



incredible!

American Egg Board

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Who is the American Egg Board?

- Connects America's Egg Farmers with variety of audiences
 - Consumers, Educators, Foodservice Pros, Food Formulators, International Audiences and Others
- Check-off program overseen by the USDA
- 192 egg farms that pay into AEB for marketing & promotion
 - Flocks of +75,000 hens
 - 60 egg farmers with +1 million hens
 - 17 egg farmers with +5 million hens



Our Mission

To increase consumption of Egg and egg product.



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Core Structure

- Consumer Marketing
- Food Service and Egg Product Marketing
- Egg Nutrition Center



2017 Strategic Focus

- Millennials
- Multi-Cultural
- Health And Wellness
- Schools
- Exports



Fun Fact #1

2% of the worlds population
feeds the remaining 98%

Why Schools?

Eggs Get an **A+** for Protein

**Aw Pete, is
that you?!**



What We Know

- Food insecurity is a big issue in the United States
 - One in 5 students are food insecure
- Today's youth do not know where their food comes from
 - They don't understand the farm to table concept
- There is a distinct disconnect between kids and agriculture
 - Kids don't understand the science behind modern farming
- Farming is more than just growing something
 - Today's farmers are college educated and not who you think



Two Pronged Approach to Schools



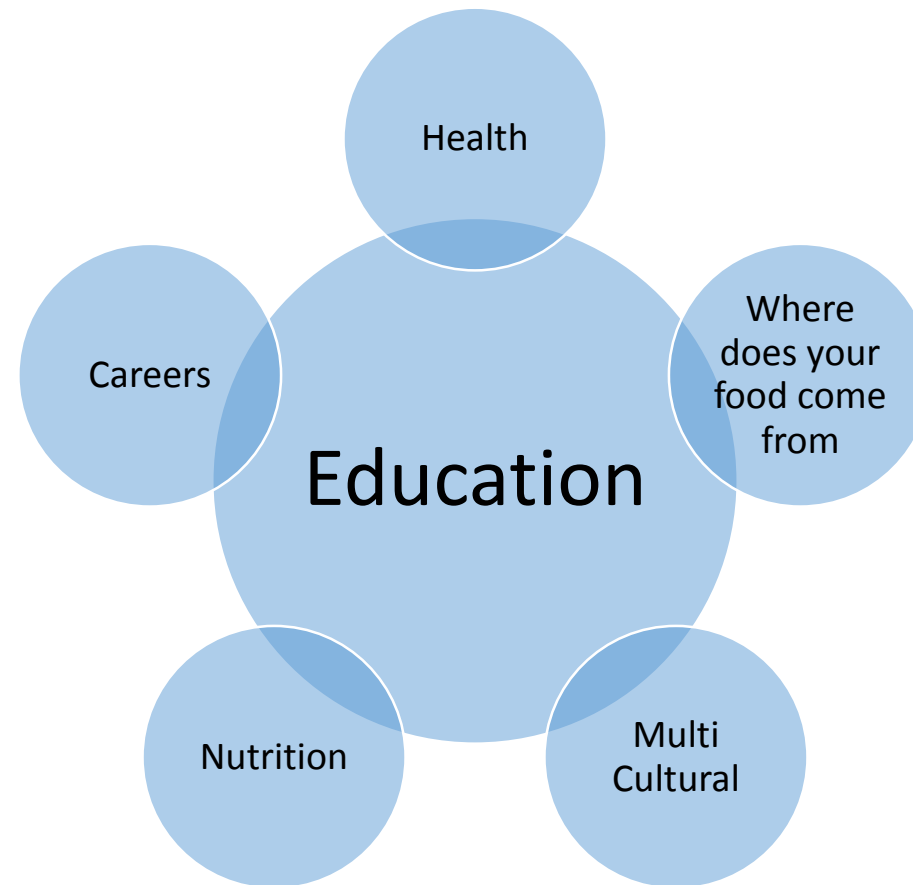
School Tactic

Eggs Get an **A+** for Protein

- Support school nutrition programs and efforts to serve healthy and delicious school meals to all children
- To increase the consumption of high-quality protein (eggs) in schools (breakfast, lunch, snacks, after school)
- AEB= the primary resource for any and all information about #EggsInSchools including educational efforts



Education is a cycle



Why does it matter?

- To engage today's youth with a better understanding of the farm to table process, educate them about the importance of proper health and wellness, and connect them with where their eggs come from.



Fun Fact #2

How many different people touch the egg before it gets to the grocery store?

No human hand touches the egg before it hits the grocery store dairy case!



