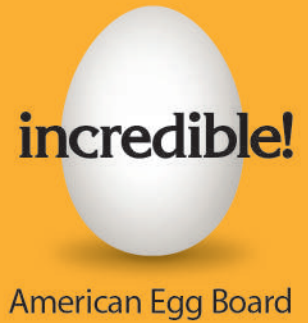


Growing Egg Consumption



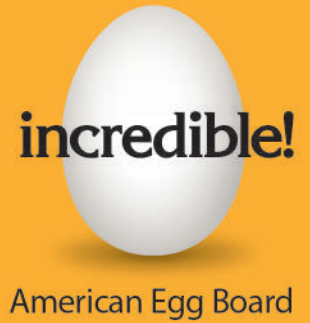
April 8, 2015

American Egg Board's Mission

*To Increase the Demand
for and Sales of
Eggs and Egg Products*



EGG DEMAND DASHBOARD



Retail Egg Sales

Retail		
Year	Volume (dozens)	% change
2010	2,519,351,096	+0.2
2011	2,548,720,997	+1.2
2012	2,518,516,858	-1.2
2013	2,547,043,194	+1.1
2014	2,597,984,057	+2*

Source: Nielsen All Outlets (AOC) Data

*Year-to-Date 12/20/14



Egg Sales & Consumption Growing

Egg Products		
Year	Volume (dozens)	% change
2010	2,071,600,000	+3.9
2011	2,082,900,000	+6
2012	2,114,300,000	+1.5
2013	2,134,100,000	+9
2014	2,262,100,000	+6.0

Source: USDA-NASS & Egg Industry Center

Does Not Include Exports

Foodservice		
Year	Volume (dozens)	% change
2010	850,548,000	+1.8
2011	856,670,000	+7
2012	873,100,000	+1.9
2013	867,070,000	-6
2014	880,056,402	+1.5*

Source: NPD

Quick Service Restaurants		
Year	Volume (dozens)	% change
2010	424,279,500	+4.17
2011	441,014,531	+3.94
2012	451,303,406	+2.33
2013	453,598,688	+51
2014	459,834,635	+1.4*

Source: NPD

* Year Ending 11/30/14



Egg Supply & Utilization

Per Capita Consumption

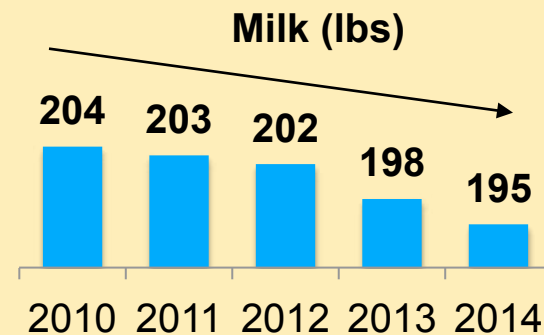
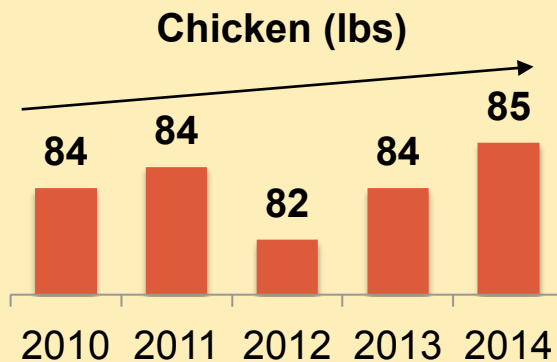
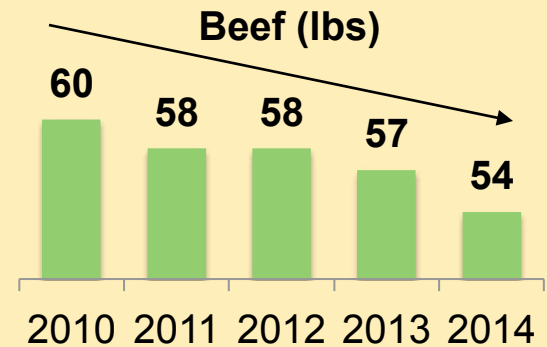
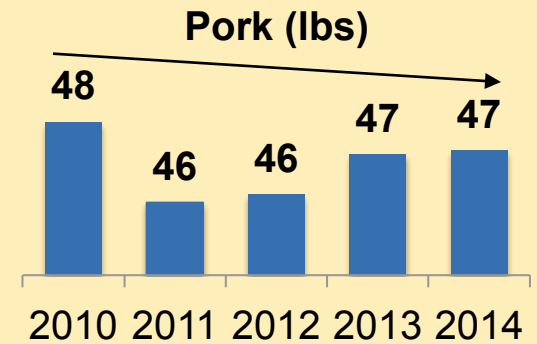
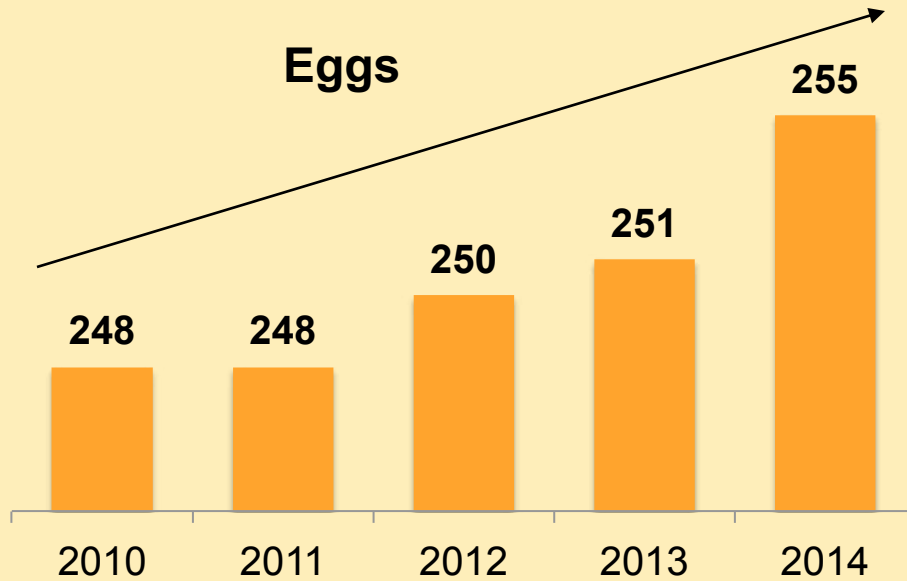
Year	Per Capita/ Shell	Per Capita/ Products	Total Per Capita	% change
2010	173.5	75.8	249.3	
2011	174.9	75.1	250	+0.28
2012	178.3	76.0	254.2	+1.6
2013	179.8	75.2	255.1	+0.35
2014	179.6	80.1	259.7	+1.8

