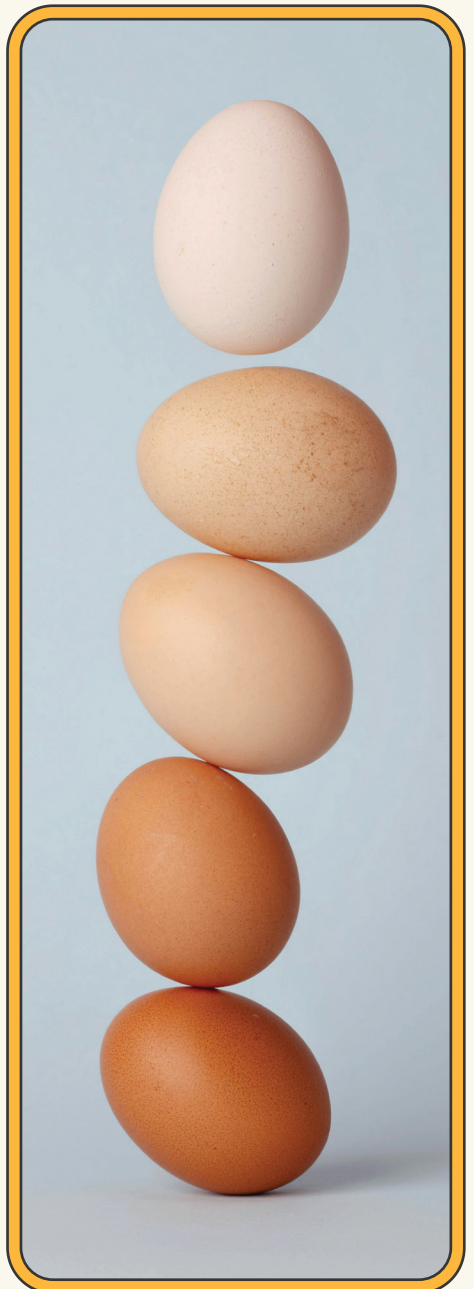


2024

Accomplishments Report





Dear Egg Producers and Stakeholders,

Wow—2024 was a year for the record books! I'm in awe of everything we've accomplished together. Last year brought its fair share of challenges—but what shines through is the strength, passion, and grit of this incredible industry.

The 2024 Highlights Report is a snapshot of the incredible milestones we've hit and the unmatched potential of eggs, even in tough times. Together, we have achieved unprecedented industry engagement and cracked into its biggest media year yet, strengthening consumer confidence in farmers and expanding opportunities for eggs in new and exciting ways.

Your Egg Nutrition Center's breakthrough work has been a true game-changer for how we talk about eggs and health. The Eggcelerator Lab continues to push boundaries, proving that eggs are endlessly versatile. These efforts, combined with our boldest campaign to date—Meant to be Broken—connect with people and ensure that eggs remain a staple of everyday meals for generations to come.

Thank you from the bottom of my heart for your partnership, hard work, and dedication. Together, we're building a future where eggs take their rightful place as the heroes of mealtime. I can't wait to work alongside all of you in 2025 as we reach new heights and make an even greater impact together!

With gratitude,

Emily Metz
President & CEO
American Egg Board

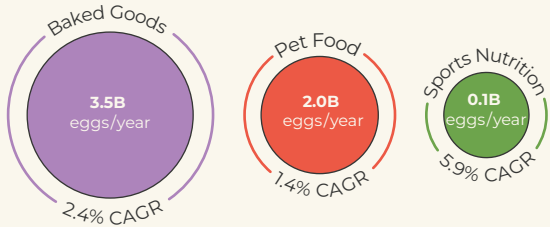


Insights on Egg Industry Growth and Opportunities

Proprietary Research and Industry Leading Insights

Egg Ingredient Sizing

Identify top egg-product categories, measure usage per category, and forecast future growth



*CAGR = Compound Annual Growth Rate (2024-2028)

Retail Shelf Insights

Learn how consumers shop and make purchase decisions

Consumer Behavior:

Decisions are made before entering the store and in-store shopping is largely habitual and automatic.

Shelf Strategy:

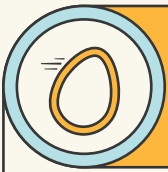
Organize the egg case with distinct sections.

White-Space Innovation Opportunities

Identify potential growth platforms for innovation in 2025 and beyond

Top 4 Opportunities:

- Cognitive Function
- Convenience
- Flavor Forward
- Premium & High Quality



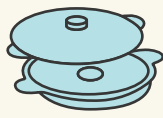
The Eggcelerator Lab® Innovation



35+
Innovation Projects



60+
B2B Customers



Gizmo
Microwave Device for Fried Eggs
(PATENT PENDING)



Product Development

Custard Boba Pearls and Protein Beverage



Issues Management HPAI, Pricing, and Supply

~4,000 Online News Articles & Broadcast Segments

AEB Quoted in **87%** of Coverage on Egg Shortages



Incredibly Sustainable

Built an Online Tool that Provides Guidance for Responding to Customer Sustainability Surveys



Collects Sustainability Data



Calculates Scope 1 & 2 GHG Emissions



Creates an Impact Report



Food Chain Outreach Industry Engagement



Southeastern Grocers Marketing Campaign
Reached **83,218** Consumers



120+
Customer Meetings



IGA National Digital Ad
2.3x More Clicks
**Compared to other Recipes*



Global Engagement Trade Missions



Colombia: August 2024

Met with Local Businesses & USDA Leaders



Mexico: November 2024

12 Manufacturers & Retailers
4 Producers Attended



2024's Boldest Campaign Meant to be Broken



897,000
Web Sessions



Banner Ads: **5.37% CTR**
Native Ads: **7.37% CTR**
*CTR = Click Thru Rate



FIRST
Gaming Activation



Eggbassador Program

Engage Influencers, Build Relationships,
and Drive Organic Egg Discussions



86 Eggbassadors
Driving **307** Posts



14.09M
Social Impressions



2.2%
Engagement
*Above Industry Avg.



WHEER Media Campaign

Covering the First Lady's Commemorative Egg,
Farm to Lawn, Producer Interviews, and more!



2,870
Articles



SATELLITE MEDIA TOUR
29 Interviews, 756 Airings



Southern Living



Amplifying Eggs Driving Media Coverage



5,392
Online News
Mentions



40.7K
Engagements



1,471
Articles - **60**
w/ Chef Nelson



92%
Content in Headlines
or Lead Paragraphs



68%
Placement Reached
Eggsplorer Audience



Better Homes
& Gardens

GOOD
MORNING
AMERICA



allrecipes | **REAL SIMPLE**



Advancing Health Through Research and Partnerships

Groundbreaking Study

Linked Eggs with
Reduced Risk of
Alzheimer's Dementia



609 Pickups
2.4M National
Broadcast Segment
Reach

Social Influencer Activations

Leveraged Credentialed
Health Professionals to
Dispel Myths About Eggs
and Cholesterol



Organic Earned Media
8.6B Impressions
15.3M Views
439K Engagements

AHA Partnership

Elevating Eggs in a
Heart-Healthy Diet



1.6M Engagements
1.1M Video Views
22 Media Interviews

the
INCREDIBLE EGG