosemont, IL

**Saul Rugani**

Principal Quality Scientist,  
ConAgra Foods,  
St. Louis, MO

**Amy Shaffer**

Pastry Chef, SR Original  
Desserts, Aurora, CO

**Bob Swientek**

Editor-In-Chief, Food  
Technology, Chicago, IL

**Eric Sparks**

Corporate Director R&D,  
Park 100 Foods Inc.,  
Tipton, IN

**Blair Van Zetten**

President, Oskaloosa Food  
Products, Oskaloosa, IA

**Nancy Weibusch**

Technical & Regulatory  
Manager, Galloway Co.,  
Neenah, WI

## Nutrition Scientific Advisory Panel

**Cheryl Anderson, Ph.D.**

University of California-San Diego, San Diego, CA

**James D. House, Ph.D., J.D.**

Professor and Department Head,  
Monogastric Nutrition/Nutritional Biochemistry,  
University of Manitoba, Winnipeg, Canada

**Heath Leidy, Ph.D.**

University of Missouri-Columbia, Columbia, MO

**Gilbert Leveille, Ph.D.**

Owner and President, Leveille Associates  
Past President, Institute of Food Technologists,  
New York, NY

**Kevin Maki, Ph.D.**

Midwest Center for Metabolic & Cardiovascular  
Research, Chicago, IL

## Advisors



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



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



**Further Processor**  
**Howard Magwire**  
Easton, MD









## AMERICAN EGG BOARD

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[IncredibleEgg.org](http://IncredibleEgg.org)  
[EggNutritionCenter.org](http://EggNutritionCenter.org)