Egg processing



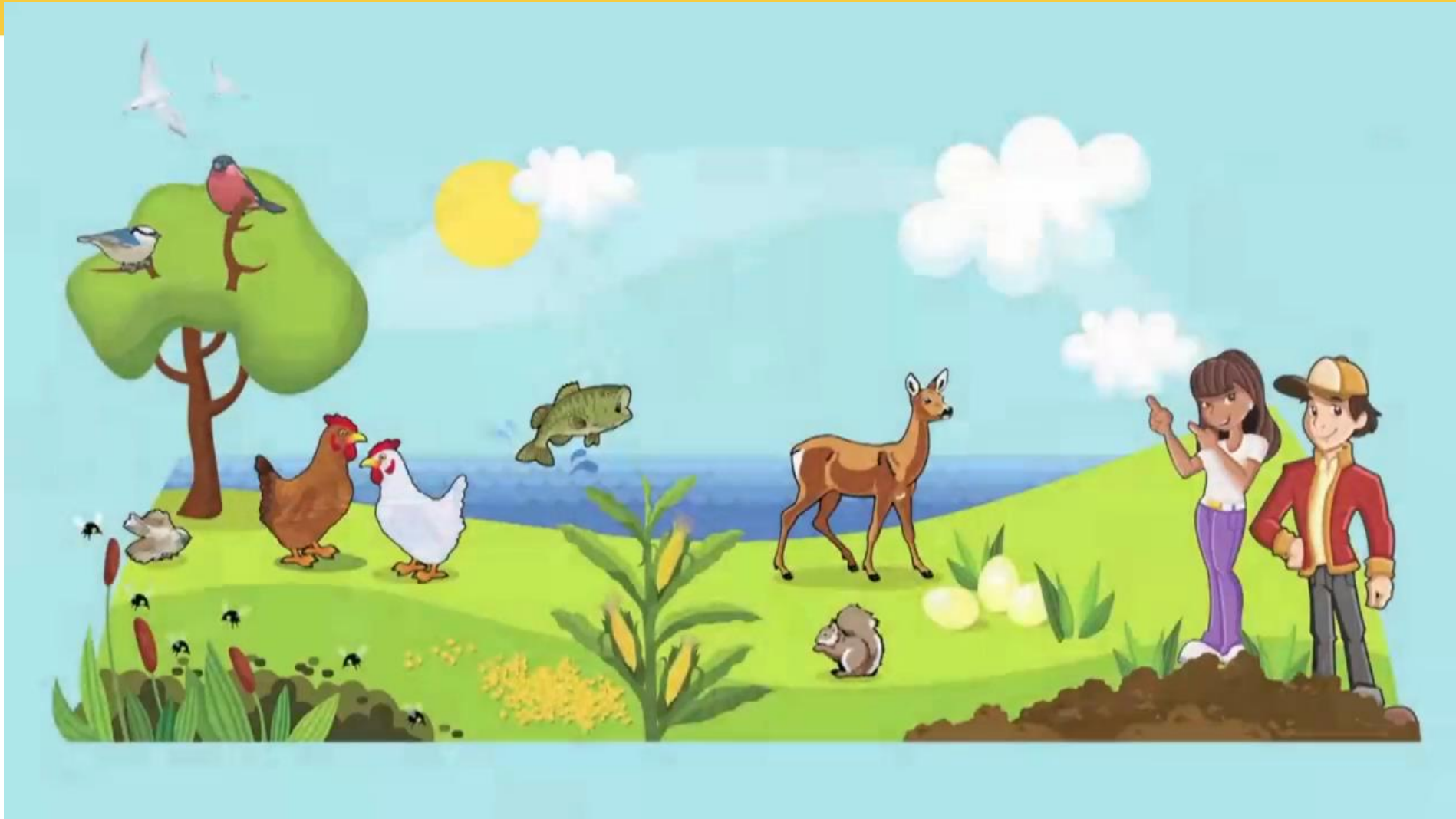
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Modern Farming

- Advances in technology have created a streamlined, automated system that speeds up the processing cycle
- Computers manage the systems, making them more efficient and environmentally friendly
- America's Egg Farmers are good stewards of the land
 - If it can be recycled, IT IS!



Water treatment



PROMOTING EGGS IN SCHOOLS

Eggs Get an **A+** for Protein



TOOLS FOR Schools

Egg-citing News!
Check out our **NEW** library of downloadable resources. With a couple of clicks, you can get "Eggy" posters, Smart Snack labels, How-to videos and more...

GET STARTED!



EGGS in Schools
@eggscards

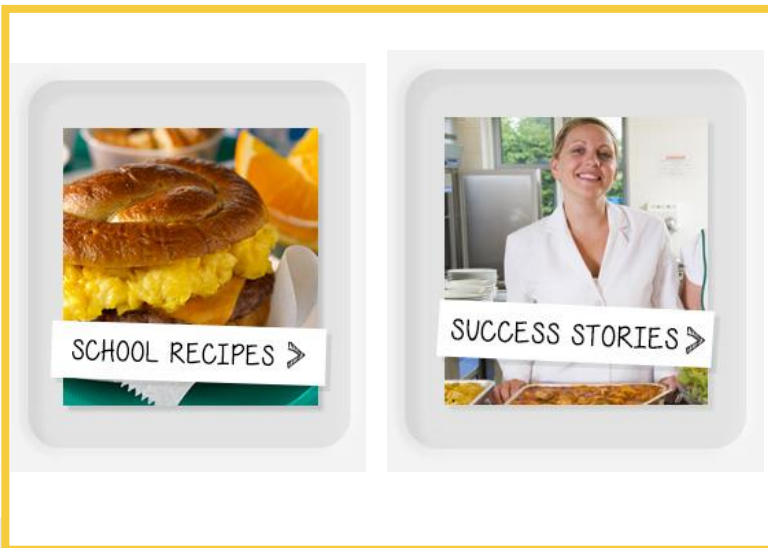
POWER UP with EGGS!

Eggs are jam-packed with protein and important vitamins and minerals that help you build muscle and feel **STRONG!**

Delicious. Nutritious. Fun!

incredible!
American Egg Board

Source: U.S. Department of Agriculture, Agricultural Research Service, Nutrient Database.
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SCHOOL RECIPES ➔

SUCCESS STORIES ➔



Food for Thought

Kindergarten

Download for FREE

Common Core

For additional EGGucation materials visit AEG.org/Educators

School Tactic - Education

- Work with top educational companies to create relevant, timely and effective lesson plans and materials, video content and resources for food science, culinary and agricultural education
- AEB = the Eggspert on all things eggs



New Video Series Coming

Activities, On Line Programing

Eggs Get an **A+** for Protein



The EGGucation Experts
Virtual Field Trips

Discovery
EDUCATION™



Hands on Classroom Activities

The Naked Egg

How much weight can an egg hold ?

What can an egg shell tell you about oral hygiene?

Can eggs teach you about density?



THANK YOU!

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For more information, please visit aeb.org