



2020 ANNUAL REPORT

the
INCREDIBLE EGG

**AMERICAN
EGG BOARD**

The AEB's mission is to increase demand for eggs and egg products through research, education and promotion.





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Opposite: Quinoa Crust Vegetable Quiche

Serves 8

Directions:

1. Preheat oven to 375°F and spray an 8" pie plate with non-stick cooking spray.
2. In a medium bowl, combine cooked quinoa, ¼ teaspoon pepper and 1 beaten egg. Press mixture into the prepared pan. Bake 20 minutes, then allow to cool.
3. Reduce oven temperature to 350°F.
4. In a medium skillet, heat olive oil over medium heat. Add the broccoli, onion and bell pepper. Sauté until tender, then add the spinach and cook until wilted. Set aside.
5. In a medium bowl, whisk together the remaining 6 eggs, salt, ½ teaspoon pepper, cheese and milk. Add vegetable mixture to eggs and stir. Pour mixture into the cooled quinoa crust. Bake until knife inserted near center comes out clean, about 45 to 50 minutes.
6. Remove from oven and allow quiche to sit for about 10 minutes, then cut into wedges and serve. Refrigerate leftovers up to three days.

Ingredients:

- 2 cups cooked tri-color quinoa, chilled
- ¼ tsp black pepper, divided
- 7 eggs, divided
- 2 Tbsp olive oil
- 2 cups broccoli florets
- 1 cup yellow onion, chopped
- 1 cup red bell pepper, chopped
- 2 cups baby spinach, chopped
- ½ tsp salt
- 1 cup Cheddar cheese, shredded
- ½ cup 2% milk

MANAGEMENT MESSAGE



To say 2020 was a different kind of year would be an understatement, of course. Our businesses and lives were upended in ways no one could have predicted. Yet while tumultuous and challenging, it was also a year of exciting new beginnings at the American Egg Board (AEB) — independent of the pandemic — that warrant attention up front:

- In the first half of the year, your AEB welcomed a new CEO and new VPs for Market Development and Consumer Marketing respectively. We want to take this opportunity to recognize their predecessors — Anne Alonzo, John Howeth and Sofia Therios — for their contributions to our 2020 successes and their service on behalf of America's egg farmers.
- In May, the USDA finalized reapportionment of the AEB's geographic composition that was approved unanimously at our September 2019 board meeting, reducing geographic areas from six to three. This marked an important step in the fulfillment of our responsibility to eliminate board vacancies and ensure that our membership reflects the current national distribution of U.S. egg farms.
- Last, but certainly not least, our board members in September unanimously approved an ambitious new Strategic Vision and Five-Year Plan, details about which are provided in a subsequent section of this annual report. Preliminary implementation was undertaken in fourth-quarter 2020, and the success of those efforts enabled the organization to hit the ground running for the January 2021 rollout.

Of course, no review of 2020 would be complete without accounting for the COVID-19 pandemic's impact. Volume sales of shell eggs at retail (measured in equalized dozens) reached historic highs in 2020, up 8.2% over 2019 — more than quadrupling the growth we saw from 2018 to 2019. This was driven largely by widespread stay-at-home orders enacted across the country, prompting unprecedented levels of cooking and baking at home. The consumer relied heavily on eggs to meet those needs.

Conversely, the pandemic proved devastating to the foodservice and hospitality industries. Consequently, after years of steady consecutive annual increases, per capita consumption of egg products in 2020 dropped to a level not seen since 2016 — leading to an overall drop in per-capita egg consumption of 2.6% despite booming demand at retail — and liquid production saw its largest drop in history.

The “COVID effect” rendered volume sales and consumption at retail and foodservice largely ineffective toward assessing the success of the AEB's 2020 programming in its mission to increase demand for eggs and egg products; however, we can report efforts deployed under the AEB's three producer-led committees — Consumer Marketing, Market Development and Nutrition — proved highly effective across key metrics and demonstrated the organization's ability to deftly navigate unprecedented circumstances. Some highlights:

- At the pandemic's onset — with shelter-at-home orders enacted across much of the nation — the AEB's Consumer Marketing team rapidly pivoted to an Easter-at-home campaign that generated more than 195 million media impressions through both earned and social efforts and 365 media placements, winning significant coverage for eggs in top-tier media outlets in an exceptionally crowded mediascape.
- In the fall, as restaurants continued to struggle amidst a protracted COVID-19 environment, the AEB's Market Development team launched its Foodservice Recovery Plan, providing ideas, insights and tools to help foodservice operators capitalize on drive-through and carryout opportunities. This program played a significant role in exceeding the AEB's total foodservice media goal of 2.1 million impressions by a whopping 85%, for a total of 3.9 million impressions.
- The 2020 Dietary Guidelines for Americans, in a historic first, recommended eggs for babies, pregnant women and new moms. This milestone achievement culminated years of work by the AEB's Egg Nutrition Center (ENC) to drive sound science around the incredible nutritional benefits of eggs in healthy diets across the lifespan and was subsequently leveraged to generate outstanding coverage in a cross-functional effort by the ENC and the AEB's Consumer Marketing team.

In summary, across all programs and efforts chronicled in our annual report for 2020 — a particularly challenging year — your AEB met lofty objectives and consistently delivered against the high standard of performance that America's egg farmers have set and come to count on.

We are not about to rest on our laurels, though. Your AEB is committed to raising the bar even higher in 2021 by driving demand for eggs and egg products in utterly exciting and entirely new, innovative ways in service to America's egg farmers.

The lessons, many of them hard-learned, through this pandemic will no doubt endure, and though the road ahead may not be smooth or certain, we have every reason to be bullish about the future. As the AEB's 2020 Annual Report demonstrates, almost anything is achievable.

