

AEB's Ad Agency Named Global Agency of the Year!

AEB's advertising agency, Grey Worldwide, has been named ADWEEK's Global Agency of the Year for 2013. The agency, which helped create AEB's current ad campaign for the Incredible Edible Egg, "Wake up to eggs," received the award for strategic and creative excellence.



Grey has helped egg farmers positively change consumer attitudes and behaviors toward eggs, and most importantly grow egg demand. "As chair of AEB's Consumer Marketing Committee, I've seen the important contributions that Grey has made to the egg industry," said Jerry Wilkins, a Colorado egg farmer. "We're pleased to work with the best."

AEB was recently awarded with the International Egg Commission's highest honor for marketing excellence, the Golden Egg Award, for its "Take Bake Easter" campaign earlier this year. The Grey team was an important contributor to that effort. AEB is honored and proud to be working with the best advertising agency in the world! ●

Showcasing Sustainability

KREIDER FARMS
Sustainable Agriculture and Environmental Stewardship

Penn Township's
Sustainability Park



This sign from Kreider Farms is part of a new sustainability park walking path for Penn Township. In partnership with the township, Kreider Farms developed a solar powered water well and sustainability park walking path as an educational program for local school kids and their families.

The sign is positioned at an overlook of the Kreider's farmland on the sustainability park and describes the many steps being taken by Kreider Farms to protect the environment. This new walking path will have a grand opening in the spring. ●

Trade Press Articles for 2014

AEB recently attended the International Foodservice Editors Conference (IFEC). Twenty-eight publications were present, each with established office hours." AEB met with these editors and secured seven breakfast features for 2014. The features will deliver trend information about breakfast and restaurants that are developing new breakfast on-trend items. These articles will be appearing in *Restaurant Business*, *Restaurant Hospitality*, *Nation's Restaurant News* and *Plate* to name a few. ●



Egg Industry Issues Forum

The Egg Industry Issues Forum, hosted by Iowa State's Egg Industry Center (EIC), will be held in Indianapolis, Indiana, on April 15-16, 2014, at the Radisson Indianapolis Airport Hotel. Sessions will start at 1:00 p.m. on April 15 and conclude around the same time on April 16.

The goal of the annual forum is to increase awareness of the current and emerging issues among the attendees, disseminate latest research findings that are applicable to egg production/processing and provide a platform for dialogue among those who have a stake in the industry," says Hongwei Xin, EIC Director and Endowed Professor of Agricultural and Biosystems Engineering and Animal Science.

Be sure to stop by the Egg Industry Center Booth at IPPE for the latest update, or check EggIndustryCenter.org. The online registration system will open mid-January for early-bird registration. For additional information, you can also contact Lesa Vold, 515.294.4037 or lvold@iastate.edu, or Hongwei Xin, 515.294.4240 or hxin@iastate.edu. ●