Source: USDA-ERS

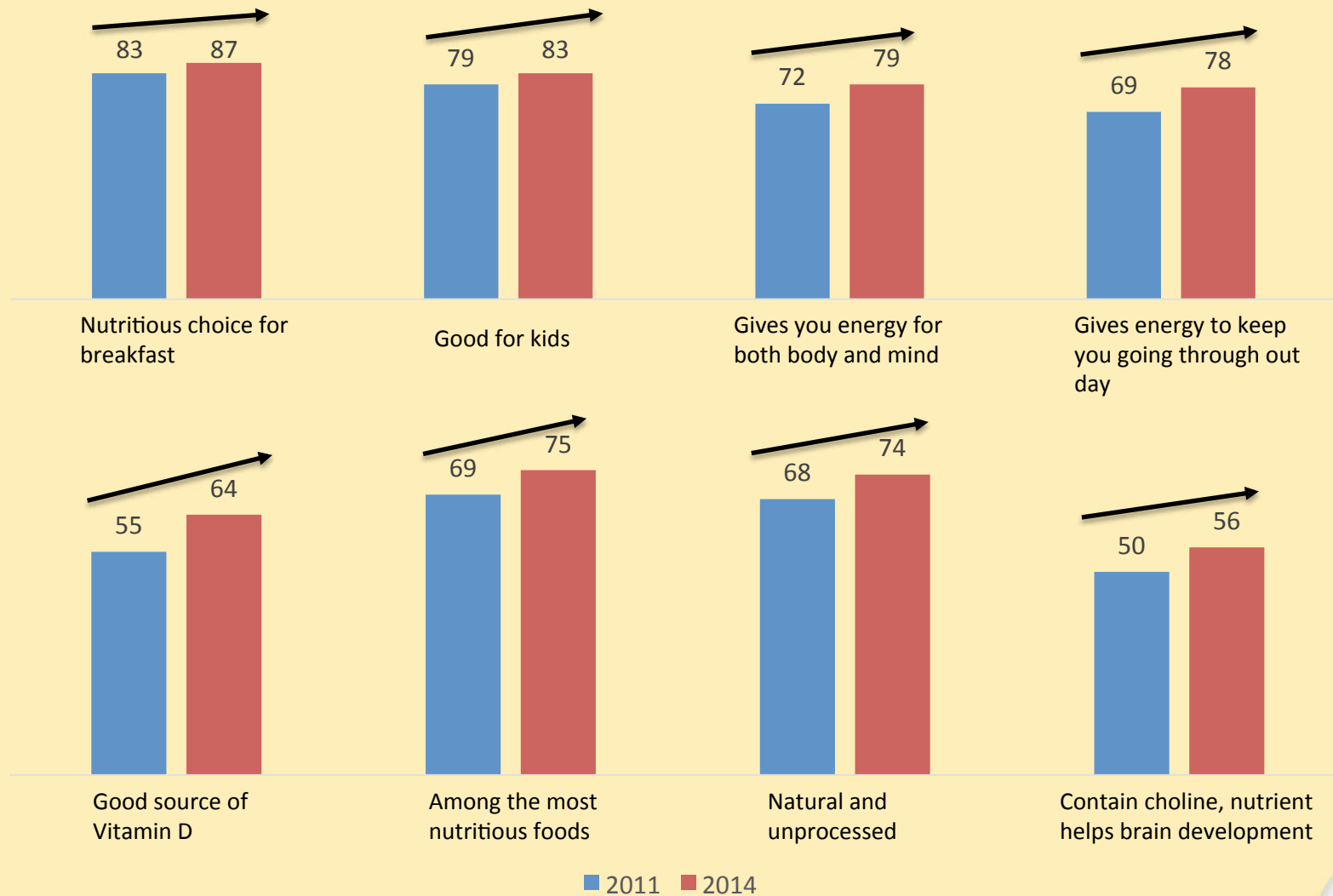
Reflects ERS data through 12/31/14



Per Capita Consumption

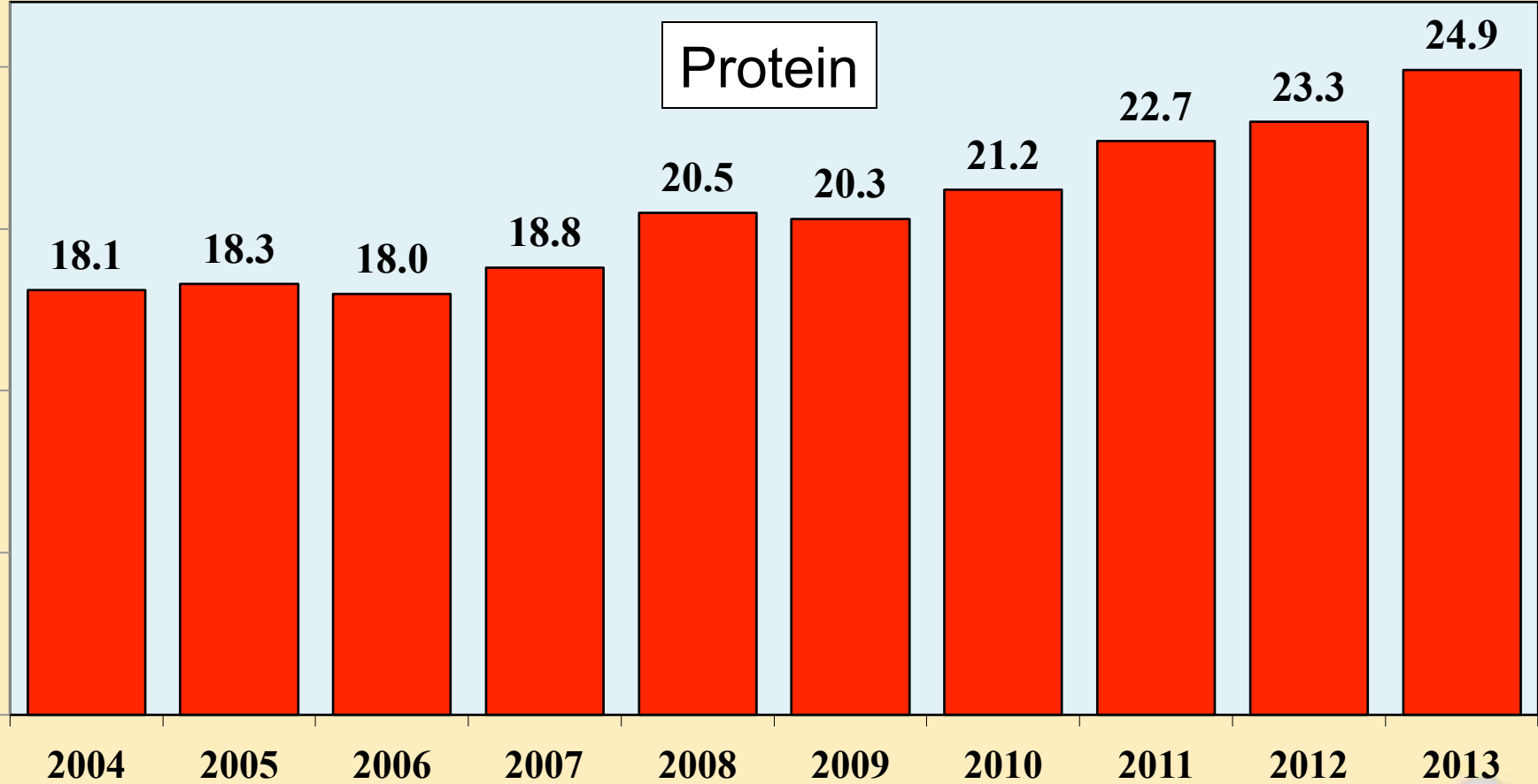


Egg Perceptions Increasingly Positive



Interest in new protein sources growing

“What do you usually look for on the Nutrition Facts label?”
Percentage of Adults Saying “Protein”