Steve George
Chairman

Emily Metz
President & CEO

EXECUTIVE COMMITTEE



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Mindy Truex
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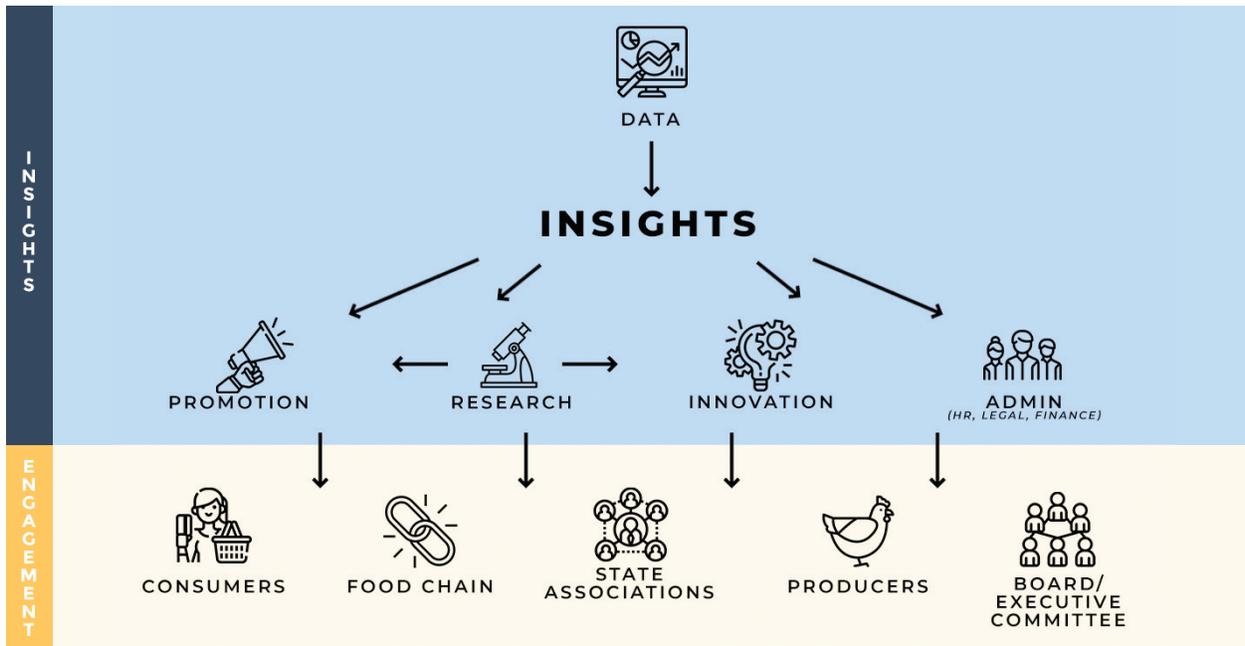


Jeff Hardin
Immediate Past Chairman
Cal-Maine Foods Inc.
Flatonia, TX



Emily Metz
AEB Staff Liaison





At the September 2020 board meeting, the AEB's 16 voting members unanimously approved an ambitious new Strategic Vision & Five-Year Plan, fully effective as of January 2021.

This collaborative effort between the AEB's leadership team and Executive Committee, with extensive input from producers, leaders and the broader industry, employs a goal-based model comprised of six strategic imperatives. Preparations

STRATEGIC VISION

Eggs are indispensable in the daily lives of global consumers because they understand why the egg is incredible: unparalleled nutrition, versatility and value, insightful innovation, sustainability and the joy eggs bring every day.

to restructure organizationally, budgetarily and in terms of stakeholder engagement started in the fourth quarter of 2020.

The AEB's new Strategic Vision & Five-Year Plan provides both the compass and blueprint guiding the AEB's work for the next

several years and beyond — creating a lasting legacy and generating dividends for egg producers, industry partners and consumers.



2021-2025 GOALS

1. ENSURE THAT THE CONSUMER IS CORE TO ALL THE AEB INITIATIVES BY USING DATA AND INTELLIGENCE TO PROMOTE EGGS AND DRIVE DEMAND DOMESTICALLY AND ABROAD.

The AEB's enterprise-wide data analytics framework will enable the gathering of meaningful global insights on consumer perceptions of eggs and egg products, on-farm practices and animal-sourced food. Alongside other like organizations, your AEB will recognize efficiencies in gathering data and then create a continuous feedback loop within the industry and measure impact. These consumer insights will help the AEB set trends and develop new content and influencer relationships.

2. BOLSTER THE EGG'S STORY BY LEVERAGING ITS INNUMERABLE ATTRIBUTES AND SHARING ITS RELEVANCE IN A MEANINGFUL AND ENGAGING WAY.

Evaluations of current/future research needs, eggs attributes and consumers' motivations will take place. The AEB will harness consumer insights and stakeholder feedback to drive a proactive global research agenda and marry consumer insights and research findings to consistently update the egg's narrative and create compelling content. The allied industry will be empowered to use the AEB's resources to further elevate the egg. Lastly, plans will identify and prepare to address vulnerabilities.

3. GIVE VOICE TO OUR FARMERS' VALUES: RESPONSIBLY PRODUCING A SAFE, SUSTAINABLE, NUTRIENT-RICH PROTEIN THAT IS PART OF THE SOLUTION TO GLOBAL MALNUTRITION.

The AEB will tell the production story in a way that augments the story about the egg as a food and support industry efforts to update the science that measures on-farm continuous improvement in the areas of sustainability, animal care and other production metrics. Through food chain outreach and engagement, the AEB will strength relationships with customers and unite industry around the value of sustainability and corporate social responsibility. And, the AEB will network and partner with NGOs that have broad influence and credibility in sustainability, hunger and other common values.

4. SPARK INNOVATION BY INTEGRATING CUTTING-EDGE INSIGHTS AND CULTIVATING PARTNERSHIPS.

The forthcoming innovation pipeline with established processes will enable growth. This internal structure means the AEB can spearhead innovation(s) in a pre-competitive space and explore new markets and/or distribution channels, including international. To increase transparency and connect the industry to customers and end-users, the AEB will trial technology and actively communicate with industry partners about new opportunities for innovation.

