

AEB Programs Drive Egg Demand

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American Egg Board

Our Mission



American Egg Board

The U.S. egg producer's link to consumers in communicating the value of the incredible egg.

Our mission is to increase demand for egg and egg products on behalf of U.S. egg producers.

AEB Egg Demand Dashboard



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AEB Egg Demand Dashboard



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- Look for more meaningful metrics to measure demand trends in the industry
- Go beyond Per Capita Consumption, sometimes called Per Capita “Production”
- Look at all channels: retail, foodservice, ingredients
- Include key consumer measures of egg and industry health
- No one measure is perfect, but collectively helps paint egg demand picture

Egg Sales, Consumption Trends



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Retail

Year	Volume (dozens)	% Change
2010	2,519,351,096	+2
2011	2,548,720,997	+1.2
2012	2,518,516,858	-1.2*
2013	2,547,043,194	+6*

Source: Nielsen All Outlets Combined (AOC) Data

Foodservice

Year	Egg Servings (dozens)	% Change
2009	835,515,000	-3.2
2010	850,548,000	+1.8
2011	856,670,000	+0.7
2012	873,100,000	+1.9
2013	867,070,000	-0.6**

Source: NPD

Egg Products

Year	Processed Eggs (dozens)	% Change
2011	691,666,660	
2012	693,939,393	+0.3%
2013	700,000,000	+0.9%***

