



Building Demand Beyond Our Borders: Turning Trade Investment into Growth

The recent award of funding through the America First Trade Promotion Program (AFTPP) to the U.S. Poultry & Egg Export Council (USAPEEC) creates a significant opportunity for America's egg farmers. These are external resources, working on our farmers' behalf, to move more U.S. eggs into more markets around the world.

The American Egg Board's international strategy is focused on expanding market access, supporting innovation, and building long-term demand for eggs and egg products. Programs like AFTPP extend that work and bring additional resources into the system so we can compete at the level these markets demand.

This federal program is designed to accelerate U.S. agricultural exports through targeted, high-impact promotion in global markets. It is built to move quickly and deliver returns.

That matters. Demand does not build itself. Not in global markets where competition is constant and aggressive. Not in markets where buyers have options, competitors are present, and preference is won shipment by shipment. It must be built with focus, investment, and consistent presence.

Through this funding, USAPEEC will prioritize key regions where demand is being shaped in real time, including Thailand, Singapore, Indonesia, Korea, Japan, Taiwan, Mexico, and Latin America. These are markets where U.S. eggs and egg products must compete and win.

Execution will focus on high-impact levers. That means expanding trade missions into priority regions, strengthening presence at major international trade shows where buying decisions are made, and bringing global buyers closer to U.S. production through reverse trade missions.

These efforts are meant to do one thing: build preference for U.S. eggs and convert that preference into sustained demand. As global demand for high-quality protein rises, U.S. eggs and egg products are well positioned, and exports are a growth driver.

We are also focused on securing additional external resources to strengthen international promotion and accelerate demand-building efforts.

The opportunity is clear. Demand will not build itself. We are here to build it and win it.