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American Egg Board Announces 2016 Executive Board Members, New CEO

PARK RIDGE, IL (March 14, 2016) – The American Egg Board (AEB) has announced its 2016 leadership team, including its Executive Committee as well as a new President and CEO following its annual meeting. The announcement of the incoming leadership team coincides with AEB's 40th anniversary, where decades of success through iconic Incredible Edible Egg™ marketing programs have helped to increase U.S. eggs sales and consumption. The annual meeting took place on March 11th.

Heading the incoming leadership team is Producer Chairman Blair Van Zetten, of Oskaloosa, IA, and Anne Alonzo, AEB President and CEO. Under their stewardship, AEB will continue to advance its core mission of increasing demand for eggs and egg products while moving the organization forward to support an evolving egg industry.

Joining Van Zetten on the Executive Committee are:

- Vice Chairman: Jeff Hardin, Flatonia, TX
- Recording Secretary: Tom Hertzfeld II, Grand Rapids, OH
- Treasurer: Bob Krouse, Mentone, IN
- Mark Oldenkamp, Woodburn, OR
- Karyn Kreher, Clarence, NY
- Immediate Past Chairman: Paul Sauder, Lititz, PA

A Look at the Future: AEB's New President and CEO

New President and CEO Anne Alonzo is a recognized leader with significant experience in agriculture, food and sustainability. Dedicating much of her professional life to public service, Alonzo has served in key leadership positions at the U.S. Department of Commerce, U.S. Environmental Protection Agency, the U.S. Department of Agriculture and was the first environmental diplomat (Attaché) to the U.S. Embassy, Mexico City.

"I'm honored to help lead this organization into its next 40 years of success," said Alonzo. "Along with the incoming Executive Committee, it's a fresh start for AEB against a backdrop of new opportunities and new challenges impacting the industry. AEB has a wonderful opportunity to expand our reach with new partnerships and relationships while bringing education about the benefits of eggs to consumers, retailers, businesses, schools and communities."

Alonzo has also held leadership positions at Kraft Foods where she was Vice President of Global Policy and Corporate Affairs, as the first female Chair of the World Cocoa Foundation and as a Senior Vice President at the National Foreign Trade Council.

A Chicago native, Alonzo holds an MBA from the University of Chicago and a JD from the Chicago Kent College of Law. She has received various awards and recognitions including for her leadership in the Latino community by "Latina Style" Magazine; "NBC Latino" and named to the "Hispanic Business" Magazine's Corporate 25 Elite Ranking.

For more information about the American Egg Board, egg recipes, nutrition and egg production, visit www.AEB.org, www.IncredibleEgg.org and www.EggNutritionCenter.org.

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About the American Egg Board (AEB)

Through AEB, U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs, on research, education and promotion—all geared to drive demand for eggs and egg products. The Board consists of 18 members and 18 alternates from all regions of the country, nominated by the egg industry, and appointed by the U.S. Secretary of Agriculture. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. AEB is located in Park Ridge, Ill. Visit www.IncredibleEgg.org for more information.