

UNPARALLELED NUTRITION · VERSATILITY & VALUE · INNOVATION
SUSTAINABILITY · JOY · UNPARALLELED NUTRITION · VERSATILITY
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AMERICAN
EGG BOARD

2021

ACCOMPLISHMENTS AT-A-GLANCE

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INNOVATION · SUSTAINABILITY · JOY · UNPARALLELED NUTRITION
VERSATILITY & VALUE · INNOVATION · SUSTAINABILITY · JOY

Dear AEB farmers and stakeholders,

We are proud to share with you a retrospective on the activities—and more importantly—the results achieved and progress made against our ultimate goal: to increase demand for eggs and egg products. Last year can be marked by new, creative marketing campaigns, a concerted effort into communications and telling both the egg and the farmer story, proprietary research that better helped us understand the evolving consumer, scientific research into both nutrition and sustainability, and lastly, a new investment in innovation—building a pipeline of products that will one-day put more eggs in front of more people in new and exciting ways.

We hope you'll review these activities with the knowledge that we will build upon the successes of last year and fully leverage them in 2022. We will learn from our mistakes and take even bigger and bolder risks this year—in fearless pursuit of our vision to makes eggs truly indispensable in the daily lives of the global consumer.

Thank you for your support of your AEB and we hope you are pleased with the work done by the staff in 2021 on your behalf.

Warmly,

A handwritten signature in black ink, reading "Emily Metz". The signature is fluid and cursive, with the first name "Emily" and last name "Metz" clearly distinguishable.

Emily Metz



INTEGRATED MARKETING
CAMPAIGNS



Amplifying Influential Voices to Drive Egg Demand

AEB shifted to a social media influencer-focused marketing strategy in 2021, leveraging the popularity of **30 DIFFERENT INFLUENCERS** who had a total audience reach of more than **28 MILLION FOLLOWERS**. Through challenges, recipe creation and inspiration and educational videos, the Incredible Egg campaigns – developed from key consumer insights – broke through the digital and media noise to show the versatility and endless possibilities of eggs.

EASTER INCREDIBLE EGG COMPETITION

The Incredible Egg virtual competition **CHALLENGED POPULAR INFLUENCERS** to create the best recipes, decorating and entertaining ideas for Easter. The “Golden Egg” for the influencer with the most engagement was the chance to donate to a hunger-relief organization of their choice.



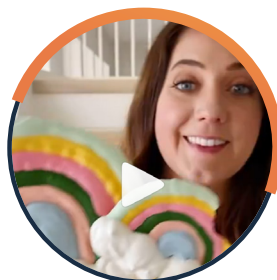
ALLISON HOLKER BOSS
@ALLISONHOLKER



JOCELYN DELK ADAMS
@GRANDBABYCAKES



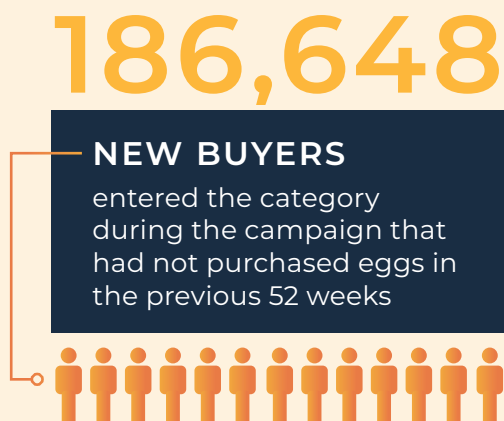
KELLY MINDELL
@STUDIODIY



ASHLEY ROSE
@SUGARANDCLOTH



KEY OUTCOMES



MEDIA DAY WITH CELEBRITY
ALLISON HOLKER-BOSS



AP Associated Press

Hollywood Life

ENEWS

People

**Showbiz
CheatSheet**

SUMMER #EGGDISHCHALLENGE

Supporting independent restaurants, the **#EGGDISHCHALLENGE TIKTOK CAMPAIGN** encouraged consumers to **RETURN TO NEIGHBORHOOD RESTAURANTS** in June and July to enjoy their favorite egg dishes.



INFLUENCERS HYPED EGGS

 **Influencers in 10 cities** visited restaurants creating videos featuring their favorite egg dish and asking their followers to do the same.

 **Nine restaurants were granted \$10,000** for restaurant improvements or to help recover from the effects of the pandemic.



