



# AMERICAN EGG BOARD 2017 ANNUAL REPORT







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## Table of Contents

Management Message	2
Executive Committee	3
Return on Investment	4
Nutritional Foundation	5
Market Development	8
Consumer Outreach	11
Administration	14
Financials	15
Board Members	16
Advisory Panels	18



Together, as Chairman and as President & CEO of your American Egg Board (AEB), we're thrilled to report that demand for eggs and egg products increased across every AEB touchpoint in 2017. Through a combination of compelling nutritional science, enterprising market development and high-impact consumer marketing, The Incredible Egg had an absolutely incredible year. With strong leadership in place, great people and a smart strategic plan, we're poised to continue this momentum throughout 2018.

Additionally, the recently released study, "Driving the U.S. Demand for Eggs: The Role of the American Egg Board," as required by the USDA, evidences that the AEB has delivered an impressive return on investment for America's egg farmers, totaling \$9.04 for every dollar invested in the program (up approximately \$1.00 from the previous study during a five-year period.)

Throughout this report, you'll read about measurable, often dramatic results across a wide array of programs housed in the AEB's three committees spanning the Egg Nutrition Center (ENC), Market Development and Consumer Media/PR. Here are some highlights:

- As to nutritional research, key research studies were supported across the country at top-tier colleges and universities, leveraging a Scientific Advisory Panel to ensure top-quality science without industry bias. We then effectively communicated the findings to health and nutrition experts. As a result, eggs are now positioned as a brain food, a first food for infants and a growth agent for at-risk kids.
- In partnership with the USA Poultry & Export Council (USAPEEC), more U.S. egg and egg product exports reached users across the world. Egg servings in foodservice increased as well, and the AEB launched a series of successful hands-on workshops with major consumer-packaged goods companies to encourage the use of REAL eggs and egg products. And not least, the AEB's Eggs in Schools delivered unprecedented growth.
- Finally, the AEB's new "How Do You Like Your Eggs?" campaign and brand platform made this question top of mind for consumers, earning record-level engagement and increasing retail sales during the critical winter holidays.

And so — as you're about to read — the AEB's 2017 Annual Report is chockfull of eggcellent news! We hope that you'll be as pleased with and proud of our performance as we are. We look forward to sharing even more impressive results as 2018's programming continues to raise the bar, drive even greater demand for eggs and egg products, and deliver an even higher ROI in your American Egg Board.

A handwritten signature in dark ink, appearing to read "Jeff Hardin".

**Jeff Hardin**  
Chairman

A handwritten signature in dark ink, appearing to read "Anne L. Alonzo".

**Anne L. Alonzo**  
President & CEO



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



**Steve George**  
*Vice Chairman*  
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Malcom, IA



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*Secretary*  
Hertzfeld Poultry Farms Inc.  
Grand Rapids, OH



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



**Bob Krouse**  
*Member at Large*  
Midwest Poultry Services  
Mentone, IN



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



**Blair Van Zetten**  
*Immediate Past Chairman*  
Oskaloosa Food Products  
Oskaloosa, IA



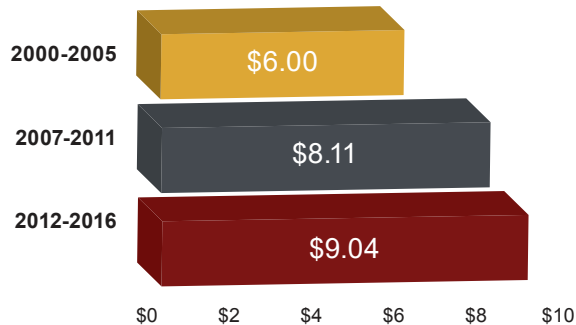
**Anne L. Alonzo**  
*President & CEO*



## 9:1 Return on Investment in the AEB

Every five years, as required by the USDA, the AEB conducts an independent study to determine the return on investment (ROI) for its assessment paying producers on its consumer marketing efforts. Economist and University of Florida emeritus professor Dr. Ron Ward conducted the latest ROI study that was completed in late 2017.

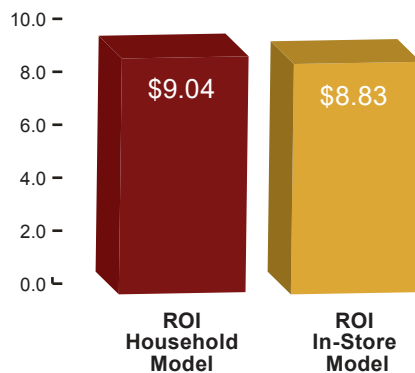
This most recent ROI study determined a return of more than \$9 for every \$1 (9:1) invested by America's egg farmers — a continuation of steadily increasing ROI over the years.



## Approach

Two econometric models provide the foundation for estimating the ROI to the AEB's consumer marketing efforts, providing two independent ways to measure the impact of the AEB's programs, as well as a check for each calculation.