5. INCREASE AWARENESS, MAXIMIZE RETURN ON INVESTMENT AND SECURE ADDITIONAL RESOURCES FOR THE CHECKOFF.

The AEB will develop and manage additional producer outreach and communications, and ensure that all the AEB priorities and initiatives bring value to the industry. By better capturing the value of initiatives, the AEB will better communicate return on investment to producers. Partnerships both within and beyond the egg industry will gain efficiencies and add value.

6. FURTHER STRENGTHEN THE AEB BY ELEVATING TALENT, LEVERAGING TECHNOLOGY, MAXIMIZING EFFICIENCIES AND STRIVING FOR ORGANIZATIONAL EXCELLENCE.

The AEB will implement technology to achieve greater efficiency and teamwork, develop and train staff to grow the organization and more closely align the AEB staff and contractors with producer and industry needs.



Chair: Karyn Kreher

DIETARY GUIDELINES FOR AMERICANS 2020-2025

The U.S. Department of Agriculture (USDA) and Department of Health and Human Services (HHS) releases the Dietary Guidelines for Americans (DGA) every five years. The guidelines form the basis for federal nutrition policy, provides a framework for healthy eating and impacts the food industry.

The AEB's Egg Nutrition Center (ENC) actively participated in this two-year process by submitting and presenting comments to the Dietary Guidelines Advisory Committee (DGAC) — a group of 20 of the country's top nutrition scientists and leading physicians charged with assessing the body of science and providing recommendations to USDA and HHS. The ENC's public comments provided up-to-date scientific information on the role of eggs in healthy diets across the lifespan, including the importance of:

- Early introduction of eggs to infants for reducing risk of egg allergies,
- Choline for pregnant women and children for brain development and
- Eggs in heart-healthy diet patterns.

The DGAC's scientific report and guidelines were published in July 2020. This comprehensive scientific review confirmed what the science has consistently demonstrated in recent years: Eggs are a nutrient-dense food that significantly contribute to healthy diets across the lifespan.

Importantly, the DGAC recommended eggs as a fundamental first food for infants when they are ready for solid foods, not only because eggs are an excellent source of choline, a nutrient critical for early brain development, but also because of the importance of introducing eggs early for reducing the risk of egg allergy later in life. The DGAC guidelines also noted that few Americans are meeting the recommendations for choline intake, emphasizing this as an especially important issue to address for both pregnant women and young girls.

These guidelines emphasized the importance of several other key nutrients found in eggs for healthy diets across the average lifespan, noting that older Americans are

falling short of protein and vitamin B12, nutrients for which eggs are a good source. Iodine — a nutrient for which eggs are an excellent source — was classified as a nutrient of public health concern for pregnant women due to underconsumption. The guidelines noted that women who do not consume eggs may fall short of iodine recommendations.

The official DGAs were released by USDA and HHS in December 2020, translating the DGAC's scientific report into recommendations aimed at healthy eating. The guidelines recommend Americans choose one of three diet patterns: the Healthy U.S. Diet Pattern, the Healthy Vegetarian Diet Pattern or the Healthy Mediterranean-Style Diet pattern. Eggs appear as a core element within all three recommended healthy diet patterns.

The Dietary Guidelines listed eggs as a nutrient-dense food, defined as "a food that provides vitamins, minerals and other health-promoting components while being low in nutrients to limit." The final guidelines followed the July report by recommending eggs as a fundamental first food for infants when they are ready for solid foods. Choline was again highlighted for pregnant and lactating women for its importance in early brain growth and development, with eggs appearing at the top of a list of foods for pregnant women to consume to ensure adequate choline intake.

Both the guidelines and the DGAC report provide a compelling foundation for the ENC and the AEB to communicate the role of eggs in healthy diets to all audiences.

NUTRITION RESEARCH

Through its best-in-class research program, the ENC continued to advance the science of egg nutrition in partnership with universities and research institutions nationwide. The knowledge gained from the nutrition research the ENC sponsors not only contributes to the overall field of nutrition science, but also provides the foundation for the AEB's overall engagement around nutrition and egg's nutrition story. The ENC invests \$1.5 million annually in research evaluating the role of eggs in a healthy diet, with a history of contributing to paradigm-shifting science.

In 2020, the ENC's competitive grant program received proposals from the U.S. and international scientific community. Fifteen new ENC-funded studies were initiated across primary strategic areas, including childhood nutrition, nutrition for healthy aging and cardiovascular health. Additionally, several notable scientific publications resulted from the ENC-sponsored research in 2020, including:

Whole Egg Consumption Increases Plasma Choline and Betaine Without Affecting TMAO Levels or Gut Microbiome in Overweight Postmenopausal Women from the University of California-Davis

- Finding that consuming two whole eggs led to greater blood levels of choline in these women while having no impact on TMAO levels, a potential risk factor for cardiovascular disease.

Eggs Are Cost-Efficient in Delivering Several Shortfall Nutrients in the American Diet: A Cost-Analysis in Children and Adults from Nutrition Impact LLC

- Finding that in the diets of children, eggs ranked as the most cost-efficient food for delivering protein, choline and vitamin A, second for vitamin E, and third for vitamin D. In diets of adults, eggs ranked as the most cost-efficient food for delivering protein and choline, second for vitamin A, and third for vitamin D and vitamin E. Thus, eggs represent an economical food choice for the delivery of protein and several nutrients that Americans fall short of recommendations.

Dietary Egg Sphingomyelin Prevents Aortic Root Plaque Accumulation in Apolipoprotein-E Knockout Mice from University of Connecticut

- Finding that a component of eggs known as sphingomyelin resulted in significant improvement in atherosclerosis that may indicate that eggs, when consumed as part of a heart-healthy diet, provide a protective effect from heart disease.

HEALTH PROFESSIONAL OUTREACH

The ENC engaged and educated credentialed health professionals (HPs), including registered dietitians, OB-GYNs and pediatricians — a key AEB target audience because consumers trust them for health and nutrition information and recommendations — in various ways throughout the year, providing balanced, accurate egg nutrition information. These connections created educational opportunities and enhanced ENC's position as a credible source of science-based nutritional information. Twice in 2020, the ENC distributed its *Nutrition Close-Up* newsletter that highlighted the latest in egg nutrition to more than 50,000 HPs who use the information as they engage with their patients/clients, readers, followers and media.

