

## Leveraging WHEER in 2024 to Tell the Farmer Story

AMERICAN EGG BOARD ON BEHALF OF AMERICA'S EGG FARMERS

It's not Easter without eggs! As a legacy partner of the 2024 White House Easter EGGucation Roll, the American Egg Board – on behalf of America's egg farmers – were proud to help bring this special tradition to life with real eggs.

#### ATTENDANCE SOARED...

with more than 40,000 guests, including the 356 guests proudly hosted by AEB.

102 volunteers – producers and their families, staff and partners – dedicated time to assist with the AEB activities on the lawn.

#### EVENT SPONSORS

**Seven companies** committed nearly **\$150,000** to support various events and activities.



#### EGG FARMER GENEROSITY CONTINUES!

More than 64,000 real eggs were generously donated for WHEER activities – the egg hunt, egg decorating and the iconic egg roll – and served to guests in a selection of Easter and Passover-inspired sweet and savory eggbased food items.

An additional 54,000 eggs were donated to the Capital Area Food Bank.



"I want to thank [...] especially the American Egg Board and the American egg farmers, you've done a great job! [...] thank you for making this special tradition possible."

Remarks made by President Joe Biden, White House Easter Egg Roll, April 1, 2024



#### FIRST LADY COMMEMORATIVE EGG

# Tradition continues with the presentation of the 47th Annual Commemorative Egg

For the past 47 years, the American Egg Board – on behalf of America's egg farmers – has been honored to present a Commemorative Easter Egg to the First Lady of the United States. Every year, this special egg is customized to reflect the interests and passions of America's First Ladies.

#### COLONNADE OF EGGS

### White House "Colonnade of Eggs" exhibit: 'Celebrating Military Families'

This special exhibit featured eggs designed by National Guard children – inspired by their unique experiences and stories – from all 50 states, the District of Columbia, Guam, Puerto Rico and the U.S. Virgin Islands. The designs were intricately brought to life by 16 different egg artists on real hen eggs.





## **EGG EXPERIENCE: FESTIVITIES BROUGHT TO YOU BY AMERICA'S EGG FARMERS**

HEN TO HOME







ART TENT

TOTAL

EGG-BASED FOODS





## SOCIAL MEDIA ACTIVATION ACHIEVED INCREASED ENGAGEMENT



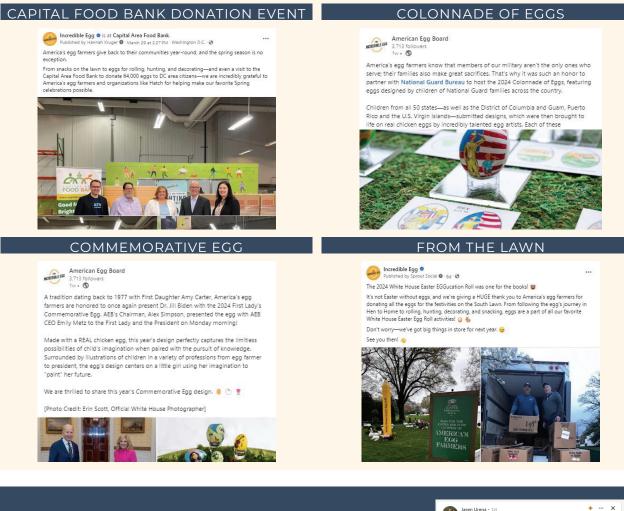
Our social media activation leveraging WHEER to tell the farmer story resulted in our most robust activation to date.

Successfully engaged audiences across social platforms with more than **50 posts**, including **12 owned posts**, live from the lawn.

Reached more than 100,000 people and achieved an engagement rate of 3.6%.

Engagement increased across all social channels year-over-year.

#### SOCIAL MEDIA ACTIVATIONS



"In my 50+ years being part of the Egg Industry, I do not think I've ever been prouder of being part of it! Despite the bad weather, the AEB Team did a marvelous job dealing with every issue so professionally. The plan came together, and the Staff, Volunteers and visitors had a wonderful time. I think this was a record attendance for this event. This was a 5 Egg event!"

Michael I. Sencer, Senior Vice President Luberski Inc. dba Hidden Villa Ranch | NestFresh Eggs | New Barn Organics Jasen Urena • 1st Vice President - NestFresh -8h • ©

6.9.9 Why family and 1 got to do something incredible to celebrate Easter this year. Thanks to the American Egg Board, my family and I had the opportunity to celebrate Easter weekend in Washington OC and had the incredible honor of representing NestFresh. Hidden Vills Banch and the US egg industry at the White House. I an honexity lot of rowrote huring to describe the feelings of being able to share this experience with my wife and daughters. Both my wife and lare first generation both Latin American, Dcur Tamiles came to the USA with nothing but a dream of being able to work for the opportunity to have a better life. The power of the American Dream came to full reality when we were inviced in to the White House for breakfast and introduced to the President of the United States and First Easter Egg Real baot the US egg functions on the White House lawn helping educate the over 40000 attendees at the White House Easter Egg Real baot the US egg functions around the country do every day to bring great quality nutritious eggs to the American Dregole.

Thanks again to the American Egg Board staff for coordinating such an amazing event and thank you to all the egg farmers out there who continue to shape our industry everyday.

+ What are the	benefits of the US egg i	industry? 🔶 Wh	at is the American
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