These two independent approaches — using different data, media measures and models — produced nearly identical results statistically, providing confidence in the conclusions about the effectiveness of the AEB's marketing efforts.



- *The Household Model* assesses how awareness of egg advertising and promotions impacts household demand for eggs. This model leverages Russell Research consumer data. Without category-level advertising and promotions, egg demand would be 5.3 percent lower.
- *The Store Audit Model* assesses the impact of the AEB's program expenditures and category-level egg advertising and promotion programs on monthly retail demand for eggs purchased through grocery chains. In this model, which leverages Nielsen scanner data, retail demand would be 6 percent lower without the AEB's advertising and promotions.

## Egg Demand Drivers

In addition to showing an overall positive impact from the AEB's consumer marketing efforts on demand for eggs, the study identified the specific drivers that have the greatest influence on demand. Three of the top five drivers — positive opinion, importance and awareness — are impacted by the AEB's marketing efforts.

## Conclusion

Using two econometric approaches, the results are clear that the impacts of the AEB's consumer marketing efforts have been both positive and statistically significant, and at a 9:1 ROI. In addition to measuring the recent impact on demand, the analysis also identified critical demand drivers. These drivers will provide considerable insight toward deploying even more impactful marketing in the future.

## Research & Promotion

Through its best-in-class research program, the American Egg Board's Egg Nutrition Center (ENC) advanced the science of egg nutrition in partnership with universities and research institutions across the country. More than \$1.5 million per year in research underpins AEB's marketing messages.

With a continued focus on the publication of ENC-funded research, 15 studies appeared in top peer-reviewed scientific journals in 2017. More than 30 studies were presented at the world's most prominent scientific conferences.

The competitive grant program continued to garner interest in the scientific community, resulting in the initiation of 12 new ENC-funded studies in all its primary strategic areas, including cardiometabolic health, dietary patterns and eggs across the lifespan.

Through organization-wide integration, the published research funded by the ENC reached the media, consumers, industry, health professionals and others to further extend the reach of new science. By building on 2016's success of visually communicating research findings, the ENC drove successful engagement around published studies including:

- University of Massachusetts-Lowell Research: Eggs Improve Eye Health**

A new study, published in the *Journal of Clinical Research and Ophthalmology*, looked at the effects of eating 12 eggs per week on aspects of vision among people with early age-related macular degeneration (AMD). AMD is a leading cause of blindness in the United States and affects more than 10 million people. Findings include a significant improvement in glare recovery following the egg intervention, a measurement that quantifies the time it takes the macula to return to normal function following exposure to a bright light. The ENC promoted the results via a new Instagram graphic distributed via social media.

- University of Arkansas: Eggs Improve Growth in Children**

Can simply feeding eggs to undernourished children help tackle global malnutrition? Researchers think so. Results from a University of Arkansas study found that adding eggs to the diets of 6- to 8-year-old children in undernourished areas of rural Uganda significantly increased their height and weight. Similar results were observed in a separate non-ENC-funded study conducted in infants in Ecuador. The ENC issued a press release to share the findings of both studies and promoted them via social media. Numerous outlets reported on this research, making this work some of the most visible egg nutrition research to date.

The ENC had an impactful presence at the 2017 Food and Nutrition Conference & Expo in Chicago. With more than 13,000 registered dietitians in attendance, the ENC had the opportunity to boost the brain benefits of eggs in infants and children by sharing new research on choline and lutein and cognitive performance.

Funded research was also highlighted on EggNutritionCenter.org. In fact, in 2017, there was a 73 percent increase in total traffic and 76 percent increase in organic traffic to EggNutritionCenter.org compared to 2016. Total pageviews were up 81 percent compared to the prior year. The Eggs 101 page received approximately 210,000 pageviews, up from 2016's 164,000 views.

### Young Investigator Research Award for Early Exploration

Egg Nutrition Center



The following individuals were awarded the ENC's Young Investigator Research Award for Early Exploration grants:

**Monique Emily Francois,**

University of British Columbia,

"An egg at night to keep morning glucose tight"

**Steve Douglas,** Purdue University,

"Identifying the effects of egg consumption on breakfast on improvements in cognitive performance in overweight/obese adolescents"

**Jung Eun Kim,** Purdue University,

"Effects of an egg-based, high-protein meal on vasodilation and vasoconstriction-related biomarkers during acute exercise-induced hypertension"

**Karen Beathard,** Texas A&M University,

"Nutrition, vision, and cognition in health study: egg"

**Emily S. Mohn,** Tufts University,

"Investigating the effect of eggs on modulating lutein transport to neural tissue and its relationship to cognition"

**Cassandra Saande,** Iowa State University,

"Impact of whole egg consumption on insulin resistance in diet-induced obesity"

### Health Professional Outreach

Throughout the year, the ENC connected with Health Professionals (HPs) in various areas of focus. These connections created educate-the-educator opportunities and enhanced ENC's position as a credible source of science-based nutritional information.