KEY OUTCOMES



TikTok brand study showed

**AD RECALL FOR
THE PROGRAM**

+17%

2x the TikTok average

**SUCCESSFUL
ENTRY INTO NEW
PLATFORM**



56.3M

#EGGDISHCHALLENGE
TIKTOK VIEWS



1.2 K

COMMENTS / POST



32K

TOTAL SHARES

MEDIA RESULTS

**SMT FEATURING CHEF LOVELY,
AEB SPOKESPERSON**

RESULTED IN

21
INTERVIEWS
(TV & RADIO)

1,404
BROADCAST
SEGMENTS

**4-MIN KTLA MORNING NEWS
SEGMENT**

Chef Lovely and local egg farmer Chris Nichols surprised a local restaurateur with the distinction of "America's Best Egg Dish," bolstering AEB's local foodservice relationship.

FALL BAKING ESSENTIALS

Elevating eggs as an essential fall baking ingredient, **DAILY RECIPE DROPS BY HIGH-PROFILE BAKING INFLUENCERS** via their social channels in October and a **PARTNERSHIP WITH CALIFORNIA WALNUTS** promoting eggs — amplified by WalMart.com and Amazon Fresh — generated buzz online and media coverage.



HALF BAKED
HARVEST



MOLLY BAZ



TUTTI DOLCI



PREPPY KITCHEN



HUMMINGBIRD
HIGH



IMMACULATE
BITES



MATHEW IN
THE KITCHEN

KEY OUTCOMES



**SHOPPERS
BUYING ACTIVITY**
among those exposed
vs. the control



The same influencer audience
SALES GREW 576%
compared to last year's campaign
window for eggs

1,288

NEW BUYERS

entered the category
during the campaign that
had not purchased eggs in
the previous 52 weeks



RETAIL PARTNERSHIPS: WALMART & AMAZON

Highly targeted media campaigns
reinforcing eggs as the essential ingredient
from October through December.

WalMart.com attributed **\$14 MILLION OF
IN-STORE EGG SALES** to the campaign
and had a **\$56 RETURN ON AD SPEND**

AmazonFresh drove **+\$900K IN ONLINE
SALES** and had an **\$11.98 RETURN ON
AD SPEND**



CAMPAIGN NEWS RELEASE

Resulted in coverage in **234 OUTLETS**, with **162.3+ MILLION VIEWS**.

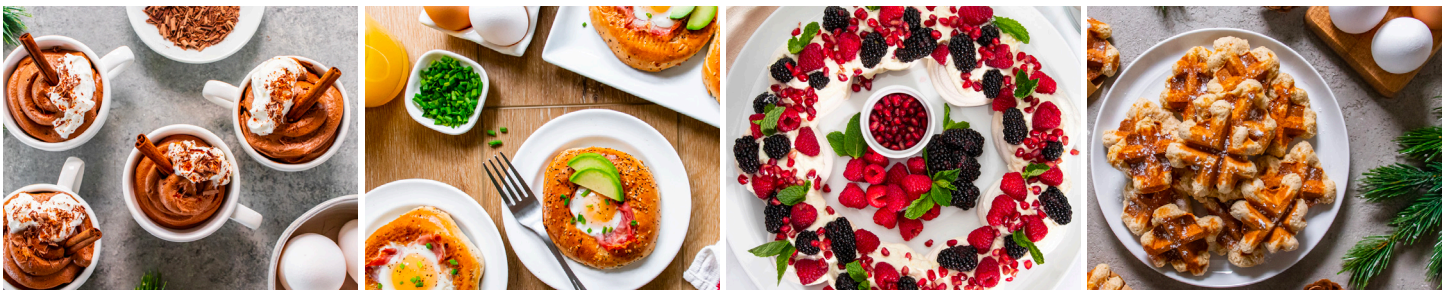


FALL BAKING SMT FEATURING PREPPY KITCHEN, INCREDIBLEEGG SPOKESPERSON



HOLIDAY #EGGCEPTIONALHOLIDAYS

OUR HOLIDAY CAMPAIGN TAPPED INTO MILLENNIALS' INTEREST IN NOSTALGIA BY INVITING THEM TO TRADE IN THEIR BELOVED FAMILY HOLIDAY RECIPES FOR A MODERN UPDATE. Campaign spokesperson Derek Hough, award-winning entertainer, launched the program featuring his own family favorites and a call-to-action to his followers to share their own with an updated spin. Media coverage buzz and daily recipes drops on social channels from Derek and 6 other influencers throughout November and December provided consumers with inspiration to celebrate the Holidays with friends and family — and eggs!