EGG ENTHUSIAST PROGRAM

The Egg Enthusiast program — a community of credentialed health, nutrition and fitness professionals who share recipes and compelling nutrition information — grew significantly in 2020. More than 1,000 HPs have joined the program since it began in 2018.

In addition to access to exclusive events, these third-party egg advocates receive the latest research, articles and media-ready materials to share with their fans and followers. The ENC communicates with Egg Enthusiasts with hot-off-the-press research news and via a monthly newsletter. The open and click-through rates exceed industry averages, indicating the content is both useful and relevant. For these communications, the average open rate was 43%, more than double the average for e-newsletters, and the average click-through rate was 22%, almost nine times the average.

Besides sharing the latest nutrition science related to eggs, the ENC leverages this audience for select paid partnership opportunities that reach HP and consumer audiences.

In 2020, Egg Enthusiast partnerships included blog posts, recipe development, videos, Facebook Live videos, social media campaigns and articles written for EggNutritionCenter.org, all of which received more than 1.7 million impressions and 54,000 engagements, plus TV segments and media mentions reaching more than 300 million in total.

Throughout 2020, the AEB's Incredible Egg leveraged partnerships with the Egg Enthusiasts as part of its paid media campaigns that further amplified the reach of this content. In total, paid support for the Egg Enthusiasts delivered more than 3.4 million impressions and more than 99,000 engagements while surpassing overall engagement rate benchmarks — indicating that the content resonated strongly with the AEB and the ENC's target audiences.

STRATEGIC PARTNERSHIPS

The ENC partnered with well-known and respected nutrition organizations to connect and educate HPs, extending the reach of the ENC's nutrition messages. The ENC co-hosted five webinars that drew more than 6,000 registrants and more than half of those attended the live virtual events. The recorded webinars drew more than 600 views and will remain online as the content is relevant.

Through *Pulse Health and Wellness*, the ENC reached OB-GYNs and pediatricians to help increase their awareness of choline and lutein. More than 15,000 doctors and HPs received the ENC's eight-page educational booklet that can be used to inform the interactions and recommendations they make to their patients and clients.

YOUNG INVESTIGATOR AWARD FOR EARLY EXPLORATION

The following individuals were awarded ENC's Young Investigator Research Award for Early Exploration in 2020:

- Michael Borack, Duke University, "*Impact of Egg Consumption During Obesity Reduction on Phospholipids and Inflammation in Older Adults.*"
- Sisi Cao, The Ohio State University, "*Snacking on Eggs to Potentiate Vitamin E and K Bioavailability.*"
- Saralyn Foster, University of Texas at Austin, "*Impact of Egg Intake on Diet Quality and Food Allergies in a Child's First Year of Life.*"
- Hea Jin Park, The University of Georgia, "*Effect of Perinatal Intake of Eggs Plus DHA on Cognitive Development: A study into the Neurotrophins.*"

The ENC also partnered with the National Peanut Board to share science-based information with HPs related to food allergies and the benefits of early introduction. Attendees of the cohosted “Leaping Past Food Allergies” webinar received timely information as did those who attended a Women, Infants and Children conference in the fall of 2020. Educational resources in English and Spanish and four new early introduction recipes appeared on a handout that reached both parents and HPs.

Together with the Produce for Better Health Foundation (PBH), the ENC reinforced eggs as an important canvas for under-consumed veggies. In February, the PBH’s Facebook posts with the ENC’s Heart Check certified recipes were its second-highest performing posts from a member organization during American Heart Health month. The ENC’s content series, featured on the PBH website, highlighted eggs and veggies as a perfect pair through three articles, two recipes, one video and one infographic. The content series topped 585,000 impressions and 4,000 page views. Additionally, the “Mind Your Eggs & Veggies – Nutrition for Cognitive Health” webinar had more than 1,000 registrants with almost 600 viewing the live virtual event and even more post-event views.

The ENC partnered with the Retail Dietitians Business Alliance to engage and educate retail dietitians. The webinar, “Communicating New Science in the Time of COVID,” shared communication best practices and ideas for supermarket RDs to reach shoppers and encourage healthful dietary patterns. The ENC also provided valuable egg nutrition resources including a virtual cooking demo recipe sheet, social media posts, graphics and in-store radio scripts for use by these in-store, consumer-facing nutrition professionals.

The Food and Nutrition Conference and Expo — the world’s largest gathering of registered dietitians — had a historic turnout this year for their virtual conference with almost 14,000 attendees. The ENC connected with dietitians through webinar, mystery puzzles on social media that drew almost 150 teams and virtual exhibit booth, resulting in almost 400 new applications for the Egg Enthusiast program.

The ENC wrapped 2020 hosting its own webinar, “Every Bite Counts: Nutrition During Pregnancy and Birth to 24 Months,” featuring the ENC Executive Director Dr. Mickey Rubin and Egg Enthusiast and registered dietitian Liz Shaw. More than 2,500 HPs registered for the webinar, and almost 1,300 viewed the live virtual event. Attendees received resources including a new educational handout, webinar slides, *Nutrition Close-Up* newsletter and recipes perfect for early introduction and the entire family.

Special thanks to Chairman David Elbel, who retired in the summer of 2020 after leading this committee for a year and a half and serving on the board for 16 years.

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- Zhu C, Sawrey-Kubicek L, Bardagjy AS, Houts H, Tang X, Sacchi R, Randolph JM, Steinberg FM, Zivkovic AM. Whole Egg Consumption Increases Plasma Choline and Betaine Without Affecting Tmao Levels or Gut Microbiome in Overweight Postmenopausal Women. *Nutr Res*. 2020 Jun;78:36-41.





Chair: Blair Van Zetten

In memory of our dear friend...

Long-time industry advocate and AEB member Blair Van Zetten, president of Oskaloosa Food Products (Oskaloosa, IA), passed away January 18, 2021, at age 68. A great champion on and for the American Egg Board, Blair served America's egg farmers faithfully for nearly 22 consecutive years in critically important leadership roles, including treasurer, secretary, vice chairman and chairman. Most recently, Blair served as the AEB's Market Development Committee chairman since 2018 and had a hand in all of the successful programs outlined here. Notably, the AEB's 2020 Foodservice Recovery Program was created at his urging to help our foodservice partners as they grappled with COVID-19.