Participation in nutrition conferences, events and regional meetings allowed ENC to directly connect with key HP influencers and partners. The ENC developed eight new educational handouts that were distributed at exhibits and shared recent research findings — both of which drove interaction with meeting attendees. In total, the ENC exhibited at eight conferences and shared egg-relevant information via approximately 10 presentations throughout the year.

The ENC launched the Egg Nutrition Resources and Recipes Toolkit in time for the 2017 Food and Nutrition Conference & Expo. The toolkit contains shareable resources highlighting the nutritional benefits of eggs through a dozen topics that provide key information, research findings and examples of how eggs can be a practical nutrition solution.

To provide engaging and attention-grabbing resources for HPs, the ENC started developing videos and infographics for use in outreach on social media. The videos educate about the role of protein in fitness recovery and the role of eggs throughout the lifecycle, especially the role of egg nutrients in infant brain development and cognition.

With a circulation of more than 40,000 subscribers, the quarterly *Nutrition Close-Up* was modernized in 2017 to improve readability and offer more updates and feature sections for readers to explore. As in previous years, the ENC worked with a variety of HPs who wrote articles in their areas of expertise. Egg farmer spotlights were also added.





Leveraged as third-party experts throughout the year, the ENC's Health Professional Advisors (HPAs) contributed to the ENC's outreach in a variety of ways. Several spoke at HP conferences on the ENC's behalf, while others helped to develop copy or recipes for either new educational collateral, *Nutrition Close-Up* articles and/or blog posts. To help drive increased engagement and excitement and to facilitate meaningful brainstorms among the HPA panel, the ENC hosted an in-person meeting to coincide with the AEB's July Board Meeting and State Directors Meeting. Work began on a new Egg Enthusiasts program that will leverage these and new relationships with these influencers.

Throughout the year, the ENC collaborated with a number of key health and nutrition organizations through top research organizations including the Industry Nutrition Advisory Panel of the American Heart Association, International Life Sciences Institute of North America, and the American Society for Nutrition. ENC began working with the Goldring Center for Culinary Medicine at Tulane University to get more involved in the culinary nutrition arena. Finally, the ENC worked with Oldways Mediterranean Foods Alliance to share egg nutrition recipes with its Fresh Friday newsletter subscribers.

In September at the International Egg Commission Global Leadership Conference in Bruges, the ENC showcased how emerging nutrition research is uncovering new benefits in eggs. The presentation highlighted studies demonstrating eggs' impact on cognition and stroke risk, as well as the benefits of feeding eggs to infants. This information was then leveraged into an op-ed that was distributed in several media outlets and resulted in five radio appearances. The ENC provided educational information to federal and non-governmental organizations with an interest in nutrition.

#### Published 2017 research includes:

- "Intake of up to three eggs per day is associated with changes in HDL function and increased plasma antioxidants in healthy, young adults," *Journal of Nutrition*.
- "The effect of egg supplementation on growth parameters in children participating in a school feeding program in rural Uganda: A pilot study," *Food and Nutrition Research*.
- "Replacement of refined starches and added sugars with egg protein and unsaturated fats increases insulin sensitivity and lowers triglycerides in overweight or obese adults with elevated triglycerides," *Journal of Nutrition*.
- "Trimethylamine-n-oxide: friend, foe, or simply caught in the cross-fire?" *Trends in Endocrinology and Metabolism*.
- "Intake of up to three eggs/day increases HDL cholesterol and plasma choline while plasma trimethylamine-n-oxide is unchanged in a healthy population," *Lipids*.
- "Protein intake distribution pattern does not affect anabolic response, lean body mass, muscle strength or function over 8 weeks in older adults: A randomized-controlled trial," *Clinical Nutrition*.
- "The metabolic fate of isotopically labeled trimethylamine-n-oxide (TMAO) in humans," *Journal of Nutritional Biochemistry*.
- "Meal distribution of dietary protein and leucine influences long-term muscle mass and body composition in adult rats," *Journal of Nutrition*.
- "Intermuscular adipose tissue content and intramyocellular lipid fatty acid saturation are associated with glucose homeostasis in middle-aged and older adults," *Endocrinology and Metabolism*.
- "Dietary protein and bone health: a systematic review and meta-analysis from the National Osteoporosis Foundation," *The American Journal of Clinical Nutrition*.
- "Which foods are displaced in the diets of adults with type 2 diabetes with the inclusion of eggs in their diets? A randomized, controlled, crossover trial," *BMJ Open Diabetes Research & Care*.
- "Dietary whole egg consumption attenuates body weight gain and is more effective than supplemental cholecalciferol in maintaining vitamin D balance in type 2 diabetic rats," *Journal of Nutrition*.
- "Consumption of 12 Eggs per Week for 1 Year Significantly Raises Serum Zeaxanthin Levels and Improves Glare Recovery in Patients with Early Age-Related Macular Degeneration," *Journal of Clinical Research and Ophthalmology*.
- "Within-day protein distribution does not influence body composition responses during weight loss in resistance-training adults who are overweight," *The American Journal of Clinical Nutrition*.
- "Quality of meal protein determines anabolic response in older adults," *Clinical Nutrition*.

