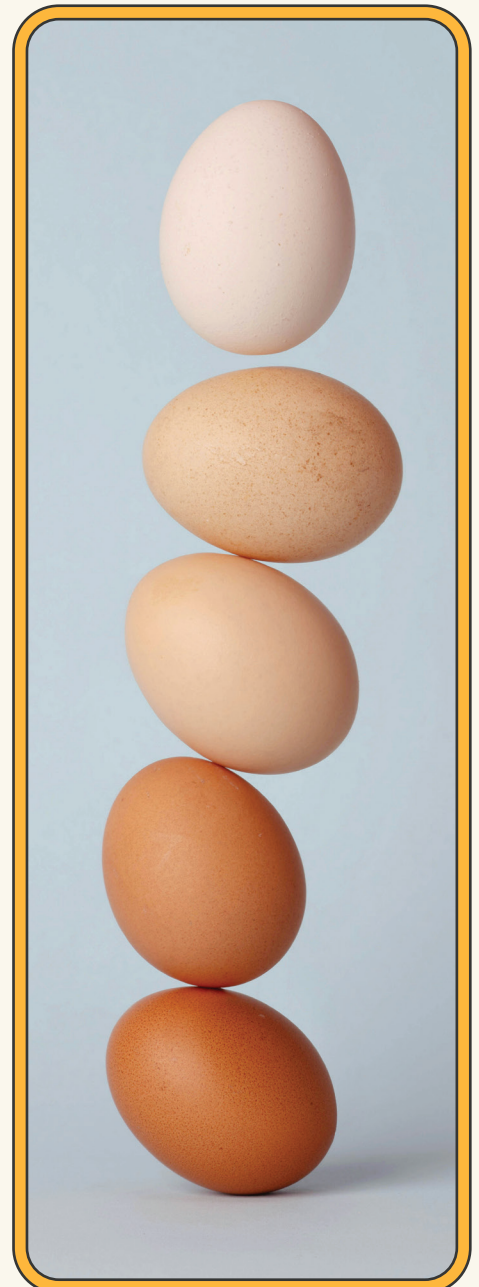


# 2024

## 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

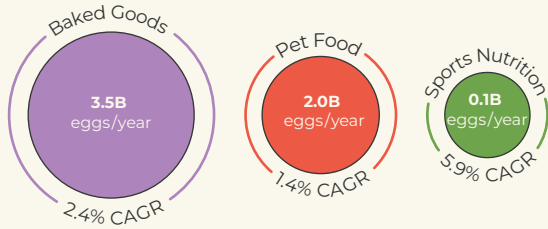


# Insights on Egg Industry Growth and Opportunities

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:

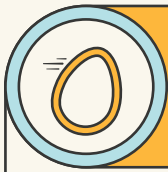
Organize the egg case with distinct sections.

## 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



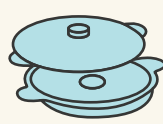
## The Eggcelerator Lab® Innovation



**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  
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**



## Financials

### Statement of Financial Position

2024

<b>Assets</b>	Cash & Certificates of Deposit	\$3,907,123
	Assessments Receivable, Net	\$3,021,094
	Other Receivables & Assets	\$218,914
	Prepaid Expenses	\$318,198
	Fixed Assets (Net Depreciation)	\$75,572
	Right-of-Use Asset	\$749,831
<b>Total Assets</b>		<b>\$8,290,732</b>
<b>Liabilities</b>	Accounts Payable & Accrued Expenses	\$2,206,553
	Grant Payable	\$496,030
	Deferred Revenue & Other Liability	\$54,041
	Lease Liability	\$866,154
<b>Total Liabilities</b>		<b>\$3,622,778</b>
<b>Board Equity</b>	Contributed Capital	\$66,244
	Excess of Revenue Over Expenses	\$4,601,710
<b>Total Board Equity</b>		<b>\$4,667,954</b>
<b>Total Liabilities &amp; Board Equity</b>		<b>\$8,290,732</b>

### Statement of Activities

2024

<b>Revenue</b>	Assessment Income	\$23,171,592
	Egg Farmers of Canada	\$70,502
	Sponsorships	\$150,500
	Interest Income	\$134,119
	Other Income	\$187,121
<b>Total Revenue</b>		<b>\$23,713,834</b>
<b>Program Expenses</b>	Consumer Insights	\$4,506,865
	Egg's Story	\$7,042,028
	Farmer Story	\$1,075,505
	Spark Innovation	\$5,474,588
	Checkoff Awareness	\$5,231,049
	Operational Excellence	\$938,759
<b>Total Program Expense</b>		<b>\$24,268,794</b>
<b>Administrative Expenses</b>	Administration	\$204,887
	USDA Administrative Expense	\$274,858
<b>Total Administrative Expense</b>		<b>\$479,745</b>
<b>Total Expenses</b>		<b>\$24,748,539</b>
<b>Excess of Expenses Over Revenues</b>		<b>\$(1,034,705)</b>