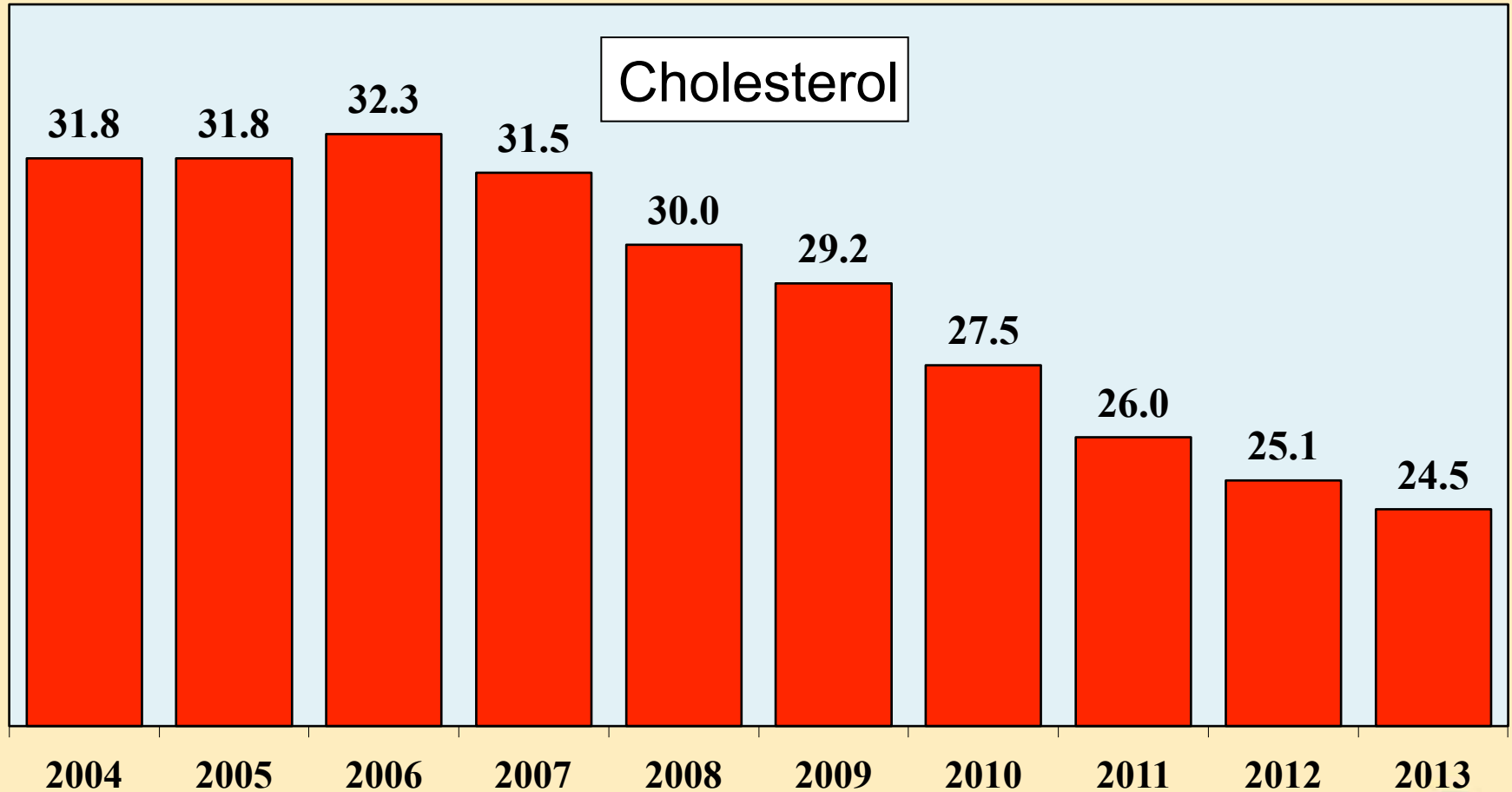


Source: The NPD Group's Dieting Monitor; Annual Average

Fewer of us check cholesterol content