In 2017, the Committee that accounts for the work in the areas of Egg Product Marketing, Exports and Foodservice, both through National Accounts and Eggs in Schools, was renamed Market Development. This updated name better reflects the long-term growth on which these areas focus by promoting eggs and egg products to key decision-makers in these areas.

### Egg Product Marketing

The AEB amplifies egg functionality awareness in the food manufacturing sector by communicating messaging directly to top food companies via customized on-site presentations. In 2017, a total of eight Food Manufacturer Educational Workshops were conducted. Each workshop was a customized lunch-and-learn event providing egg information, current trends and concepts for tasting that fit within each company's manufacturing capabilities. Attendance at these workshops typically comprised a cross-functional team of product development, quality assurance, procurement, marketing and management professionals.

Efforts positioned hard-boiled eggs as "the perfectly portable protein snack." This aligns with sustained demand by consumers for fresh snack options with positive benefits. Grocery, convenience store outlets, commissaries, and school and college/university foodservice will remain targets for hard-boiled egg marketing initiatives.

The 19th annual Food Technology Advisory Council Meeting took place in May with food formulating professionals, representing 10 high-profile companies in various segments of the food industry.

The egg functionality section of AEB.org was updated, and each attribute received an expanded eggsplanation geared to food manufacturing professionals. The *Buyers Guide* was also updated and remains among the most visited sections on AEB.org.

### Exports

In 2016, AEB expanded its mission of strengthening demand for U.S. eggs and egg products to the global marketplace and made egg exports a top priority. Some of the top activities in 2016-2017 included an egg trade mission to Mexico, participation in Gulfood 2017 in Dubai, providing training to Korean food service professionals, the first AEB/USAPEEC Caribbean reverse trade mission and an "All About Eggs" seminar. A year later, the AEB is beginning to see the results of this new focus on exports.

The 2017 numbers show positive growth in U.S. egg exports to the world, including table eggs plus egg products in shell egg equivalent. Total value jumped 22.7 percent from a year ago to \$248.9 million, and volume soared 27.3 percent to 263.2 million dozen. Total 2017 exports of U.S. table eggs were 125.4 million dozen, valued at \$129.8 million, up 1.7 percent and 4.9 percent, respectively, from 2016.

The AEB's six target markets coincided with these increases with a 2 percent overall increase in table egg volume and a 4 percent overall growth in value, on par with U.S. total world exports. U.S. egg product exports in 2017 totaled \$119.2 million, up 51 percent from 2016. The bulk of sales in this segment came from AEB's target markets. Value change in AEB's target markets increased 62 percent, with value increases apparent in all markets — Japan (+30%), South Korea (+2448%), Mexico (+23%), Caribbean (+31%), Middle East (+86%) and Hong Kong (+44%).

### Foodservice

Increased consumption away from home, spurred by consumers' desire for more protein in their diets, drove this segment's growth. The AEB positioned itself as "The Breakfast Expert" by delivering relevant, insightful consumer, segment, product and trend information in communications to U.S. foodservice operators.

According to The NPD Group/CREST®, total foodservice servings of eggs amounted to more than 7 billion servings. Servings at Quick-Service Restaurants (QSRs) within the segment accounted for 5.7 billion egg servings. This growth affirms AEB's continued focus in this area.

National Accounts Breakfast continued as the growth engine. All-Day Breakfast drove egg consumption, sales and profitability. Additional opportunities, like those regarding children's menus and multiple egg sandwiches, were explored.

Two tests on The Incredible Egg's social media took place with McDonald's and Taco Bell. For National Egg Day in June, the AEB and McDonald's social media platforms featured videos and custom animated messages extolling the virtues of the Egg McMuffin and its incredible egg, resulting in almost 400,000 views. A second execution promoted the addition of McDonald's to UberEats, earning 2.7 million impressions. The AEB also showcased the launch of Taco Bell's Naked Egg Taco that generated more than 1,800 total interactions.

## Colleges & Universities

In addition to deploying successful K-12 program initiatives, the AEB has focused on engaging students and foodservice organizations at the college and university level by promoting and helping to develop menus that showcase eggs. The AEB provided training for chefs, showcased global recipes, provided on-campus promotions, built case histories and provided online content to connect directly with students.

Two pilot programs yielded results that drive 2018 programming. Firstly, by connecting with Aramark, one of the largest contract management groups, the AEB highlighted foodservice trends that showcase egg recipes to excite and add protein to menus at colleges and universities. Secondly, the AEB participated in Harvard University's "Brilliant Bites" program that highlights the nutritional benefits of an ingredient and inventive ways to prepare it, with recipes created by the Harvard Culinary staff.

## Media & Partnerships

Quarterly, more than 50,000 subscribers received Incredible Breakfast Trends, highlighting one macro and three micro trends related to breakfast from the AEB in partnership with Nation's Restaurant News. This content continued positioning the AEB as "The Breakfast Expert" and capitalized on trends like "Make Room For Veggies," "Put An Egg On It" and others. The program was updated in 2017 to better highlight the AEB's resources.