Source: USDA/NASS

* Year Ending 12/21/13

**Year Ending 11/30/13

***Year Ending 12/31/13

Egg Consumption Trends

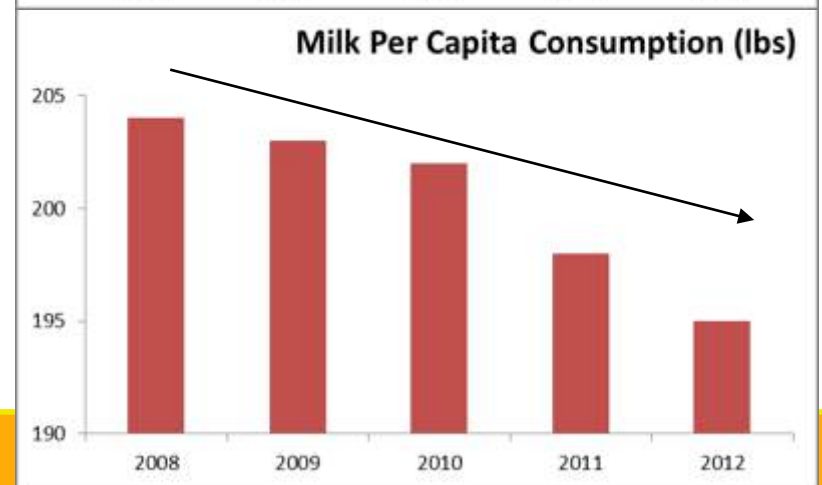
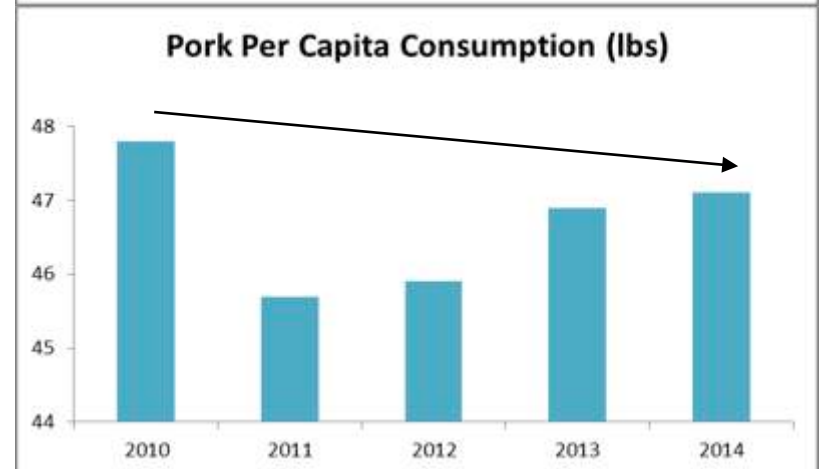
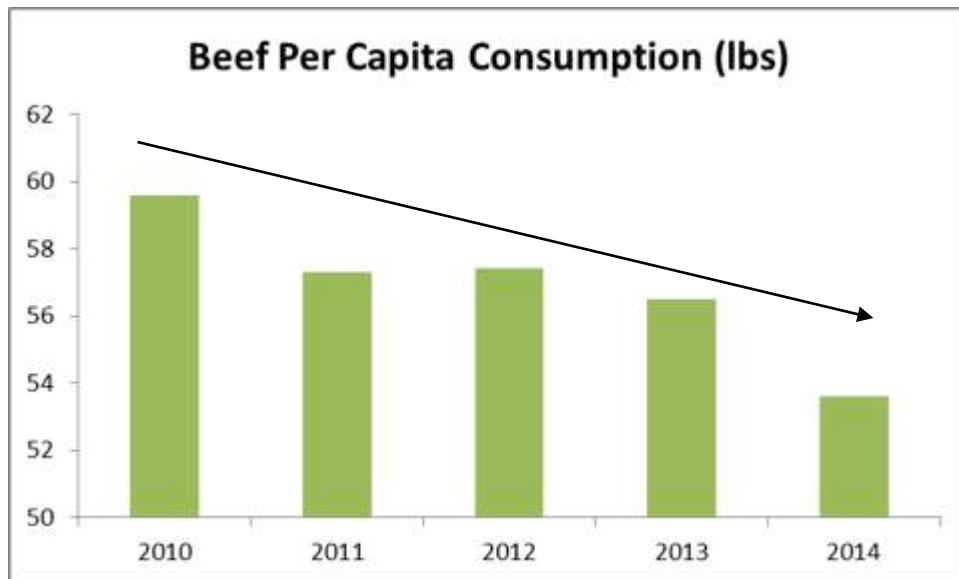
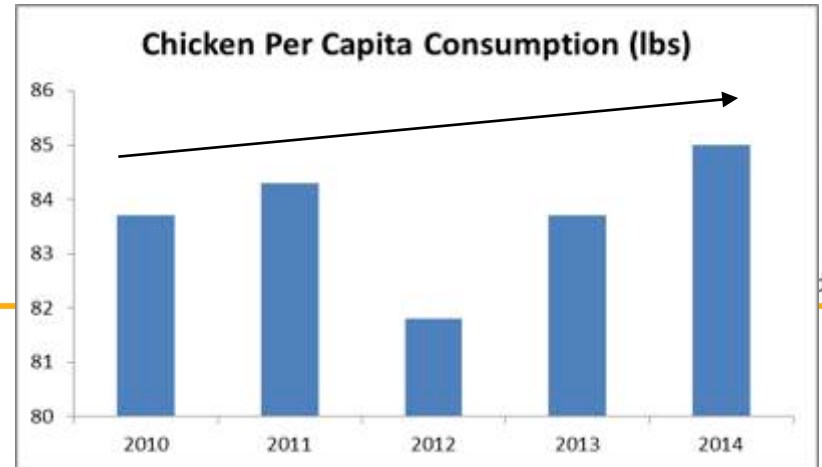
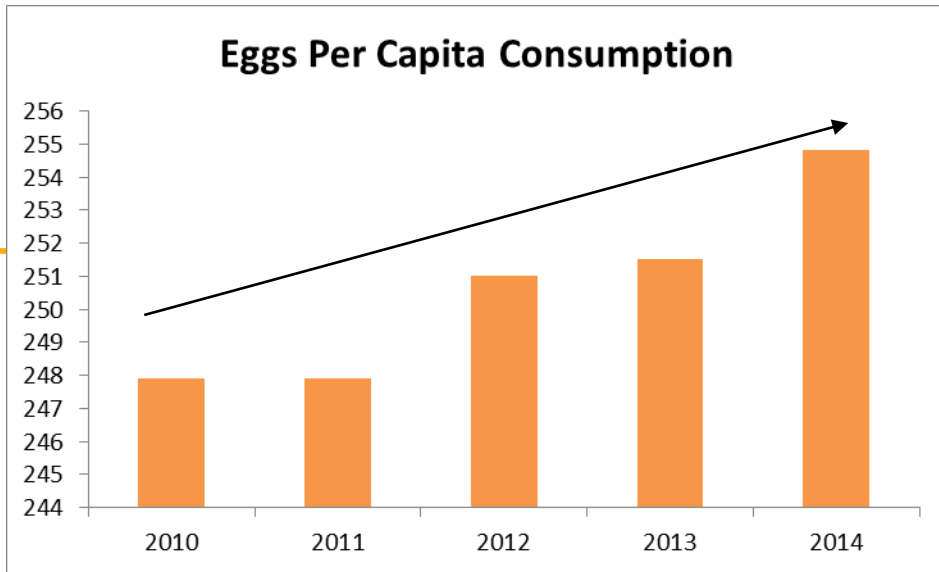