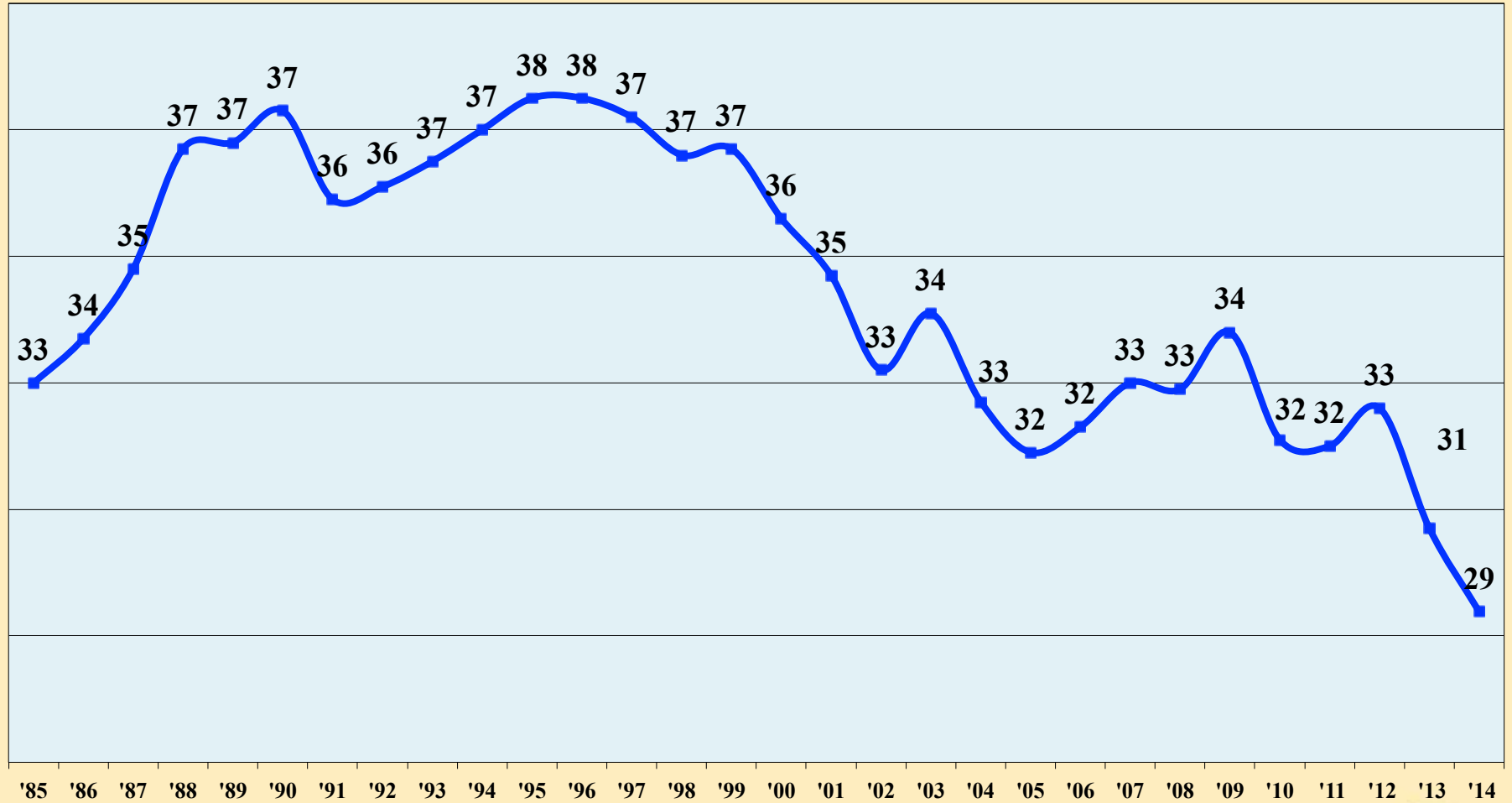
“What do you usually look for on the Nutrition Facts label?”