As part of the Culinary Institute of America's Healthy Menus R&D Collaborative, the AEB connected with leading chains such as McDonald's, Dunkin' Brands, Taco Bell, 7-Eleven, Sodexo, Aramark, Panera, Wendy's and Subway to focus on Americans' changing eating patterns. The AEB continued working with leading National Accounts focusing on trend information, new product development, consumer outreach and nutritional data to focus on the importance of eggs and egg products.



### **School Foodservice**

Targeted at K-12 school nutrition programs, the AEB's new and improved Eggs in Schools program highlighted the benefits of serving eggs to students. Communications drove traffic to resources posted to AEB.org through advertising, email blasts and social media efforts. Success stories, taste tests and direct contact with this audience again positioned the AEB as "The Breakfast Expert" to school foodservice decision-makers.

The AEB leveraged the addition of hard-boiled eggs to USDA's Smart Snacks Program — eggs now count as a meat for menu requirements. Work started on a collaborative pilot program between local school foodservice directors and state promotional organizations. For the 2016-2017 school year, the AEB contributed to 16 percent growth with schools, putting an additional 69 million more eggs on school menus across the country.



The Consumer Media/PR area leveraged fresh approaches in 2017 to more effectively reach consumers at the egg case and spur egg consumption throughout the day. Year-end Nielsen data revealed that 2017 category growth outperformed previous years. Moving forward, AEB’s consumer-centric marketing will focus on category building.

The AEB accomplished 2017 programming at a reduced cost, relative to recent years, by shifting spending to owned content rooted in nutritional messages. Programming focused on key drive periods not limited to the Easter timeframe. Throughout the year, the AEB highlighted its positioning as the egg and holiday experts — all designed to drive the category.

Digital advertising and content worked better and smarter, and testing throughout the year yielded fundamental insights to guide programming in 2018. The websites — AEB.org, EggNutritionCenter.org and IncredibleEgg.org — underwent a Search Engine Optimization audit to align each with best practices and, in turn, to boost organic (non-paid) website traffic as much as possible.

As a result, the estimated organic search value of all three sites combined would have amounted to more than \$1 million monthly, if the AEB were to have purchased it. This investment enabled each activation to work harder, deliver a higher return on investment and drive better engagement.

Additionally, the national effort supported local marketing with activation-specific toolkits and a new brand platform toolkit by year’s end. State promotional organizations also benefited from refreshed educational content. An important state-focused event involved a new partnership with Tyson Food’s Meals that Matter program. The partnership with US Farmers & Ranchers Alliance also enabled the creation of new video assets for both national and local marketing efforts.

The industry provided much-needed disaster relief to those affected by Hurricane Harvey through the donation of eggs and egg products.

**Advertising**

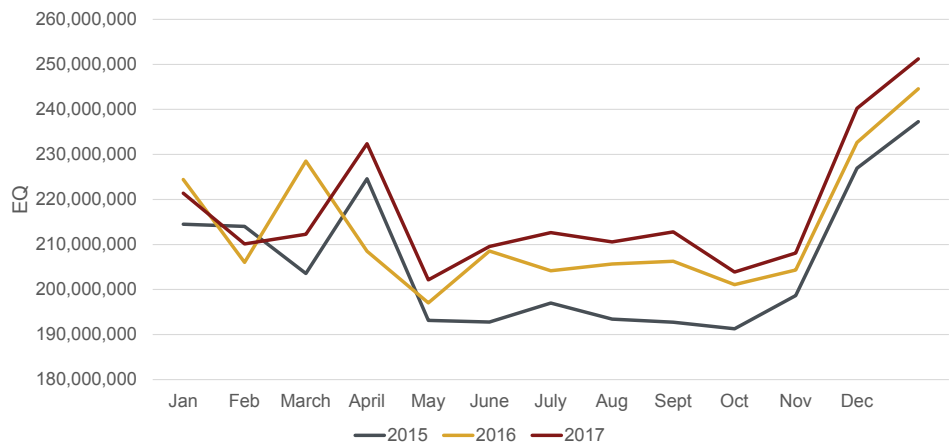
In August, the AEB named Energy BBDO its advertising Agency of Record, leading all creative development across channels and platforms for the brand. Consequently, the “How Do You Like Your Eggs?” brand platform was created, which will guide future marketing efforts.

To leverage the winter holidays — the AEB launched its new major national campaign in November, well ahead of the planned timeframe.

The campaign drove top-of-mind awareness, usage and positive perception of eggs with new breakthrough, iconic, relevant creative and inspired consumers with delicious ways to incorporate eggs in all of their meals.

High-impact out-of-home advertising launched in New York City, Chicago and Miami to seed and hook the campaign, earning 33 million impressions. Website traffic spiked — so much so that a new server was needed to handle the traffic increase. Earned media and a multi-media news release earned more than 22.2 million impressions during the crowded media landscape of the winter holidays.