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Per Capita Consumption

Year	Eggs per Person	% Change
2009	247.7	-.5
2010	247.9	+.1
2011	247.9	
2012	251	+1.3
2013	251.5	+.2
2014	254.8	+3.3

Source: USDA



Source: USDA

- Taking Back Easter
- Consumer Advertising
- Public Relations and Social Media
- Egg Packaging Task Force
- Reinventing the retail egg case
- Shopper Marketing

- School Foodservice
- QSR National Accounts
- Food Manufacturers
- Egg Product Workshops
- Trade PR & Advertising
- Educational Outreach

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- Good Egg Project (GEP)
- Environmental Study PR
- Discovery Education
- Educational Partnerships
- NBC Partnerships
- Speaker's Bureau
- State Support
- White House Easter Egg Roll

- Egg Nutrition Center
- Nutrition Research
- Health Professional Education & Outreach
- Nutrition Partnerships
- Communications & Publications

Crisis Management



The Incredible Edible Egg Takes Back Easter



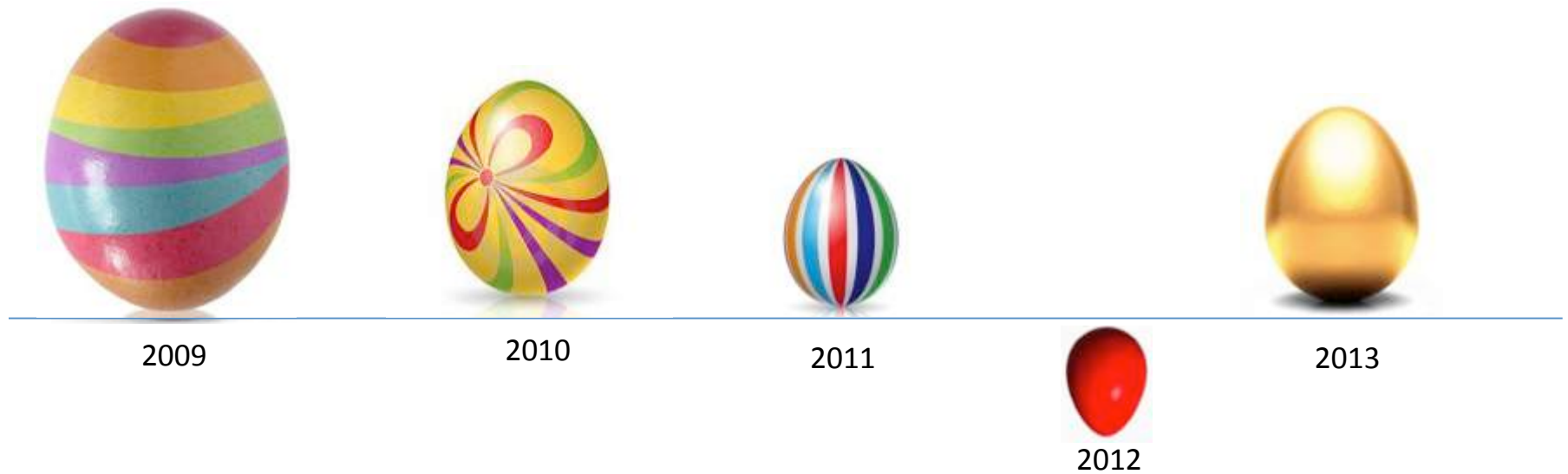
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Easter Egg Solution



Easter Egg Retail Category Sales



The Incredible Edible Egg Takes Back Easter 2013!