Percentage of Adults Saying “Cholesterol”



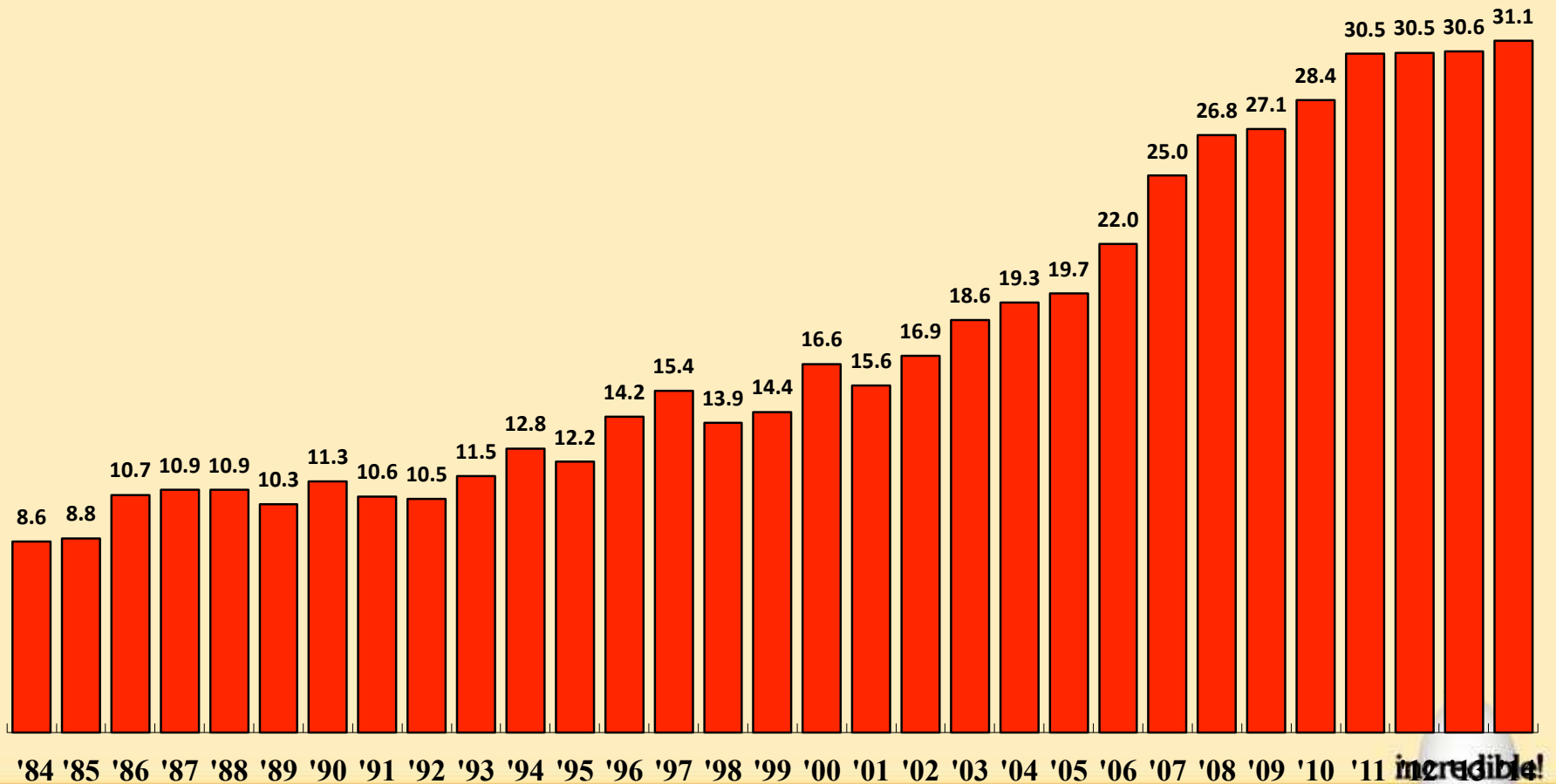
Cold cereal is leaving the breakfast table!

Percent of In-Home Breakfasts that Include Ready-to-Eat Cereal



Yogurt's Appeal Slowing Down

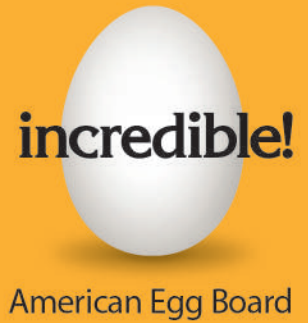
Percent of Individuals Consuming* Yogurt In-Home
At Least Once in Two Weeks



incredible!

*Consumption of yogurt as an end dish only
Source: The NPD Group's National Eating Trends® service, Years Ending Feb.

Consumer Marketing



Our Approach

**Expanded Target to
All Adults 18-54**

**Weekday Breakfast
Key to Egg Growth**

incredible!



**New Nutritional
News – the more
they know, the
more they buy**

**Shifted Media Mix
from TV to Print,
Digital and Radio**

incredible!



Tested & Proven Messaging

- High-quality protein
- Nutritional powerhouse
- No sugar or carbohydrates, unlike cereals & yogurt
- Naturally good source of vitamin D, nothing artificial
- Simple hard-boiling & microwave cooking tips



Wake Up To Eggs with Bacon, Kevin Bacon!