Blair's will be a lasting, powerful legacy at the AEB, and he will be missed dearly.

ONLINE CULINARY CURRICULUM

EggPro — an online egg culinary training curriculum hosted by Rouxbe and targeting culinary and R&D professionals — launched in April featuring two courses with more than 20 individual lessons. The program equips chefs and food R&D professionals with a thorough grounding in the functional properties of eggs and preparation techniques, increasing likelihood that these professionals will use eggs more often. While originally planned as a fee-based platform, the AEB offered both courses for free in 2020 in recognition of the financial hardship the industry faced due to the COVID-19 pandemic. More than 5,600 enrollments exceeded the AEB's goal by 87%. According to post-learning assessment surveys, participants' knowledge increased 37% to 49% across key topics covered in the lessons.

MADE WITH REAL EGGS™

After extensive testing, the AEB's Made with REAL Eggs™ and REAL Eggs™ certification seals were introduced in May. Webinars by the AEB and in partnership with *Prepared Foods*

educated foodservice and manufacturing professionals and the egg industry on the seals' benefits and the application process.

For the second time, 7-Eleven leveraged the seal during its limited-time offering of a new breakfast sandwich in North Texas during February.

In October, Laredo Taco, a 7-Eleven concept, promoted free breakfast tacos that leveraged the seal. Redemptions exceeded 50%, with more than 32,000 breakfast tacos given away. The AEB provided both social media and SMS support during the campaign.

Pizza Ranch, a 200+ unit Midwest chain, promoted a breakfast pizza that included the Made with REAL Eggs™ seal in December. The promotion sold seven months of its 12-month sales goal in one month alone!

FOODSERVICE RECOVERY PROGRAMS

With independent restaurants and small chains ranked among the hardest hit from restrictions due to the COVID-19 pandemic, the AEB launched its Foodservice Recovery Plan. Support centered around providing ideas, insights and tools to aid recovery, spanning two programs: Boosting Breakfast Business and a special edition of the AEB's Incredible Egg Trends series, dedicated to off-premise dining.

The Boosting Breakfast Business program provided operators with tools and resources organized around how to make, how to menu and how to market the optimal breakfast. Resources included recipes, customization suggestions, menu recommendations, promotional ideas and more, for sandwiches, bowls and family breakfast meals. This program played a significant role in exceeding the AEB's total foodservice media goal of 2.1 million impressions by a whopping 85%, for a total of 3.9 million impressions.

Given closures and other restrictions, off-premise dining soared in popularity among consumers. A special edition of the Incredible Egg Trends series focused on off-premise dining. A series of short videos showcased menu items designed to work well as take-out or delivery and inspire other operators with menu development ideas. In total, the AEB drove more than 74,000 page views to IncredibleEgg.org and kept the average site visitor on these pages for more than 2 minutes — indicating the content was relevant and useful to our target audience of independent and small chain restaurants.

FOODSERVICE PARTNERSHIPS AND SUPPORT

The AEB continued to expand its relationships with the top-10 Quick-Service Restaurant (QSR) chains in 2020. Engagement continued around research/consumer insights and marketing opportunities.

The AEB partnered with Wendy's on a social media influencer program to promote new sandwiches featuring real eggs as part of the chain's March breakfast launch — a strategic growth priority, according to Wendy's. Across the country, six influencers promoted Wendy's new breakfast sandwiches that leveraged messages from the AEB's Made with REAL Eggs™ program to a total audience of more than 480,000. Shared on the AEB's social media in support of Weggsgiving, the content received 113,000 views, earned more than 7,600 engagements and benefited from the social-media-famous brand equity of @wendyschannel.

For a third year, the AEB's Incredible Egg Trends platform delivered relevant trend and insight information via engaging videos and digital content. The three trends for 2020 — Indian, Sandwiches and Desserts — leveraged well-known chefs and highlighted their insights to inspire other chefs and foodservice operators. Engagement rates and click-through rates remained strong and exceeded benchmarks by 2.4%.

EGG PRODUCT MARKETING

Driving innovation is central to outreach to food manufacturers and retailers, with the goal of ultimately increasing new product introductions that incorporate eggs and egg products.

Last year, nearly 2,500 new products with egg ingredients were introduced, according to Innova Market Insights. For the fourth year, the AEB connected with professionals through food manufacturer workshops, educating hundreds of product developers on egg product benefits. Seven e-workshops with top-tier baked goods and snack food manufacturers and retailers were held, including General Mills, Sara Lee and Kroger. Each workshop received consistent “very good” or “excellent” ratings, and these workshops historically have a strong, demonstrated record of driving product development work and ultimately leading to new product introductions. For example, in 2020, Hormel's Black Label Oven-Baked Egg Bites launched following the AEB's workshop and collaboration, joining other popular egg-focused, small-bite products in the retail category experiencing +390% year-over-year growth, according to Nielsen.

EGGS IN SCHOOLS

With the majority of schools transitioning from in-person to e-learning for most of 2020, the AEB needed to adapt its plan to reach this segment. To support mobile school nutrition programs, the AEB provided resources on how to make, menu and market eggs. Content includes a new series of three how-to videos for remote staff training; 5 Days/5 Ways® Grab n' Go Protein Box recipes; and a segment on First Taste TV, featuring grab n' go egg meal solutions that earned almost 6,000 views online.

The AEB also reached more than 3,300 K-12 teachers with agricultural literacy classroom materials for e-learning. These free, downloadable resources educated students about eggs' nutritional value and eggs' farm-to-table process through lesson plans, virtual egg farm tours, cooking videos and games.

At the start of various shelter-in-place orders across the country, the AEB also leveraged this content through its existing search advertising to reach consumers already looking for these resources, as schools went virtual. An additional 3,524 clicks were delivered to IncredibleEgg.org, earning more than 86,098 impressions.

