

A Vision for the Future

Egg Industry Issues Forum

incredible!

Anne L. Alonzo

April 20, 2016

American Egg Board



American Egg Board and EIC



Partners Since 2008

I. Who We Are

- 18 members and 18 alternates
- Fully funded by U.S. egg producers
- Research, educate and promote



American Egg Board



American Egg Board's Mission



American Egg Board



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

Egg Consumption



Retail

Year	Doz % change	\$ % change
2012	-1	+2
2013	+6	+6
2014	+2	+11
2015	+4	+23
2016	+4	+11

Source: Nielsen All Outlets (AOC) Data

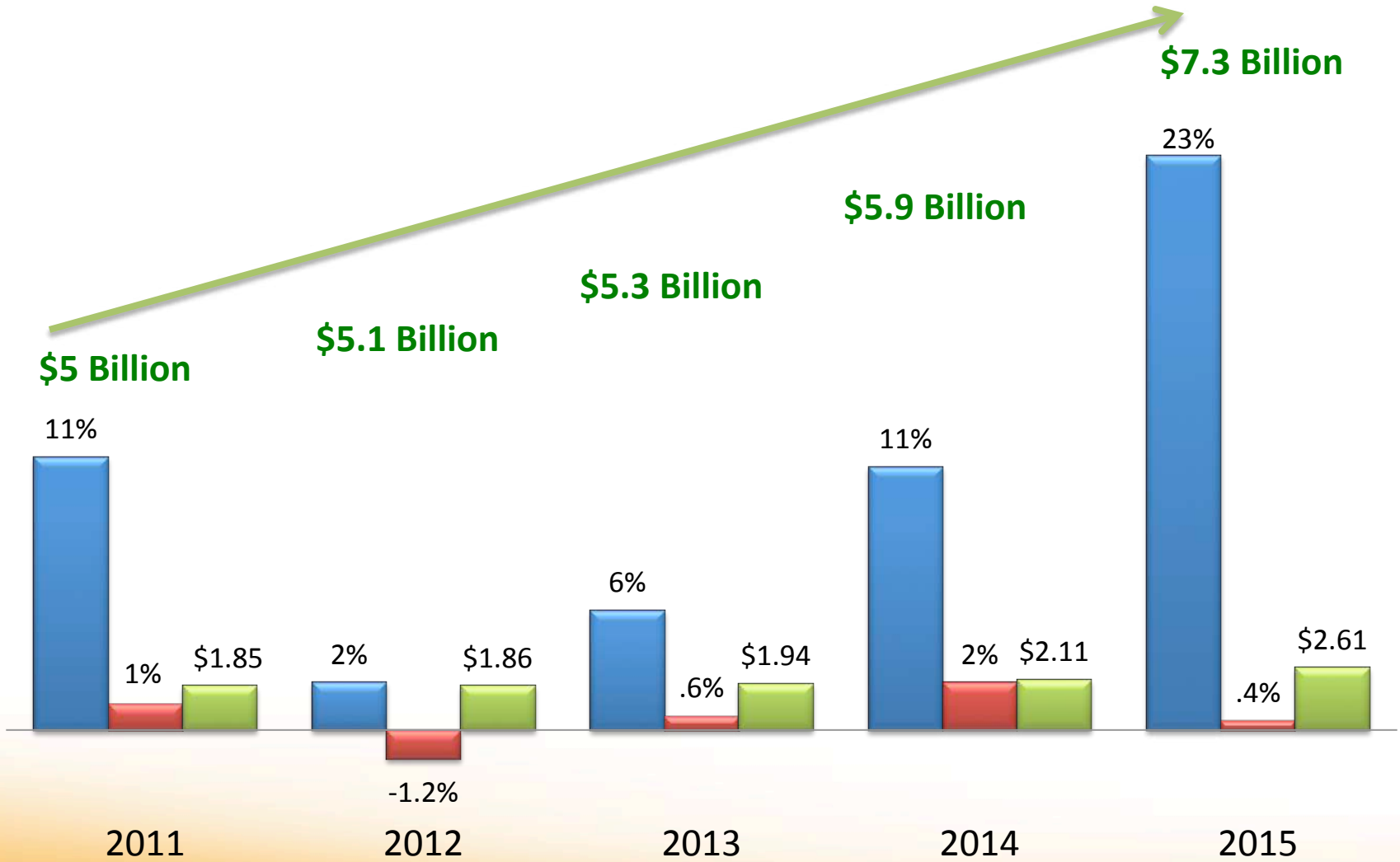
*Year-to-date through 3/26/16

Per Capita Consumption

Year	Eggs per Person	% change
2012	254	+2
2013	259	+2
2014	267	+3
2015	253	-5
2016	263	+4

Source: USDA

Retail Sales Growth



■ Dollar Sales ■ Dozens Sales ■ Average Price/Doz

Nielsen Retail Scan Data

II. What We Do



Consumer Marketing



Paul Souder
Souder Eggs
Hershey, PA

Industry Programs



Sign up for **Breakfast Beat**

Food Service Egg Products



- 6 grams of protein
Eggs contain the least expensive source of high quality protein at 20 cents per serving
- Nutrient dense
One egg has varying amounts of 24 essential nutrients including choline and vitamin D
- 70 calories
Eggs are nature's form of portion control

Egg Nutrition Center

Consumer Marketing/PR



American Egg Board



Advertising



PR/Social



Retail

Wake Up to Eggs with Bacon



American Egg Board



Industry Programs



American Egg Board



Our Farmers



Education



Partnerships

Owning Easter



American Egg Board



Egg Product Marketing & Food Service



American Egg Board



Egg Products



Food Service



Innovation



Digital

Digital + Print

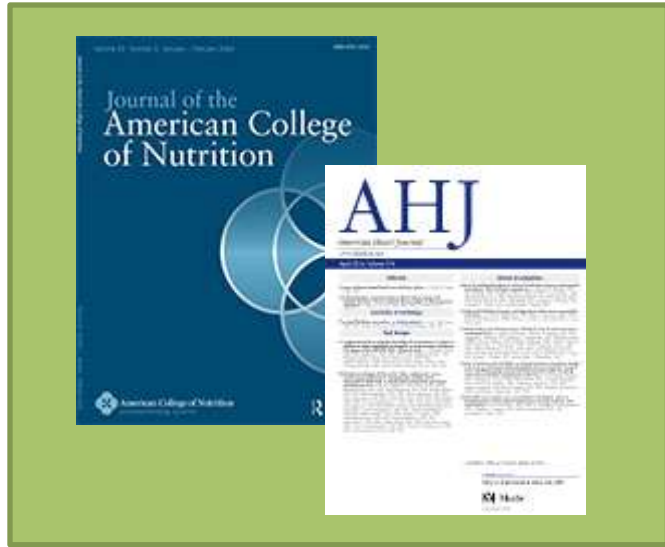
McDonald's All-Day Breakfast



Egg Nutrition Center



American Egg Board



Research



Resources



Health Professionals

2015 Dietary Guidelines



American Egg Board



“The Key Recommendation from the 2010 Dietary Guidelines to limit consumption of dietary cholesterol to 300 mg per day is not included in the 2015 edition...”



“Eggs and shellfish can be consumed along with a variety of other choices within and across the subgroup recommendations of the protein foods group.”

III. Where We Go From Here



American Egg Board



Leading in an Evolving Industry



1

**Multicultural/
Ethnic**



2

Exports



3

**Expanding
Partnerships**