Web Film



<http://www.IncredibleEgg.org>



Incredible Egg

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Wake up to Eggs with Bacon

675,122 views 1 week ago

Nobody knows eggs better than Bacon, Kevin Bacon. Find out what Bacon knows by watching this web film and sharing it with friends. Get an extra helping at IncredibleEgg.org: <http://bit.ly/1NJQn19>



Web Short



The screenshot shows a Hulu web player interface. At the top left is the Hulu logo and navigation links for TV, MOVIES, ORIGINALS, KIDS, LATINO, and MORE. At the top right are links for TRY HULU PLUS FOR FREE and LOG IN. The main video area shows a man in a dark jacket leaning on a kitchen counter, smiling. Below the video, the text reads "FOX Empire Sins of the Father". To the right of this text is a yellow banner that says "WAKE UP TO EGGS with Bacon" and "WATCH FULL VIDEO". At the bottom left of the video area are social media icons for YouTube, Facebook, Twitter, and LinkedIn, along with a share icon.

hulu TV MOVIES ORIGINALS KIDS LATINO MORE

TRY HULU PLUS FOR FREE LOG IN

FOX Empire Sins of the Father

WAKE UP TO EGGS with Bacon
WATCH FULL VIDEO



On Stands
Now!

People

Better
Homes
and Gardens.

food
network
magazine

TIME

ESPN
THE MAGAZINE

US
WEEKLY

Entertainment
WEEKLY

Rolling Stone

EVERY DAY
WITH RACHAEL RAY

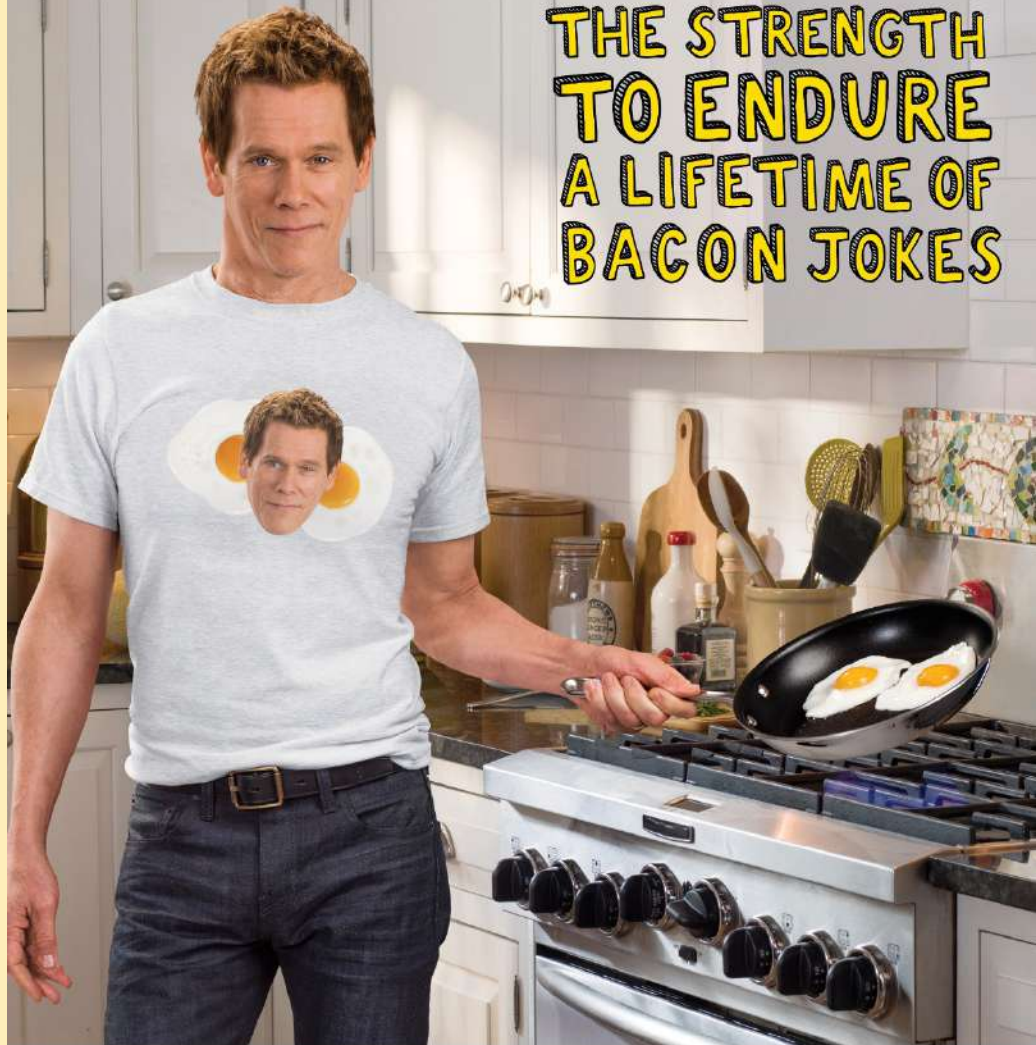
Women's Health

MEN'S JOURNAL

Sports
Illustrated

Cooking Light

WAKE UP TO
THE STRENGTH
TO ENDURE
A LIFETIME OF
BACON JOKES



WAKE
UP TO
EGGS
with Bacon

Nobody knows eggs better than Bacon, Kevin Bacon. And that's why I know an egg for breakfast provides 6 grams of high-quality protein for 70 calories and no sugar or carbs. So enough with the Bacon puns. Pick up an egg—they're eggcellent.