The state promotional organizations also leveraged the AEB's classroom materials locally and at virtual events like the Incredible Egg Chef Challenge and through Ag in the Classroom. Complete with a QR code for IncredibleEgg.org, the Mississippi Egg Marketing Board alone reached more than 1 million additional students, parents and educators. In total, the AEB's school-related resources earned almost 40,000 views online.

Among its target audience of school nutrition professionals, the AEB exceeded its awareness goal by 54%, with 1.8 million print and digital impressions and more than 539,000 unique impressions — a 190.9% year-over-year increase. The classroom awareness goal was exceeded by 86%, with 1.8 million impressions.

INTERNATIONAL

In continued partnership with the U.S. Poultry and Egg Export Council (USAPEEC), the AEB conducted global marketing activities to build awareness and education of U.S. eggs and egg products to increase exports. The AEB's support boosted efforts within retail, foodservice and manufacturing segments internationally in Japan, Hong Kong, Mexico, South Korea, the Middle East and the Caribbean.

Key achievements directly linked to the AEB's support in 2020 included:

- Sacher Cake Shop purchased U.S. egg products for seasonal Kings Day Bread, and Mega Chef developed a product line made with U.S. egg products for a retailer's private label in Mexico.
- Major retailer Billy Angel launched its new Coffee Crepe cake made with U.S. liquid whole egg product in South Korea.

From January to November 2020, total egg exports grew in volume and value. Total egg exports increased by 8.3% to 264.4 million dozen. The value of those exports grew by 2.9%. The cumulative exports of table eggs were down 0.9%, while export value grew 5.3%. For egg products, cumulative exports were up 12%, while export value was up slightly year-over-year.



Chair: Brent Nelson

UNPRECEDENTED CHANGES

The advent of COVID-19 stay-at-home orders and closed restaurants and schools caused a major shift to at-home consumption. This period also saw an uptick in baking to occupy time and relieve stress. The AEB rapidly pivoted consumer-focused programming to meet these conditions and satisfy emergent consumer needs around meal planning, baking and having children home all day.

Total volume sales for shell eggs at retail reached all-time highs in 2020, up 8.2% the preceding year — more than four times the growth seen from 2018 to 2019. From March 7, the outset of the U.S. pandemic, to the year's end, weekly sales for shell eggs at retail were up approximately 11.1% on average compared to 2019, according to Nielsen. Sales volume spiked 77% in the week ending March 21 — the peak of pandemic stockpiling.

Consumer stockpiling of eggs as shelter-at-home orders went into effect in March, coinciding with the Easter sales window, caused temporary retail shortages and price increases. The AEB worked closely with producers, UEP and other industry partners and state organizations to ensure consistent messaging and a coordinated media engagement strategy for the industry that educated reporters and helped mitigate inaccurate publicity about these temporary shortages.

EASTER AT HOME

Editorial meetings with top lifestyle media in both Des Moines and New York City conducted by the AEB in February had already laid groundwork with media for coverage promoting THE egg holiday; however, the pandemic forced the AEB to rapidly pivot from planned activities — notably the AEB's prominent role in the White House Easter Egg Roll and the presentation of the First Lady's Commemorative Egg — and to also revise the Easter consumer marketing campaign for a stay-at-home environment of scaled-down celebrations with children in need of activities.

The AEB's revised Easter campaign generated more than 195.3 million media impressions through both earned and social efforts and 365 media placements, with significant coverage in top-tier media outlets. The Incredible Egg's social reach for both owned organic and paid earned 6.8 million impressions. The AEB's Easter marketing toolkit, released earlier than ever before, earned one of its highest open rates in history at 67%.

For the first time in its history, the AEB virtually presented the 43rd First Lady's Commemorative Egg, earning a whopping 137.4 million media impressions with a light story in a crowded media landscape.

PROMOTING INCREDIBLE EGG NUTRITION

In 2019, a cross-functional team across the AEB and ENC developed a surround-sound plan to amplify egg nutrition messaging throughout 2020. This comprehensive communications plan built and protected consumer confidence in eggs during a year of intensified media coverage in the nutrition landscape ahead of the U.S. Dietary Guidelines for Americans.

The communications effort culminated with the July release of the Dietary Guidelines Advisory Committee's scientific report that, in a historic first, recommended eggs for babies, toddlers and new and expectant moms. The AEB wasted no time:

- A July media blitz including a media statement; a multi-media news release; an announcement video with CEO Emily Metz; an "Eggs as First Food" Marketing Toolkit for state promotional organizations and producers; and a radio media tour generated 800 million media impressions.
- A partnership with The Kelly Clarkson Show shared the brain-boosting power of eggs with another 1.8 million TV viewers and 2.3 million social media impressions.
- A GMA segment secured by the AEB promoting efforts of egg farmers nationwide to feed the hungry highlighted nutrition messaging and earned 4 million impressions.
- AEB-sponsored editorial featuring one of America's egg farmers — titled, "Why Eggs Are an Important First Food" — earned placements in the 10 largest U.S. media markets and reached an audience of more than 144 million.
- Outreach to more than 5,000 school foodservice professionals highlighted how eggs can fit within school meal requirements, and social media outreach to this group earned a record-breaking 15,539 impressions.
- A digital and social content series in partnership with Parents magazine delivered 1.26 million impressions — outperforming the publisher's own social engagement benchmarks.
- The AEB's nutrition messages appeared in top-tier print publications such as *U.S. News & World Report*, and six 45-second broadcast segments aired nationally through syndicated morning news programs, reaching more than 70 million viewers. These segments were distributed to more than 500 members of the national food and nutrition media.

- In the fall, a satellite media tour with registered dietitian and ENC Egg Enthusiast Liz Shaw on National Child Health Day earned more than 16 million broadcast impressions and an additional 80 million impressions from the supporting press release.