**FRESH EGG SEASONALITY**



Source: Nielsen Total US xAOC + Conv  
Week ending date 12/30/17

## INCREDIBLEEGG.ORG VISITS & PAGEVIEWS

### Public Relations

For the majority of 2017, the AEB's consumer marketing efforts focused on various moments in time that created the opportunity to test and learn from a wide variety of tactics. The activations included those for February's Heart Health Month, Hispanic Heritage Month and World Egg Day. Key programs included:

- Easter focused on promoting easy and delicious recipes with eggs, as well as on decorating both white and brown eggs. In total, 55 editorial placements earned more than 145 million impressions, dramatically outpacing the goal of 18 million.
  - Lifestyle influencer and new mom Ali Fedotowsky inspired new egg decorating techniques. The Today Show featured AEB's EggPop recipe, encouraging viewers to make them at home for Easter.
  - On social media, the AEB shared original content, including decorating trends, facts about Easter Eggs and the history of cascarones.
  - The AEB supported our biggest and best White House Easter Egg Roll ever donating more than 30,000 hard-boiled eggs for egg rolling and hunting, decorating and snacking.
  - For the first time, three EggPop Stations were situated across the South Lawn and egg pops were distributed by volunteers wearing AEB-donated hats and aprons with the official White House Easter Egg Roll logo and the "Incredible" logo. The AEB also introduced the very popular EggPop and company mascots to the event.
  - Through an improved interactive exhibit — the AEB's whimsical "An Egg's Journey from Farm to Table Eggsperience" — the egg production process came to life for parents and children on the South Lawn.
  - The AEB Chairman and President & CEO Anne L. Alonzo presented the First Lady of the United States with the 40th annual Commemorative Egg on behalf of America's egg farmers.
- National Egg Month: Throughout May, the AEB celebrated National Egg Month and inspired new ways to enjoy eggs with the highly successful #EggChallenge. The program generated more than 105 placements and 20.7 million impressions, almost doubling the program goal. For the first time, a dedicated section on IncredibleEgg.org highlighted this specific activation and successfully drove more consumers to the website than Easter.
- Back to School: In late August, the AEB successfully seized the opportunity to partner with Olympic gold medalist Laurie Hernandez on the "You're Incredible Because..." campaign, which encouraged parents to incorporate eggs in their children's diets. The campaign highlighted the importance of high-quality protein foods, like eggs, to fuel students to perform their best, capitalizing on the AEB's nutritional messaging: "Eat better. Learn better." Total Back-to-School campaign media impressions exceeded an astounding 197.4 million.
- Hispanic Heritage Month: AEB continued its proactive engagement with this country's fastest growing demographic — and largest year-over-year egg consumer — with a co-sponsorship of a culinary event during Hispanic Heritage Month with LATINO Magazine in New York City. The AEB and several producers engaged with Latino influencers and guests who sampled American Heart Association egg recipes. The month-long activation resulted in 46.6 million impressions and 3,300 engagements.

1.2 million visits  
**Easter: March 26 - April 22**  
 1.8 million pageviews



1.3 million visits  
**Egg Challenge: May 1 - June 6**  
 1.8 million pageviews



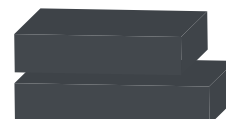
1.8 million visits  
**Back-to-School: August 1 - September 20**  
 2.7 million pageviews



1 million visits  
**Hispanic Heritage Month & World Egg Day: September 15 - October 15**  
 1.5 million pageviews



3.6 million visits  
**How Do You Like Your Eggs?: November 19 - December 31**  
 4.2 million pageviews



## Social Media

Throughout the year, the Incredible Egg's consumer-facing social channels drove egg awareness. Always-on content highlighted egg recipes, including meal and snacking occasions. Social supported larger marketing initiatives through the amplification of influencer and the AEB-generated content.

In several cases, organic content (content without paid support) outperformed previous content from Easter and May National Egg Month. Planned opportunistic social insinuated the egg successfully — and often unexpectedly — in pop culture moments, leading to several of the most popular posts from the entire year including:

- Eclipse Eggs: For the event dubbed "The Great American Eclipse" by the media — the AEB's social channels featured an egg eclipse animation and an eclipse party recipe for "Solar Eclipse Eggs," an alternate take on the Cloud Egg trend.
- Pop-Culture Moments: In anticipation of the season premiere of the hit series and cultural phenomenon Game of Thrones, the AEB's social ran a teaser video linked to a recipe for "dragon eggs" that fans could serve at their premiere parties. The AEB's social participated in a cultural trend by creating a custom video around the premiere of the hit TV show from Netflix, Stranger Things. Combined, these two series-inspired egg videos drew more than 865,000 views, 705 shares and 3,000 reactions.