IncredibleEgg.org

incredible!



WAKE UP TO
ENOUGH ENERGY
TO BRING HOME
THE BACON



WAKE
UP TO
EGGS
with Bacon

Nobody knows eggs better than Bacon, Kevin Bacon. That's why I know an egg is the best way to get 6 grams of high-quality protein for 70 calories. Which can provide the energy to get through your morning, even if you've got your hands full being carried by someone who's got their hands full.

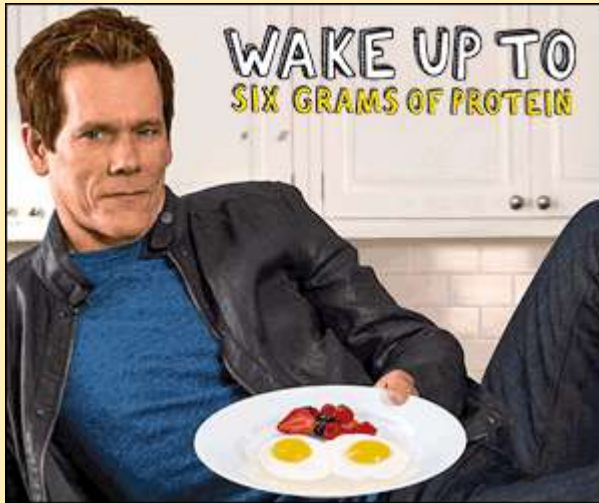
IncredibleEgg.org

incredible!

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Digital / Mobile Banners



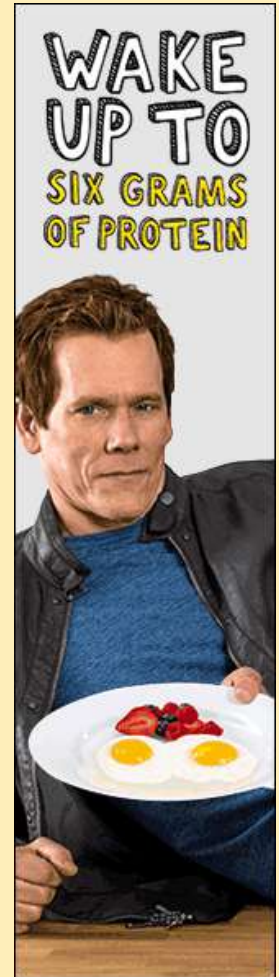
300 x 250 flash banner



Static companion banner
(320x50, 300x60)



728 x 90 flash banner



160 x 600 flash banner

incredible!



Eggs and Bacon Sizzles



Eggs and Bacon Goes Viral



Egg industry snapshot & ad campaign sneak peek appears in AP



Campaign launches in trades and mainstream media



Eggs and Bacon becomes part of pop culture and goes viral



By The Numbers

700MM
Media
Impressions

2.4MM
Web Film
Views

100MM
Social
Impressions

1,200+
Media
Outlets

50
Aired in
Every
State



Easter 2015

Parents

food
network
magazine

EVERYDAY
WITH A HANDBOOK, RAY

REAL SIMPLE
life made easier, every day

Better
Homes
and Gardens



USA TODAY Snapshots

An 'eggs-cellent' holiday

Eggs are synonymous with Easter. Projected U.S. egg consumption in 2015 during the 35-day Easter period (March 2-April 5):



Sources American Egg Board; BRIT+CO EXPLORE MAKE ANNE R. CAREY AND JANET LOEHRKE, US



#Foodiechats
Where The Foodie Community Chats Together



Shopper Marketing

- Complementary Brands
- National and Account-Specific
 - Consumer offer
 - In-Store messaging
 - Kroger, Publix, Walmart, HEB, Ahold, Food Lion, Meijer



Re-Inventing the Egg Case

- Chicago Market Test
 - Two new carton designs developed based on research learnings
 - Test impact of design changes vs. current design



Foodservice & Egg Product Marketing



American Egg Board

REAL egg products



American Egg Board

attitude & usage study



FREE Webinar
**The Scoop on Egg Products vs.
Egg Replacers in Formulations**
April 22 at 11 AM ET



The Scoop on Egg Products vs. Egg Replacers in Formulations

Attend this live webinar for a look at how and why industry formulators are using egg products and egg replacers in products. In looking at the battle between egg products and egg replacers, we will discuss:

- How are formulators using them?
- What are the benefits? What are the drawbacks?
- Which will reign supreme in formulations?

Can't attend live? Register to view the webinar on-demand!

REGISTER ▶

Sponsored by



American Egg Board

Date:
April 22, 2015

Time:
11:00 AM ET

Location:
ONLINE

REGISTER ▶

Speaker



Mitch Uyeda
Research Manager
Clear Seas Research

Egg Nutrition Center



eggnutritioncenter.org

2015 Dietary Guidelines: ENC Activities

- Provided two committee recommendations
- Delivered live comments on eggs and cholesterol
- Posted seven written comments
- Developed position paper on heart disease
- Partnered with universities on Evidence Based Cholesterol Analysis