KEY OUTCOMES



CAMPAIGN REACHED OVER 11.8 MILLION CONSUMERS VIA SOCIAL CHANNELS IN NOVEMBER AND DECEMBER.

**HOUGH'S SOCIAL CONTENT
GENERATED**

4.77%

engagement rate

OVER 2X INDUSTRY AVERAGE

#EGGCEPTIONALHOLIDAYS SOCIAL POSTS

EARNED
MORE THAN

236,000
engagements

FAR ABOVE
INDUSTRY AVERAGE

5.2%
engagement
rate

MEDIA RELATIONS

DEREK HOUGH CONDUCTED **11 MEDIA INTERVIEWS**
THAT RESULTED IN **17 STORIES**

Daily
Mail tv
Page Six

FOX
NEWS

inTouch
WEEKLY

FoodSided

MEDIA RELATIONS



Top Media Highlights

AEB executed a proactive media relations program in 2021 with the goal of increasing the prominence of egg stories in national and local media. A concentrated effort to build relationships with reporters, conduct media outreach around major news announcements, and pitch timely, relevant story ideas resulted in **MORE THAN 4,922 STORIES ABOUT EGGS REACHING MILLIONS OF CONSUMERS** across the country.



TOP MEDIA HIGHLIGHTS



FIRST LADY'S COMMEMORATIVE EGG

This campaign **celebrated the 44th annual unveiling of the First Lady's Commemorative Egg** and a pledge for hunger relief.

An exclusive broadcast segment with Cheddar TV



8

TOTAL AIRINGS

A Satellite Media Tour (SMT) featuring CEO Emily Metz

18

TV & RADIO INTERVIEWS

1,586

PLACEMENTS AND AIRINGS

Campaign news release generated

230 placements
(broadcast and print)



BACK-TO-SCHOOL HEALTHY RECIPE INSPIRATION

As students returned to the classroom, **AEB inspired parents with four healthy, kid-ready egg recipes.** A news release featuring the recipes generated coverage in hundreds of local newspapers, community magazines, and news sites and **1,348 media outlets** published the recipes.



1,348
media outlets
published recipes

WINNETT
Daily Post

Florida
COURIER
Sharing Black Life, Statewide

The Albany
HERALD

SIoux CITY
Journal
"Celebrating Siouxland Pride"

MEREDITH MEDIA BRIEFING

American Egg Board brought trends, insights and story ideas to **31 writers and editors at leading national magazines** within the Meredith family of publications in an exclusive briefing. Topics covered included egg production, key culinary trends, nutrition, holiday inspiration, and much more.

**Better Homes
& Gardens**

Following this media briefing, **Better Homes & Gardens** highlighted **seven food trends and tastes to watch for in 2022**, including the "reducetarian" and "flexitarian" trends shared to Meredith media briefing attendees.

allrecipes!

The briefing prompted interest from an Allrecipes editor about **egg trend data for potential inclusion** in the August/September 2022 issue.

NUTRITION OUTREACH



Egg Enthusiasts

AEB's Egg Enthusiasts is a community of more than **1,250 CREDENTIALLED** health, nutrition and fitness professionals who share recipes featuring eggs and compelling nutrition information about the numerous benefits of eggs. Egg Enthusiasts have earned the trust of consumers as a source for health and nutrition information and recommendations.



EGG NUTRITION STORY AMPLIFIED



PAID PARTNERSHIPS

Articles published in many publications, including:



REACHED
87M
CONSUMERS

EatingWell
WHERE GOOD TASTE MEETS GOOD HEALTH
Parade
POPSUGAR.
verywell health
vegetariantimes

EARNED MEDIA

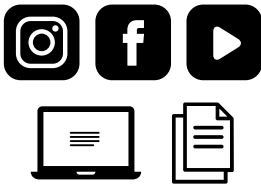
450+
earned media
articles or social posts
featuring Egg Enthusiasts


