

Lutton, Sara - AMS

From: Joanne Ivy
Sent: Monday, September 16, 2013 12:49 PM
To: 'ALAN ANDREWS'; 'Dolph Baker'
Cc: Kevin Burkum
Subject: RE: Beyond Egg

Alan, I agree with your points as it relates to the consumer audience, so we will definitely consider your viewpoint and information when we address that market. I also agree that consumers do not like the thought of an “artificial egg.” However, I was not aware that they had released this product on the market as a consumer alternative to fresh eggs. I know they are planning on expanding their usage, possibly as scrambled eggs, but I understood their immediate plans are as an ingredient, such as in mayonnaise.

Beyond Eggs is just another of many egg replacers that food manufacturers have available to them. None of the replacers contain eggs – they may have soy, whey, and other synthetic ingredients. This is the terminology used by food manufacturers and further processors – “artificial” is not their terminology – and it would give greater attention to Beyond Eggs to single them out as different from other non-egg replacers. We have been dealing with egg replacers for several years to explain the unique functionality of eggs as an ingredient compared to any of the replacers. Eggs contain all the functionalities – foaming, coagulation, texture, emulsification, etc. – that a food manufacturer needs in applications. Most replacers only have one or two specific functionalities. We are trying to learn more about Beyond Eggs to know more about their functionality in food applications.

We are also trying to get a label because we feel the label on products using Beyond Eggs will not have the clean label that eggs have, and we know that a clean label is important to consumers. We contacted Whole Foods, and it is not on the shelves yet as the press release says. Beyond Eggs is just getting a lot more visibility due to their partners such as Gates, but it really is not a lot different than all the other egg replacers already available to food manufacturers.

I understand and appreciate the concerns of the egg industry, and AEB will continue to look at this situation if – or should I say when – it directly is marketed to consumers for home cooking. Again, thank you for your input. It is greatly appreciated. We will keep you in the loop as to our next steps to address this situation. Joanne

From: ALAN ANDREWS [<mailto:aandrews@cmfoods.com>]
Sent: Monday, September 16, 2013 12:02 PM
To: Joanne Ivy
Cc: Kevin Burkum
Subject: Beyone Egg

Dolph forwarded me your response to Beyond Egg and I thought I'd give you my thoughts.

I would suggest not referring to it as a “replacer” but calling it “artificial” which is what it is. History is full of, “artificial” food products that have been developed to meet a specific consumer need/desire. 2000 years ago Tofu was developed and spread as an important source of protein in the vegetarian diet of East Asian Buddhism. More recently Margarine was introduced to compete with Butter, and Soy Milk to compete with Dairy Milk. In each of these cases the motivation to develop a new product was based on being a vegetarian alternative or simply a lower cost alternative as in the case of

Margarine. Most “artificial” products however, lack key nutrients of the product they are trying to replace even if some are positioned as a “healthier alternative” due to lower saturated fat or other nutrients.

“Beyond Eggs” is an “artificial” alternative based on a vegetarian diet. The challenges will be how the product performs in cooking/baking, how the product tastes, and the cost profile relative to Fresh Eggs. Fresh eggs are a nutrient dense food that will be difficult to duplicate artificially, to attract consumers. Based on their primary marketing strategy of eliminating animal agriculture with an artificial product, we expect this product to have a challenging future.

Alan



Lutton, Sara - AMS

From: Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>
Sent: Friday, December 20, 2013 4:00 PM
To: Joanne Ivy
Cc: Mitch Kanter; Cummins, Sally; Mia Roberts; Englert, Jenny; Kevin Burkum; John Howeth; Kristin Livermore; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Byers, Kate; Tia Rains
Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

Hi there,

Here is the final version we are planning on sharing. Please let us know if there are any final changes. Thank you!

Response: Scientific American

As the head of the American Egg Board, an organization that's dedicated to serving approximately 175 egg farmers across the United States, I appreciate the continued discussion and debate around synthetic egg replacers. In fact, synthetic plant-based egg replacers are not new – they have been around for years.

Natural eggs are a simple yet important food that cannot be replicated by any product artificially engineered in a laboratory. For a variety of reasons, the time-tested, all-natural egg remains the best option for consumers, food manufacturers and food service companies alike. All-natural eggs produce as high a quality protein as exists. There is no higher quality protein source. Eggs are also a nutrient-dense food for only 70 kcals and \$0.15 per serving.

A new study of egg production over the past 50 years reveals a vast reduction in environmental impact. Egg farmers have made great strides toward making egg production practices more efficient, producing less waste and requiring fewer resources. With the growing population and egg demand on the rise, today's hens are not only as productive as they've ever been, but they are also living longer. For more information on the recent study, visit <http://bit.ly/HvhyP7>.

From: Joanne Ivy [mailto:Jlvy@aeb.org]
Sent: Friday, December 20, 2013 2:35 PM
To: Jensen, Elizabeth (Schreiber)
Cc: Mitch Kanter; Cummins, Sally; Mia Roberts; Englert, Jenny; Kevin Burkum; John Howeth; Kristin Livermore; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Byers, Kate; Tia Rains
Subject: Re: Beyond Eggs Coverage Update 12.17 - PM

I was just curious as we have made some adjustments to original copy, which I am fine with. Joanne

Sent from my iPad

On Dec 20, 2013, at 3:32 PM, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com> wrote:

Yes we will be posting and attributing it to you!

From: Joanne Ivy [mailto:Jlvy@aeb.org]
Sent: Friday, December 20, 2013 2:21 PM
To: Jensen, Elizabeth (Schreiber)
Cc: Mitch Kanter; Cummins, Sally; Mia Roberts; Englert, Jenny; Kevin Burkum; John Howeth; Kristin

Livermore; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Byers, Kate; Tia Rains

Subject: Re: Beyond Eggs Coverage Update 12.17 - PM

Elizabeth, is this being posted with my signature as originally planned. Just checking. Joanne

Sent from my iPad

On Dec 20, 2013, at 2:36 PM, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com> wrote:

Thank you Mitch! We were looking for your input/approval so thank you very much! We will go ahead and post this.