## Eggs in the Classroom

Throughout the year, the AEB connected with key educational groups to provide timely and relevant hen-to-home and culinary content for the classroom, including the National FFA Organization; Family, Career and Community Leaders of America; National Ag in the Classroom and the American Academy of Family and Consumer Science. For the first time, state promotional organizations and producers leveraged the AEB's "event in a box" materials to attend their local School Nutrition Association Conference.

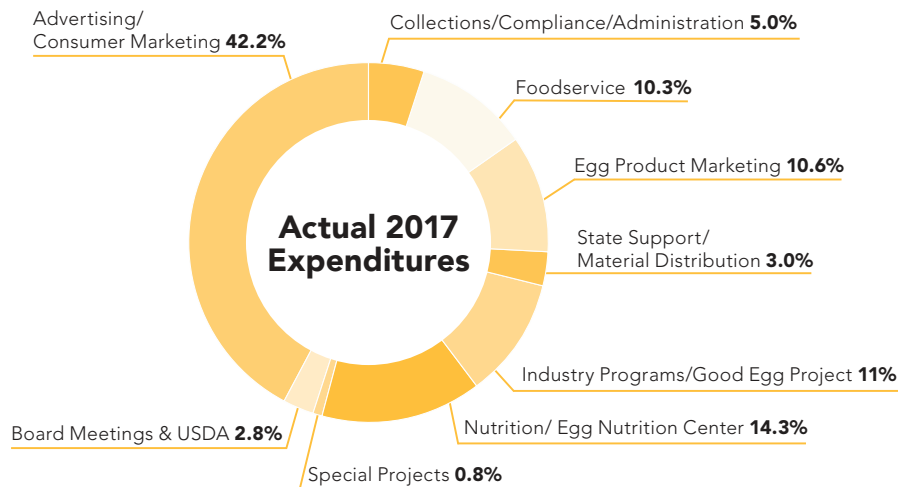
## Retail

The AEB, Avocados from Mexico and MilkPEP conducted a national shopper marketing promotion featuring all three partners through in-store NewsAmerica signage; digital/social media elements and in-store coupons from February to March. Additional value-added advertising and editorial appeared in The Produce News.

In March, the AEB hosted a retail roundtable following the Board Meeting, and concluded the work of the Retail Packaging Task Force. A test-and-learn opportunity related to hard-boiled eggs was executed with Costco. The sampling drove significant sales for the week of the demos.

The AEB began discussions to support Kraft Heinz's launch of "Just Crack an Egg." This new product offers consumers a real, fresh and convenient hot breakfast in just 70 seconds. A \$30 million media campaign by Kraft Heinz includes the key message, "Find it in the egg case."





The American Egg Board's annual budget, plans and financial policy are determined and approved by its Board of Directors and implemented by AEB leadership and its staff. Oversight of the AEB is carried out by the U.S. Department of Agriculture, which closely monitors AEB's compliance with the law, including approval of its budget. The AEB team works hard to ensure that monies and execution of its programs are effective and efficient and that expenses are kept to a minimum.

For the year 2017, 128 egg handlers reported in and were assessed based on producers owning more than 75,000 hens. Total assessment revenue was \$23.7 million representing assessments collected on 237 million cases of eggs.

Plante Moran, CPAs, Chicago, IL, audited the AEB's 2017 financial statements and conducted an audit of AEB under Generally Accepted Governmental Auditing Standards (GAGAS). The external audit found no deficiencies.

Additionally, throughout 2017, AEB worked to ensure that its system of internal controls was in strict compliance with the Egg Act, Order and AEB By-Laws, as well as USDA's Agricultural Marketing Service guidelines. USDA's 2017 Management Review found no issues of significance.





BALANCE SHEETS		December 31	2017	2016
<b>Assets</b>	Cash & Certificates of Deposit		\$14,871,311	\$11,048,009
	Assessments Receivable		2,354,287	2,092,664
	Other Receivables		165,265	165,301
	Prepaid Expenses		417,267	259,101
	Inventories		-	8,385
	Office Equipment & Computer Systems, Net Depreciation		368,046	62,448
	Right-of-use Asset		2,280,243	-
	<b>TOTAL ASSETS</b>		<b>\$20,456,419</b>	<b>\$13,635,908</b>
<b>Liabilities</b>	Accounts Payable and Accrued Expenses		2,739,197	404,194
<b>Board Equity</b>	Lease Liability		2,390,603	-
	Contributed Capital		66,244	66,244
	Accumulated Excess of Revenue over Operating Expenses		15,260,375	13,165,470
<b>TOTAL LIABILITIES &amp; BOARD EQUITY</b>		<b>\$20,456,419</b>	<b>\$13,635,908</b>	