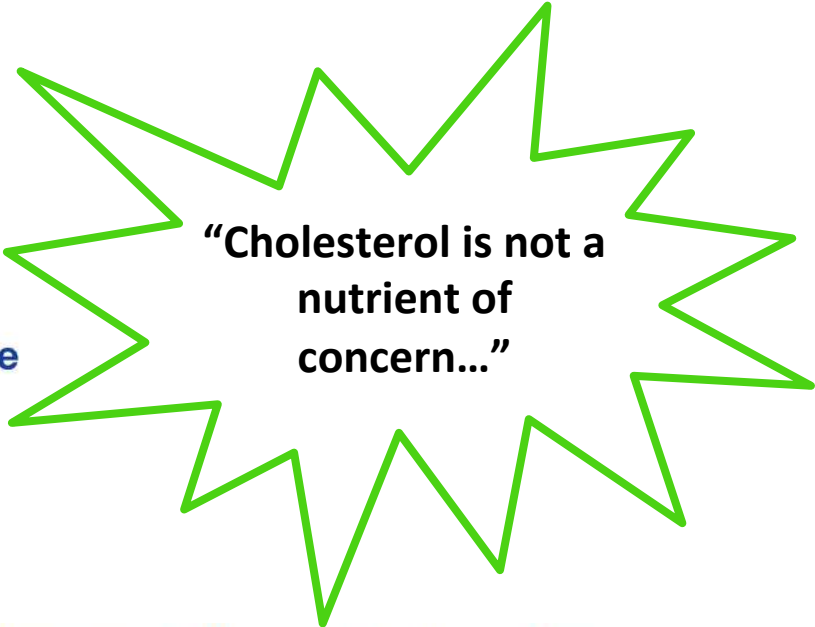


2015 Dietary Guidelines: Expert Committee Recommendations



Scientific Report of the 2015 Dietary Guidelines Advisory Committee

Advisory Report to the Secretary of Health and Human Services
and the Secretary of Agriculture

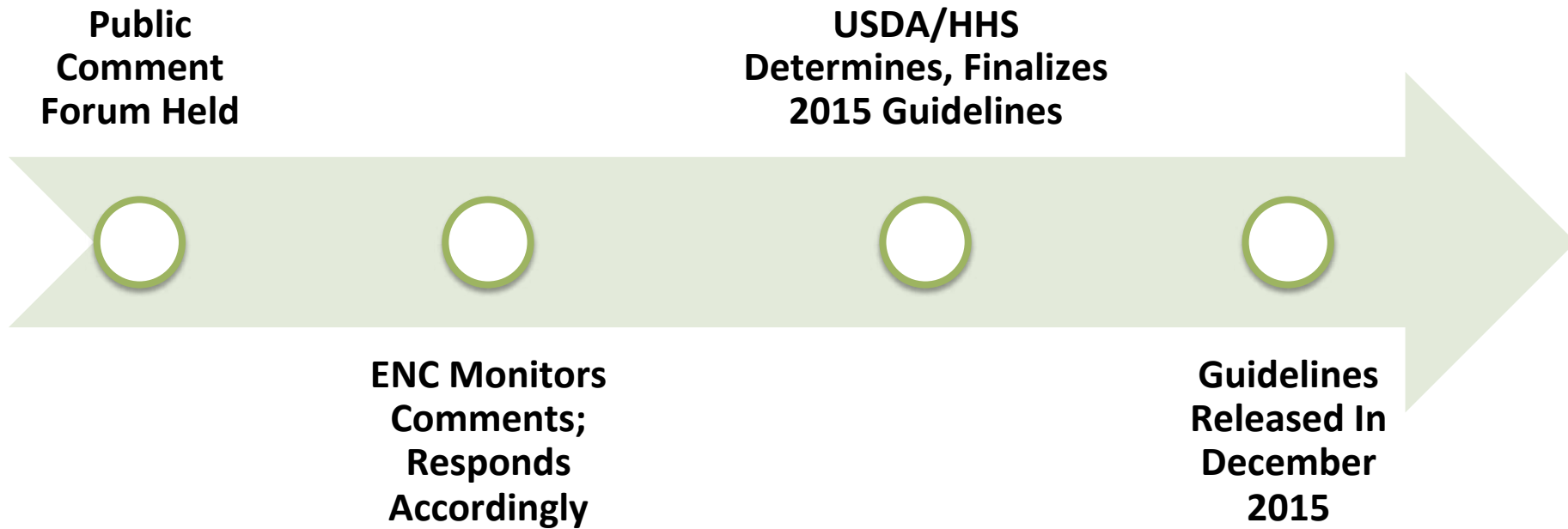


**“Cholesterol is not a
nutrient of
concern...”**

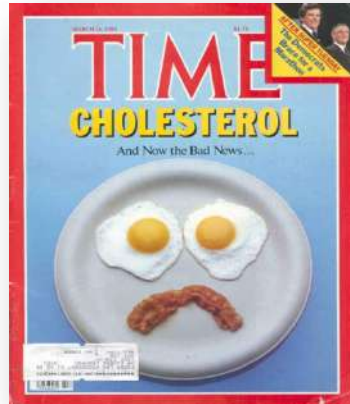
Cholesterol. Previously, the Dietary Guidelines for Americans recommended that cholesterol intake be limited to no more than 300 mg/day. The 2015 DGAC will not bring forward this recommendation because available evidence shows no appreciable relationship between consumption of dietary cholesterol and serum cholesterol, consistent with the conclusions of the AHA/ACC report.^{2, 35}

- Cholesterol is not a nutrient of concern for overconsumption.

2015 Dietary Guidelines: What Happens Next



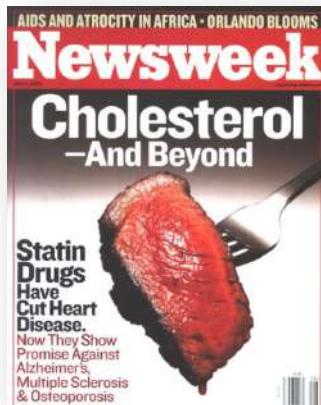
A Shift In Thinking



1984



1999



2003



TODAY