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Easter Eggs-stravaganza Sweepstakes

Enter for a chance to win a \$2,000 gift card toward a cash Malibu or one of five \$200 gift cards.

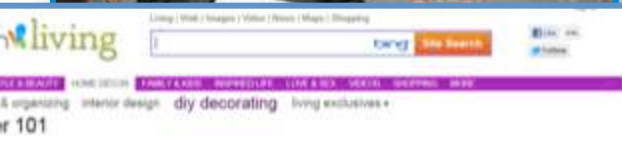
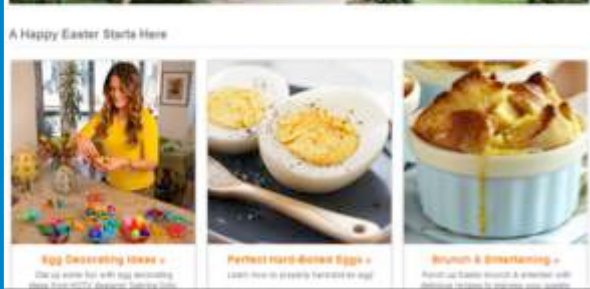
55¢ Off Two Dozen EGGS
Fan Exclusive Coupon

Instructions to Enter:

1. Complete the form to the right, then click "Submit"
2. Receive Incredible Egg via Pinterest
3. Repeat Steps 1 & 2 until you have the "Easter Eggs-stravaganza Sweepstakes" Board to complete your entry.

Starts on Thursday, March 28th at 12:00:00 PM

PHOTO: Interior Designer Sabrina Foster (Offers Easter Decorating Tips to "Eyes" As)



Success!



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- +3.8 percent increase in egg category sales (equivalized dozens) vs. Easter 2012
- 8.1 million more dozens sold
- \$40 million more in dollar sales compared to 2012

Taking Back Easter 2.0



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Multi-Channel Effort



Easter Advertising



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PAAS Partnership



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1. Co-Branded full-page advertorial featuring egg decorating ideas from PAAS, egg recipes from American Egg Board
2. Partnership includes digital & social initiatives that center on Easter – as well as integration in Parents “Mom+” App
3. Shelf-talkers distributed in top 250 Kroger stores nationwide



Egg decorating advertorial + full-page AEB ad

Kroger shelf-talker design



Video featured on Mom+ app



Dash/AEB Easter App



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AEB brand ad, seamlessly integrated as users scroll through pages of the app



Custom editorial content specifically written about eggs



- *Dash* and AEB to develop a themed special issue, available exclusively on the iPad
- Free consumer download will offer Easter recipes, videos and tips
- 54K downloads and 90,000+ visits in 2013 (exceeded benchmarks)

Incredible Easter Eggs on ABC's "The Chew"

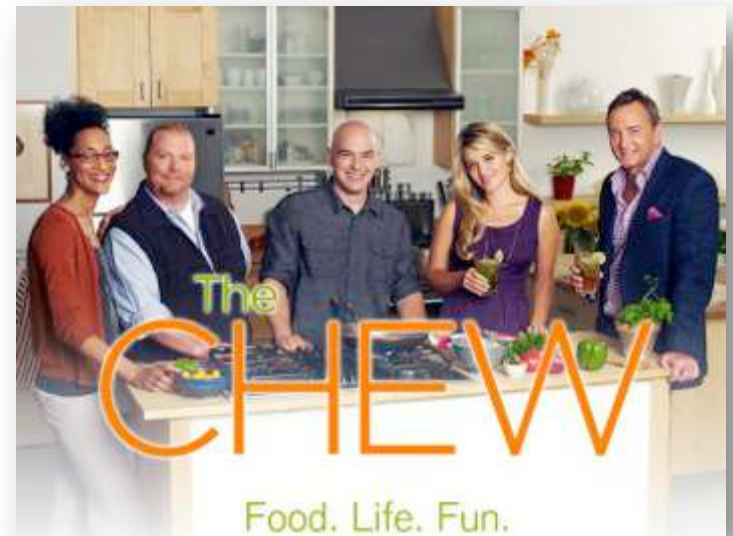


Tap popular foodie hosts to show consumers Easter "how-to's" from hard-boiling to egg decorating