STATEMENTS OF REVENUE & OPERATING EXPENSE		December 31	2017	2016
<b>Revenue</b>	Assessments		\$23,726,627	\$23,589,415
	Egg Farmers of Canada		100,000	100,000
	Interest		131,414	59,532
	<b>TOTAL REVENUE</b>		<b>\$23,958,041</b>	<b>\$23,748,947</b>
<b>Operating Expenses</b>	<b>Programs</b>			
	Consumer Marketing		9,216,719	10,486,872
	Foodservice		2,251,951	1,769,590
	Nutrition		3,136,506	3,293,450
	Special Projects		163,555	-
	State Support		387,981	391,859
	Materials Distribution		265,413	359,906
	Industry Programs		2,403,404	1,683,353
	Egg Product Marketing		2,327,108	2,085,615
	<b>TOTAL</b>		<b>\$20,152,637</b>	<b>\$20,070,645</b>
	<b>Administration and Collections</b>			
	Administration		999,902	1,010,879
	Collections		89,812	91,448
Board Meetings		337,423	381,203	
USDA Administrative Expenses		283,362	186,124	
<b>TOTAL</b>		<b>\$1,710,499</b>	<b>\$1,669,654</b>	
<b>TOTAL EXPENSES</b>		<b>\$21,863,136</b>	<b>\$21,740,299</b>	
<b>REVENUES OVER EXPENSES</b>		<b>\$2,094,905</b>	<b>\$2,008,648</b>	

# Board Members

## Area I – North Atlantic States

### Members



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



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



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

### Alternates



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



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



**Lake Wagner**  
Green Valley Poultry  
Farm/Dutt & Wagner  
Abingdon, VA

## Area II – South Atlantic States

### Members



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



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

### Alternates



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



**Robert Saverance**  
ISE dba  
"The Egg and I" Farm  
Lamar, SC



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

## Area III – East North Central States

### Members



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



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



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

### Alternates



**Joseph Patmos**  
Sunrise Acres Inc.  
Hudsonville, MI



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



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

## Area IV – West North Central States

### Members



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



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



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

### Alternates



**Andy Seger**  
Wabash Valley  
Produce Inc.  
Dubois, IN



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



**Mike Elliott**  
Michael Foods  
Minnetonka, MN

## Area V – South Central States

### Members



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



**Brent Nelson**  
Nelson Poultry  
Farms  
Manhattan, KS



**Bob Johnson**  
Michael Foods  
Minnetonka, MN

### Alternates



**Jerry Boatman**  
Henningsen Foods Inc.  
Omaha, NE



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



**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

### Alternates



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



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



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



### The AEB Advisors



**Terry Pollard**  
Allied Industry  
Advisor  
Big Dutchman USA



**Jim Sumner**  
Export Marketing Advisor  
USA Poultry &  
Egg Export Council



**Howard Magwire**  
Further Processor  
Advisor



**Shelly McKee, Ph.D.**  
Technical Advisor

### Health Professional Advisors

The ENC continued to maintain a committee of Health Professional Advisors (HPAs) that includes registered dietitians, nurse practitioners, a physician assistant, a medical doctor and a personal trainer. The HPAs worked on the ENC's behalf as third-party experts, within their respective fields and increasingly became more active within the ENC's programming and outreach. The 2017 HPAs included:

**Serena Ball, MS, RD**

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

**Karen Buch, RDN, LDN**

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

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

**Lorena Drago, MS, RD, CDN, CDE**

**Dave Ellis, RD, CSCS**

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

**Irene Lewis-McCormick, MS, CSCS**

**Robert Murray, MD**

**Jill Weisenberger, MS, RDN, CDE, CHWC, FAND**

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

### Food Technology Advisory Panel

**Susan Bavol**  
Director of R&D US Dressings, Bay Valley Foods,  
Oak Brook, IL

**Rachel Brown**  
Senior Scientist, Kraft Heinz Co.,  
Glenview, IL

**David Busken**  
Bakery Development Consultant,  
Peru, IL

**Barbara Coty**  
Product Development Scientist II, Tyson Foods,  
Downers Grove, IL

**Oscar Garrison**  
VP Food Safety Regulatory Affairs, United Egg Producers,  
Johns Creek, GA

**Steve George**  
President/CEO, Fremont Farms of Iowa LLP,  
Malcolm, IA

**Mark Floerke**  
Project Leader, Bakery & Culinary Ingredient Applications,  
ADM, Decatur, IL

**Brian Joyer**  
General Manager, Sparboe Farms, Litchfield, MN

**Jen Rich Kahn**  
Senior Scientist, Kraft Heinz Co., Glenview, IL

**Louis LeMoine**  
Director of Product Development, T. Marzetti Co.,  
Columbus, OH

**Christopher Posner**  
Research Chef, Pinnacle Foods Inc., Parsippany, NJ

**Sara Rosene**  
Senior Research Scientist, General Mills –  
Global Center for Technology, Minneapolis, MN

**Eric Sparks**  
Corporate Director, Park 100 Foods Inc., Tipton, IN

**Bob Swientek**  
Editor-In-Chief, *Food Technology Magazine*, Chicago, IL

**Dan Zakri**  
Director of Innovation, Sandridge Foods, Medina, OH

**Hongwei Xin, Ph.D.**  
Director, Egg Industry Center, Ames, IA





**The AEB's mission is to increase demand for eggs and egg products through research, education and promotion.**





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

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