DRIVING CONSUMPTION THROUGH DISRUPTION

Two campaigns launched in the second half of 2020 successfully disrupted consumers' autopilot mentality about eggs:

Weggsday

In July, Wednesday officially became "Weggsday" in a social media campaign designed to increase mid-week awareness and consumption frequency of eggs. The campaign earned more than 96 million impressions. Delivery on paid social media earned an additional 132% impressions above goals. The official Weggsday video alone earned almost 3 million impressions and outperformed benchmarks, generating strong audience engagement with a 91% View-Thru-Rate.

IncredibleEgg.org's peak traffic moved from Sunday to Wednesday, creating a 4.4% boost. Search traffic also increased on Wednesdays, meaning those seeing the content on social media googled Weggsday to learn more. In total, search advertising delivered an additional 52,900 clicks above goals, demonstrating that relevant content drove engagement.

Despite a surge in pandemic and political news, The Incredible Egg's Twitter impressions increased by 801% and engagement grew growth by 295%. Through AEB's work with Wendy's, a social media influencer program on Weggsdays reached a collective audience of more than 480,000 and earned more than 7,600 engagements.

Lastly, according to pre- and post-campaign surveys, egg mentions on social media on Wednesdays increased a staggering 46%.

The Gift of Eggs

Rife with challenges, the 2020 holiday season for the AEB meant showing love and appreciation through gifts of food. Highlighting the egg's versatility and affordability, the Gift of Eggs online campaign upended typical holiday gifting ads with a comic twist. Total impressions over-delivered by 40% at 205 million. Total clicks over-delivered by 218% at 428,700.

Two 15-second digital commercial spots that played off classic holiday commercials delivered more than 6 million

views, almost double estimated goals. Additional chef-driven content earned more than 7.3 million impressions, delivering 2.1 million clicks above estimates. This content on Instagram delivered a video-completion rate at 10.5%, more than twice benchmark.

The AEB distributed two sponsored articles that garnered nationwide pick up in print and online publications. Combined, these sponsored articles generated more than 2,081 media placements, with a total audience of more than 423 million. Both articles earned a 66-to-1 return on investment, with an estimated advertising value of \$378,154 for each article.

To support foodservice, the AEB's social media promoted giving egg-loving friends and family gift cards to their favorite local restaurants. Leveraging Google Maps technology, users received local suggestions for breakfast or brunch gift card giving. In total, this effort earned nearly 23 million impressions, over delivering by 36%. On Facebook/Instagram, engagement, click-through and video-completion rates exceeded benchmarks. The engagement rate delivered 28.66% higher, illustrating its relevancy. Both state promotional organizations and industry partners received these materials, including 75,000 readers of the National Restaurant Association's newsletter.

ONE ORGANIZATION. ONE WEBSITE.

In fall 2019, work began to combine the AEB's three individual websites into one. This was done to ensure all digital efforts benefited from The Incredible Egg's equity. This organic equity within various search engines was estimated at almost \$1 million in monthly advertising dollars, if purchased. Now with all marketing materials housed under IncredibleEgg.org, the benefits include:

- Holistic view of content, due to a massive multi-site audit
- Analytics mapping for better tracking
- More robust, data-driven content strategy
- Single-global platform with a new, contemporary and cohesive brand identity
- One server designed to scale for seasonal spikes
- Consolidated, behind-the-scenes access that enables easy internal updates

An initial look at performance showed a 6.25% increase in site engagement. The new consolidated website streamlines content updates and overall content management, which will accrue time and cost savings associated with web maintenance for years to come.

ADMINISTRATION

The AEB plans and operates all programs to deliver maximum return on U.S. egg farmers' investments. Throughout the year, the AEB staff increased financial transparency and stewardship to ensure internal controls were in compliance with the Egg Act, Order and the AEB By-Laws.

The U.S. Department of Agriculture (USDA) Agricultural Marketing Service oversees the AEB finances and operations to ensure fiscal accountability and program integrity. The AEB's annual budget and plans are approved by the USDA and the AEB Members and then implemented by the AEB leadership and staff.

The certified public accounting firm of Plante Moran completed an annual audit in accordance with Generally Accepted Auditing Standards (GAAS) and Generally Accepted Government Auditing Standards (GAGAS), in accordance with Generally Accepted Accounting Principles (GAAP). Financial statements were found to be free from material misstatements, and the AEB was issued a clean, unmodified opinion by Plante Moran.



FINANCIALS

STATEMENT OF FINANCIAL POSITION		2020	2019
Assets	Cash & Certificates of Deposit	\$5,599,849	\$6,977,922
	Assessments Receivable	3,032,269	2,947,040
	Other Receivables	44,354	27,310
	Prepaid Expenses	362,133	407,739
	Fixed Assets (net depreciation)	240,979	281,383
	Right-of-use Asset	1,657,720	1,878,846
	TOTAL ASSETS	\$10,937,304	\$12,520,240
Liabilities	Accounts Payable and Accrued Expenses	\$4,354,309	\$3,239,576
	Lease Liability	1,861,687	2,083,929
	TOTAL LIABILITIES	\$6,215,996	\$5,323,505
Board Equity	Contributed Capital	66,244	66,244
	Excess of Revenue over Expenses	4,655,064	7,130,491
	TOTAL BOARD EQUITY	\$4,721,308	\$7,196,736
	TOTAL LIABILITIES & BOARD EQUITY	\$10,937,304	\$12,520,240
STATEMENT OF ACTIVITIES		2020	2019
Revenue	Assessment Income	\$23,495,297	\$24,681,473
	Egg Farmers of Canada	72,971	74,350
	Interest Income	58,999	250,058
	Other Income	50,000	110,500
	TOTAL REVENUE	\$23,677,267	\$25,116,381
Program Expenses	Consumer Marketing		
	Consumer Marketing	12,068,009	15,024,968
	Industry Programs	273,576	540,418
	State Support	261,012	618,394
	Consumer Marketing Expense	12,602,597	16,183,780
	Market Development		
	Foodservice	4,660,333	3,948,252
	Eggs in Schools	620,410	783,486
	Exports	584,342	1,010,482
	Egg Product Marketing	1,192,386	1,413,225
	Market Development Expense	7,057,471	7,155,445
	Nutrition	4,216,064	4,238,929
	Special Projects	1,067,245	116,664
TOTAL PROGRAM EXPENSE	\$24,943,377	\$27,694,818	
Administrative Expenses	Administration	749,402	955,521
	Allowance Uncollectable	104,000	-
	Board Meetings	17,995	367,009
	USDA Administrative Expense	337,918	277,019
	TOTAL ADMINISTRATIVE EXPENSE	\$1,209,315	\$1,599,549
	TOTAL EXPENSES	26,152,692	\$29,294,367
	EXCESS OF EXPENSES OVER REVENUES	(\$2,475,425)	(\$4,177,986)