- 5-6 minute on-air segment
- Cross-promotion on social sites
- Audience giveaway

Reach: +3.8MM

Timing: April 4



“The Chew”



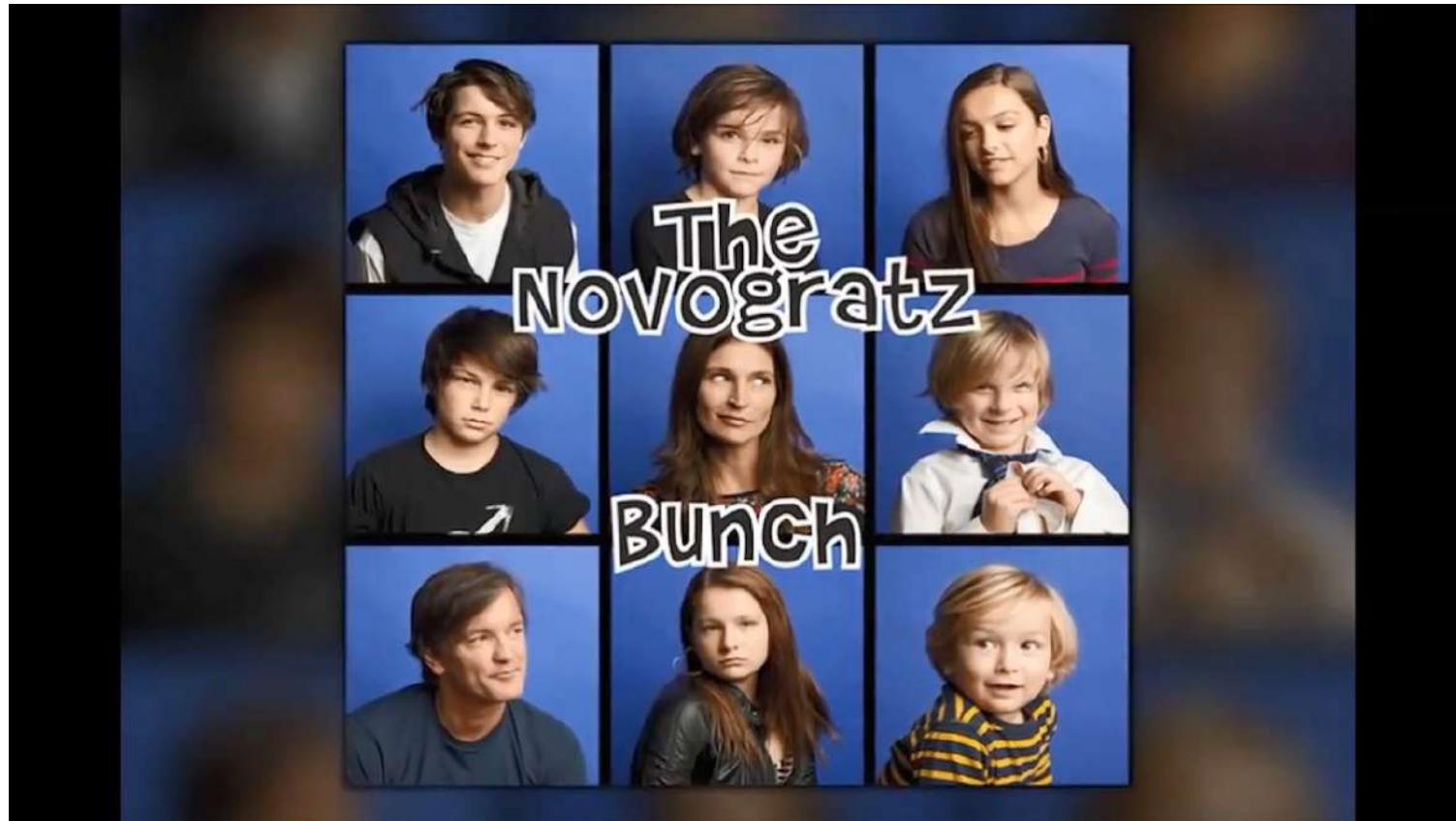
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Meet the Novogratz's