900
likes



SOCIAL + EDUCATIONAL OPPORTUNITIES

BLOGS, SOCIAL MEDIA CAMPAIGNS, VIDEOS/INSTAGRAM REELS, EDUCATIONAL HANDOUTS







584K+
impressions

58K+
engagements

PUBLICIZED DIETARY GUIDELINES FOR AMERICANS



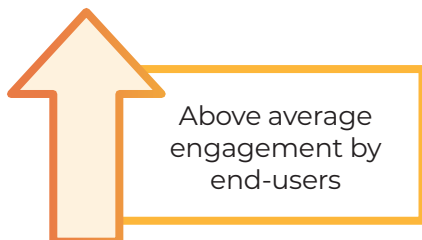
-  **Conducted consumer nutrition message testing** to identify how to best tell egg nutrition story
-  **Empowered Egg Enthusiasts** to share news with their audiences
-  **Provided pediatric health professionals with materials** recommending eggs as a first food.
-  **Engaged top-tier media.**

NATIONAL SMT

Featured Liz Weiss, Registered Dietitian and Egg Enthusiast in a national SMT highlighting why eggs are a foundational food for babies. This effort garnered:

18	364	3
media interviews (TV & Radio)	broadcast segments	online placements

EGGSTRA! EGGSTRA! EGG ENTHUSIAST MONTHLY NEWSLETTER



35%
open rate

7%
click-through rate

Industry average is 15% and 2%, respectively, according to Campaign Monitor

SCIENTIFIC RESEARCH



Nutrition & Sustainability



NUTRITION RESEARCH

The Egg Nutrition Center's (ENC) competitive grant program in 2021 issued **SEVEN NEW ENC-FUNDED SCIENTIFIC STUDIES** focusing across AEB's strategic areas:



CHILDHOOD NUTRITION







NUTRITION FOR HEALTHY AGING



CARDIOVASCULAR HEALTH

Nutrition research projects sponsored by ENC resulted in **18 ARTICLES IN SCIENTIFIC JOURNALS.**

NOTABLE RESEARCH FINDINGS	
<p>Eating eggs is linked with</p>  <p>SLOWING THE RATE OF AGE-RELATED MEMORY DECLINE in individuals over the age of 50 years.</p>	<p>Adding eggs to plant-based diets in people who are at risk of type 2 diabetes</p>  <p>Not only has no impact on cardiovascular risk, but also SIGNIFICANTLY IMPROVES INTAKES OF KEY NUTRIENTS SUCH AS CHOLINE.</p>
<p>Adding just one egg at breakfast to the usual diets of children</p>  <p>IMPROVED DIET QUALITY by helping improve intakes of choline, lutein, zeaxanthin and DHA, as well as vitamins D and A.</p>	<p>In a research collaboration between ENC, National Pork Board and Cattlemen's Beef Board,</p>  <p>proteins from animal-sourced foods, like eggs, beef, and pork SUPPORT MUSCLE HEALTH TO A GREATER MAGNITUDE THAN PLANT-SOURCED PROTEIN FOODS.*</p>

* Park et al. Metabolic Evaluation of the Dietary Guidelines' Ounce Equivalents of Protein Food Sources in Young Adults: A Randomized Controlled Trial. Journal of Nutrition, 2021;151:1190-1196.

SUSTAINABILITY

IN 2021, AEB LAUNCHED A NEW SUSTAINABILITY PROGRAM to support and give voice to U.S. egg farmers producing a sustainable protein for consumers who are increasingly conscious of how their dietary decisions impact our planet.

LIFECYCLE ASSESSMENT

AEB, in partnership with the Egg Industry Center and United Egg Producers, **KICKED OFF AN INDUSTRY-WIDE LIFECYCLE ASSESSMENT (LCA) TO MEASURE THE ENVIRONMENTAL FOOTPRINT OF TODAY'S EGG PRODUCTION AND SUPPORT CONTINUOUS IMPROVEMENT**

into the future. Producers responded to surveys (fall 2021) and results will be released in late 2022.



U.S. ROUNDTABLE FOR SUSTAINABLE POULTRY & EGGS

As a stakeholder member of the U.S. Roundtable for Sustainable Poultry & Eggs, **AEB HELPED DEVELOP THE FIRST-EVER SUSTAINABILITY FRAMEWORK TO MEASURE CONTINUOUS IMPROVEMENT IN THE U.S. EGG SUPPLY CHAIN – FROM PRODUCER TO CUSTOMER.** After two years of development, the framework was finalized in 2021 and is scheduled to launch in late 2022.



