

2025 American Egg Board Accomplishments Report

Value and Velocity. Growth Without Compromise.



Reframing Eggs to Fuel Consumer Demand

Year two of AEB's principal national marketing campaign, Meant to be Broken (MTBB), challenged consumers to break out of routine—making eggs relevant amid changing needs and preferences and increasing application and usage in consumers' daily lives. **MTBB achieved a record-setting performance with nearly half a million visits to MeantToBeBroken.org and blew away paid media benchmarks.** A subsequent campaign extension targeting foodservice and manufacturers successfully drove the message home to customers.

**Meant
to be
Broken**

Consumer — 11x above benchmark in paid media

Channel — 1.2M impressions — 29 trade placements

Creating New Products to Move More Eggs

Facilitated product development and commercialization across foodservice and retail, including **menu development** for national restaurant brands. Highlights included: **Egglife GRAB & GO** launch with the Eggcelerator Lab®, **scaled production for BAKR**, enabled distribution into approximately **1,400 Target stores**, and completed a **commercial prototype** for the Gizmo microwave egg cooking device.



Connecting with Customers through Breakthrough Insights and Innovation

Delivered customer-driven consumer insights and innovation support across **50 innovation projects** in 2025. Food Chain Outreach shared updates on key industry topics while driving scale and sales through strategic partnerships.

100+

customer meetings with 75+ channel partners

5.7M

impressions through a national Egg McMuffin takeover

\$7.4M

in attributed sales generated through retail partnership

Spreading the News that Eggs are Officially Healthy

Drove awareness of FDA's updated definition recognizing eggs as a healthy food across key audiences, and delivered paid search and social performance results **3x-6x above industry benchmarks**.



183 syndicated placements

44 influencer content pieces

1K+ earned media placements

Celebrating THE Easter Essential at the White House and Nationwide

Served as the lead partner for the 2025 White House Easter Egg Roll, highlighting egg farmers through presentation of the **48th First Lady's Commemorative Egg**, and hosting U.S. Secretary of Agriculture Brooke Rollins on the South Lawn.

1,774

earned media placements

2.45B+

impressions

**2 PRESS
RELEASES**

with quotes from POTUS, FLOTUS, and Secretary Rollins

For the first time ever, AEB was included in a White House press briefing



Focusing the Next Generation of Food Formulators on Innovating with Eggs

Advanced early-stage egg innovation through the second annual Eggcelerator Lab® Product Development Competition focused on **novel uses for egg yolks**, with commercialization support underway for the winning egg-based cereal concept.



Protecting the Industry in a Time of Crisis

Successfully protected consumer confidence and defended the industry's reputation through coordinated, agile and strategic education and communications across media, consumers, and channel audiences during a period of dramatic volatility caused by HPAI. Consumer **trust in egg farmers** remained strong, and **purchase behavior** remained stable.

2,500+
media stories
featured AEB in
Q1 of 2025

20 POINT
increase in positive
sentiment when
AEB was included

Consumers
overwhelmingly did
not believe that
higher egg prices
were due to farmers
(74%)



The Washington Post



Generating Demand-Driving Media Coverage

Delivered exceptional, ongoing earned media coverage promoting eggs across consumer and channel audiences. This was achieved through relationship-driven outreach and expert thought leadership, generating an average of approximately **three stories positively highlighting eggs per week** throughout 2025 across national lifestyle, food, health, and channel publications.

Consumer ————— 152 placements ————— 22.4B impressions

FOOD&WINE martha stewart **health** **Simply RECIPES** **Southern Living**

Channel ————— 38 placements ————— 1.9M impressions

FOOD DIVE **FoodNavigator USA** **Food Business News** **prepared FOODS** **Progressive GROCER**

Advancing Nutrition Science for Game-Changing Learnings

Advanced egg nutrition science through **peer-reviewed and federally co-funded research**, including confirmation that saturated fat is the primary dietary driver of LDL cholesterol rather than dietary cholesterol, and a new study examining **eggs' role in infant neurodevelopment**.

Leading the Charge Toward HPAI Solutions

Convened the HPAI Vaccination Working Group to **develop and submit a proposed vaccination plan** for egg-laying hens to the USDA. This prompted the agency to draft its own framework, further advancing ongoing discussions, including a new proposed pilot vaccination program.



Delivering the Egg Industry's First Sustainability Tool

Launched Incredibly Sustainable, an online producer tool for sustainability reporting, and developed more than 90 minutes of new **step-by-step training videos** in 2025, alongside the **first greenhouse gas calculator** designed specifically for egg operations.

Supporting Producers in Incredible New Ways

Launched in August, the Incredible Farmer platform engaged nearly **100 producers** and attracted more than **2,000 visitors**. The platform delivered expertise across **12 focus areas**, spanning on-farm practices, graphic design, and media and communications.



Paving the Way for Exports Growth

Advanced global customer relationships through engagement in Thailand, Korea, and Mexico, **three of the top 10 export markets for U.S. egg products**. This included meeting with food partners and USDA officials to assess market needs and support export opportunities.