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HGTV design couple, parents of seven, will boldly tell (and show!) the story of Easter classics...with an edge

Easter Takes Over Social



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FACEBOOK

- Half-dozen days of giveaways encourages engagement and action
- Egg dyeing tip reveals keep fans coming back for more
- Coupon drops encourage purchase



TWITTER

- #FoodieChats offers Egg dyeing tips and recipe help
- Sponsored Novogratz tweets reach new audiences to gain followers



PINTEREST

- Dyeing techniques are showcased as inspirational AND doable
- Hunt for the “Golden Egg” brings FB audience to Pinterest Page



INSTAGRAM

- Novogratz Eggs tap into visual story of Easter
- Instagram “Follow” contest recruits fan base
- Cross-promote via FB and Twitter

In-Store Signage

- 7,819 grocery stores



Easter Promotion with Kellogg's Snacks



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- In-Store Offer:
 - Free dozen eggs with purchase of 2 Keebler crackers
 - 3 million IRCs
- In-store displays
- Decorating, recipes online



Highlight: Virtual Farm Field Trip



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Third Year!

- Transport students and teachers to an Illinois hen house
 - Start journey from **Feed to Food** and visit working feed mill
 - Feed important and reflected in Environmental Footprint study
 - Follow along” activity to keep kids engaged for full half-hour



 **Discovery**
EDUCATION™

Virtual Farm Field Trip Sneak Peek



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2013 Environmental Footprint Study



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Our Environmental Footprint Story



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- Today's hens are producing more eggs and living longer due to better health, nutrition and living environments
- At the same time egg farms use fewer resources and produce less waste
 - 26% less daily feed
 - 32% less water
 - 71% fewer greenhouse gas emissions



Launch! Oct 30, 2013


- Comprehensive press kit
- Infographics
- Dedicated section on IE.org
- Slideshow to social networks, pitching reporters
- Desksides early December to National consumer magazines

FEED: Advancements in feed efficiency play a key role in enabling the egg industry to reduce its environmental footprint.

Today's hens use a little over **half the amount of feed** to produce a dozen eggs

 **78** million more hens

 **1.3** million more acres of corn

 **1.8** million more acres of soybeans

Using 1960 technology to produce today's supply of **77.8 billion eggs** would have required

WATER: Through better quality crops and technological advancements in hen housing systems, the egg industry is using water more efficiently.

Compared to 1960, today's hens use **32% less water** to produce a dozen eggs

The volume of water conserved would fill

3,716 Olympic-sized swimming pools



it www.IncredibleEgg.org

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For more information, please visit www.IncredibleEgg.org

EMISSIONS: Improvements in hen housing and manure management have contributed to energy savings and emission reductions in egg production.

2010 egg production has **71% lower greenhouse gas emissions** than in 1960

The amount of CO₂ reduced is equivalent to taking

5.2 million cars off the road for a year



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For more information, please visit www.IncredibleEgg.org

50-Year Environmental Footprint Study



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- Published in peer-reviewed journal, *Poultry Science* in January 2014
- Re-issued press release and followed up with media
- Continue to weave messaging through partnerships and initiatives
- Response to media on Beyond Eggs
- Generated 21+ million media impressions to date



Environmental Footprint Study



American Egg Board

**26+ million
total media
impressions**

2013

- Generated **19+ million media impressions**
- Disseminated comprehensive press kit
- Developed one-of-a-kind infographic
- Created dedicated section on IE.org/GEP site
- Posted slideshow to social networks, pitched to reporters

2014

- Generated **7+ million media impressions** to date
- Published in peer-reviewed journal
- Re-issued press release and followed up with media
- Continue to weave messaging through partnerships and initiatives



Environmental Footprint Study #2



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OBJECTIVES: Compare the current environmental footprint of US egg production with:

- the environmental footprints of other animal proteins, specifically milk, poultry, pork and beef;
- environmental footprints of plant-based “egg replacer” products such as the new Beyond Eggs product;
- Report the comparisons in terms of several units of comparison, including mass, protein (or other nutritionals) and cost.
- Concludes June 30

Questions?



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