BOARD MEMBERS AND ADVISORY PANELS

Area I North Atlantic states

Members



Chris Pierce
Heritage Poultry
Management Services
Annville, PA

Alternates



Karyn Kreher
Kreher's Farm Fresh Eggs
Clarence, NY

**Chairman of the AEB's
Nutrition Committee**



Chris Esbenshade
Esbenshade Farms
Mount Joy, PA



Elliot Gibber
Deb-El Food
Products LLC
Elizabeth, NJ



Lake Wagner
Green Valley Poultry
Farm/Dutt & Wagner
Abingdon, VA

Area II South Atlantic states

Members



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Simpson's Eggs
Monroe, NC

Alternates



Jeff Hardin
Cal-Maine Foods Inc.
Flatonina, TX



John Watson III
Braswell Family Farms
Nashville, NC



Tony A. Wesner
Rose Acre Farms
Pantego, NC



Gijs Schimmel
Centurion Poultry Inc.
Lexington, GA



Evan Lathem
Lathem Family Farms Inc.
Pendergrass, GA

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Members



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Alternates



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Schipper Eggs LLC
Holland, MI



Steve Herbruck
Herbruck's Poultry
Ranch
Saranac, MI



Jeff Cutler
Cooper Farms
Fort Recovery, OH



Bob Gornichec
Weaver Brothers Inc.
Versailles, OH



Ted Greidanus
Opal Foods LLC
Neosho, MO

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Members



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MPS Egg Farms
North Manchester, IN

Alternates



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Wabash Valley
Produce Inc.
Dubois, IN



Mindy Truex
Creighton
Brothers LLC
Atwood, IN



Jason Ramsdell
Dakota Layers LLC
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Ben Thompson
Pearl Valley Eggs
Pearl City, IL



Sean Delano
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Area V South Central states

Members



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Fremont Farms of IA
Malcom, IA



Brent Nelson
Nelson Poultry Farms
Manhattan, KS



Bruce Dooyema
Center Fresh Egg Farm
Sioux Center, IA

Alternates



Blair Van Zetten
Oskaloosa Food Products
Oskaloosa, IA



Ross Dean
Versova
Des Moines, IA



Terry Baker
Michael Foods Inc.
Wakefield, NE

**Chairman of the
AEB's Consumer
Marketing Committee**

Area VI Western states

Members



Jasen Urena
Hidden Villa Ranch/
Nest Fresh
Fullerton, CA



Sara Stiebrs
Stiebrs Farms Inc.
Yelm, WA



Anthony Demler
Demler Brothers LLC
Ramona, CA

Alternates



John Bedell
JS West and
Companies
Modesto, CA



Todd Woodward
Oakdell Egg Farms Inc.
Pasco, WA

Advisory Panel



Craig Shackelford
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Specialist*
USDA AMS Livestock
and Poultry Program



Steve Walcott
*Allied Industry
Advisor*
Big Dutchman USA



Jim Sumner
Export Marketing Advisor
USA Poultry &
Egg Export Council



Howard Magwire
*Further Processor
Advisor*

Opposite: Dutch Pancake with Sunny Side Up Eggs

Serves 4

Directions:

1. Preheat oven to 400°F.
2. In a bowl, combine 3 eggs, flour and milk.
3. Place butter in a 9" pie plate or 9" cast-iron skillet. Place in the oven and melt the butter. Once melted, remove from the oven and swirl the butter around the pan. Pour the batter into the pan. Bake 20-24 minutes, until the pancake is puffed.
4. Break remaining 4 eggs into separate custard cups.
5. In a small nonstick skillet over low heat, add 1 Tablespoon oil. Pour one egg into the pan and cook 3 minutes, until the whites are mostly cooked. Tilt the pan and use a spoon to bring the warm oil over any uncooked patches of white until set. Repeat three additional times for a total of four eggs.
6. Cut the pancake into four wedges, then top each with arugula, sunny side up egg and Parmesan.
7. Serve. Refrigerate leftovers up to 3 days.

Ingredients:

- 7 eggs, divided
- ½ cup all-purpose flour
- ½ cup milk
- 2 Tbsp butter
- 4 Tbsp canola oil, divided
- 1 cup baby arugula
- Fresh Parmesan, shredded

On the back cover: Greek Vegetable Omelet

Serves 1



Ingredients:

- 1 Tbsp olive oil
- 1 cup baby spinach
- 2 Tbsp Kalamata olives, pitted and sliced
- 2 Tbsp roasted red peppers, chopped
- 2 Tbsp artichoke hearts, chopped
- 1 Tbsp sun-dried tomatoes, chopped
- 1 Tbsp pine nuts
- 2 eggs
- 1 Tbsp water
- 1/8 tsp salt
- 1/8 tsp black pepper
- 3 Tbsp crumbled feta cheese, divided

Directions:

1. In a 10" nonstick skillet, heat oil over medium-high heat. Add spinach, olives, peppers, artichoke hearts, tomatoes and pine nuts. Cook 2 minutes, then place in a bowl and set aside.
2. In a small bowl, beat together eggs, water, salt and pepper. In the same skillet over medium-high heat, quickly pour the egg mixture into the skillet. Slide the pan back and forth to allow the eggs to cook.
3. Once the bottom of the omelet is lightly brown and the top is set, place the sautéed vegetables and 2 Tablespoons feta cheese on half of the omelet. Gently fold the other half of the omelet over vegetables and slide onto a plate.
4. Serve with remaining feta cheese.



THE AMERICAN EGG BOARD

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