INSIGHTS



Top 10 Proprietary Consumer Insights

TOP 10 PROPRIETARY CONSUMER INSIGHTS

CONSUMERS' PERCEPTIONS OF EGG FARMERS



59%

OF CONSUMERS BELIEVE



“ FARMERS ARE THE MOST TRUSTED SOURCE
of egg farming information ”

3 in 5
AMERICANS



Are interested in learning more about where
their food comes from and how it is made.



Consumers spend nearly twice as
much on shopping trips when eggs
are in their basket.



Millennials are the generation most
concerned with the environmental
impact of egg farming.



DRIVE THROUGH
BREAKFAST VISITS ARE

↑14%

compared to
pre-pandemic traffic



ON-PREMISE
BREAKFAST DINING IS

↓48%

compared to
pre-pandemic traffic

CONSUMERS ARE MUCH MORE LIKELY TO PURCHASE EGGS ONCE THEY KNOW EGGS SUPPORT...

69%



BRAIN DEVELOPMENT

65%



EYE DEVELOPMENT

28%

OF CONSUMERS BELIEVE

“ Cholesterol is the biggest nutritional
barrier to increased egg consumption ”

62%

OF CONSUMERS BELIEVE

“ Protein is key health reason
they eat eggs ”

1 in 3

AMERICANS

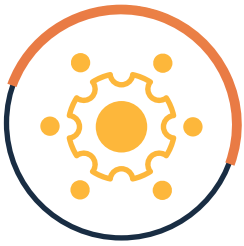


Sometimes skip breakfast because
they don't have time

INNOVATION

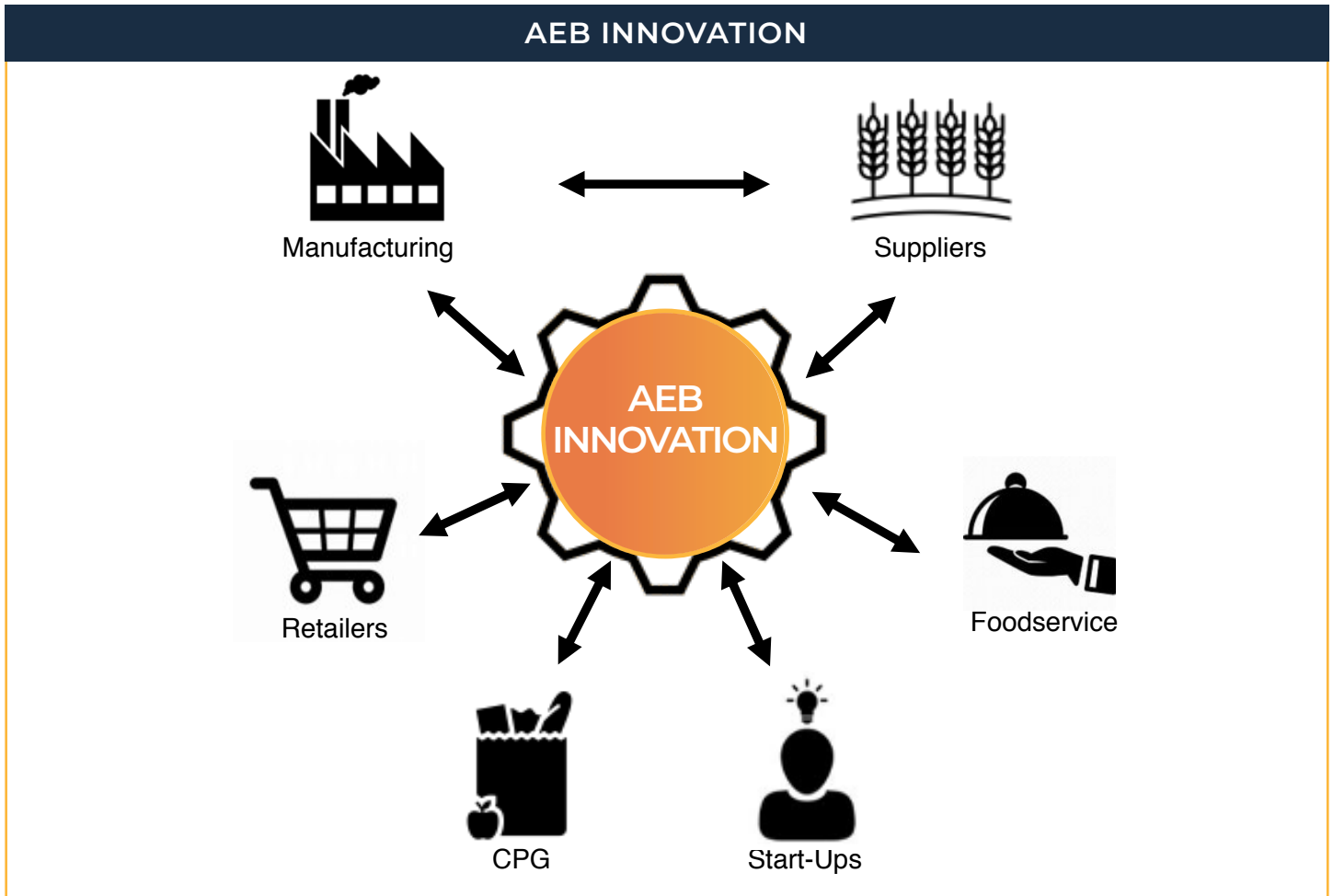


Delivering Eggs to the Future Consumer






DELIVERING EGGS TO THE FUTURE CONSUMER

AEB introduced AEB Innovation and initiated five key pilot projects designed to generate value and demand for eggs and egg products.



KEY AEB INNOVATION INITIATIVES

-  **Identifying applications within CPG** for unique industrial ingredients that extend shelf life of eggs (Ingredient Supplier)
-  **Developing a relationship with the University of Wisconsin-Madison** to launch AEB's new Technical Research Program in 2022
-  **Leading white space discovery and opportunity assessment** around hot sandwich innovation (Manufacturer)
-  **Building the first-ever egg industry innovation pipeline**, including an idea and concept library to leverage with channel partners
-  **Developing and testing new menu concepts** for breakfast offering (QSR Chain partners)

AEB ADMINISTRATIVE



Striving for Organizational Excellence

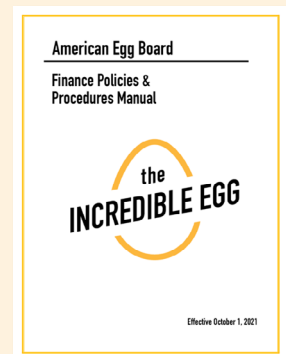
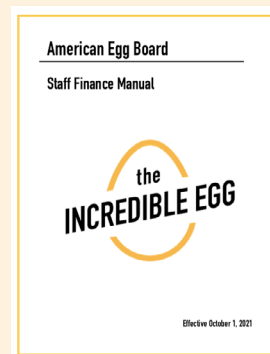
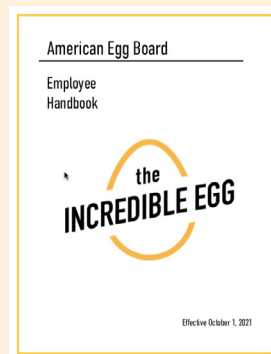


STRIVING FOR ORGANIZATIONAL EXCELLENCE



**INSTILLED GREATER
TRANSPARENCY,
ACCOUNTABILITY AND
EFFICIENCY THROUGH
NEW PROCESSES AND
POLICIES,**

as outlined in new,
consistent handbooks
and materials.



ELEVATED AEB STAFF & HIRED NEW TALENT

Expanded expertise by hiring five new employees with diverse expertise who, along with our talented existing staff, help collectively and passionately drive against the goals of increasing demand for eggs and egg products.



MIKE KOENIGS



MIKE HOSTETLER



JOHN GALLAGHER



HEMA PRADO



HANNAH KRUGER

CAPITALIZED ON COMMITTEE EXPERTISE



Revamped committee structure to align with new AEB Strategic Plan and draw on varied expertise from Board member leadership. In addition to the Marketing Committee, added committees focused on finance, communications, insights and external relations and expanded the mission of the nutrition research committee to include sustainability.

RETAINED A STRONG BOARD OF DIRECTORS

Retained a Board of Directors with deep industry experience, strong leadership, and a representation of diverse backgrounds, farms and productions. The Board met twice in 2021, once virtually at its March meeting and once in-person in October. At the Board's October meeting, AEB recognized outgoing leadership, including celebrating the life of esteemed past Chairman Blair van Zetten. AEB's Executive Committee met four times in 2021, gathering for the first-time in person at the AEB office in July.