From: Mitch Kanter [<mailto:MKanter@eggnutritioncenter.org>]

Sent: Friday, December 20, 2013 1:35 PM

To: Jensen, Elizabeth (Schreiber); Cummins, Sally; Mia Roberts; Englert, Jenny; Kevin Burkum; John Howeth; Kristin Livermore; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Byers, Kate; Joanne Ivy

Cc: Tia Rains

Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

Elizabeth-

Not sure if you're asking for my approval. If so, looks good to me. One small thing - we say that eggs "provide one of the highest quality proteins of any food available." I think we can even strengthen this by saying "eggs produce as high a quality protein as exists. There is no higher quality protein source."

From: Jensen, Elizabeth (Schreiber) [elizabeth.jensen@edelman.com]

Sent: Friday, December 20, 2013 11:56 AM

To: Mitch Kanter; Cummins, Sally; Mia Roberts; Englert, Jenny; Kevin Burkum; John Howeth; Kristin Livermore; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Byers, Kate; Joanne Ivy

Cc: Tia Rains

Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

Thank you Mitch and Tia! So, to confirm, are you okay if we proceed with the response below to the Scientific American?

Response: Scientific American

As the head of the American Egg Board, an organization that's dedicated to serving approximately 175 egg farmers across the United States, I appreciate the continued discussion and debate around synthetic egg replacers. In fact, synthetic plant-based egg replacers are not new – they have been around for years.

Natural eggs are a simple yet important food that cannot be replicated by any product artificially engineered in a laboratory. For a variety of reasons, the time-tested, all-natural egg remains the best option for consumers, food manufacturers and food service companies alike. All eggs are natural, provide one of the highest-quality proteins of any food available and are a nutrient-dense food – for only 70 kcals and \$0.15 per serving.

A new study of egg production over the past 50 years reveals a vast reduction in environmental impact. Egg farmers have made great strides toward making egg

production practices more efficient, producing less waste and requiring fewer resources. With the growing population and egg demand on the rise, today's hens are not only as productive as they've ever been, but they are also living longer. For more information on the recent study, visit <http://bit.ly/HvhyP7>.

From: Mitch Kanter [<mailto:MKanter@eggnutritioncenter.org>]

Sent: Thursday, December 19, 2013 6:05 PM

To: Cummins, Sally; Jensen, Elizabeth (Schreiber); Mia Roberts; Englert, Jenny; Kevin Burkum; John Howeth; Kristin Livermore; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Byers, Kate; Joanne Ivy

Cc: Tia Rains

Subject: FW: Beyond Eggs Coverage Update 12.17 - PM

Some interesting additional insights on the AJCN article below from Tia. As she states, much of this info was unpublished, and seem to be from a presentation by someone with an obvious non-animal bias. So citing this in the manner that the Scientific American article apparently did is a stretch. This is not peer reviewed info. We should be able to counter a number of the assertions in the article based on this insight alone.

Mitch

From: Tia Rains

Sent: Thursday, December 19, 2013 4:08 PM

To: Mitch Kanter

Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

First off, the AJCN paper is not "a study". It's proceedings of a talk from the Fourth International Congress on Vegetarian Nutrition held at Loma Linda. Much of the data reported in the paper has not been previously published in peer-reviewed journals. In fact in that table below, the citation to support those numbers is proceedings of another talk the author gave at a different meeting. Suspect if you ask me because the assumptions and math that went into generating those estimates are not clear.

To answer your questions below, the AJCN article is really saying that all animal proteins are inefficient compared to grain proteins. The new sustainability study could be used to question the assumptions that the author used in his analysis of the egg industry, but it's the comparative angle vs grain protein that is the focus of the article.

Not sure this helps, but there you go.

From: Cummins, Sally [Sally.Cummins@edelman.com]

Sent: Thursday, December 19, 2013 2:44 PM

To: Mitch Kanter; Jensen, Elizabeth (Schreiber); Mia Roberts; Englert, Jenny; Joanne Ivy; Kevin Burkum; John Howeth; Kristin Livermore

Cc: Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Byers, Kate; Tia Rains

Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

Mitch:

The *Scientific American* article states:

“As targets for ecological overhaul go, the egg industry is a good one. The world's hens lay more than one trillion eggs a year, and they do so with startling inefficiency. Egg farming requires 39 kilocalories of energy to produce one kilocalorie of protein—on par with raising cattle for beef—according to a 2003 study in the *American Journal of Clinical Nutrition*. The energy-to-protein ratio for plants is 2.2 to one.”

We believe this was taken from the attached review: [Sustainability of meat-based and plant-based diets and the environment](#) which states:

“Fossil energy is expended in livestock production systems (Table 2). For example, broiler chicken production is the most efficient, with an input of 4 kcal of fossil energy for each 1 kcal of broiler protein produced. The broiler system is primarily dependent on grain. Turkey, also a grain-fed system, is next in efficiency, with a ratio of 10:1. Milk production, based on a mixture of two-thirds grain and one-third forage, is relatively efficient, with a ratio of 14:1. Both pork and egg production also depend on grain. Pork production has a ratio of 14:1, whereas egg production has a 39:1 ratio.”

<image001.jpg>

The *Scientific American* author argues that egg and other animal protein production is comparatively inefficient to that of plants, using another statistic from the same *American Journal of Clinical Nutrition* report:

“The average fossil energy input for all the animal protein production systems studied is 25 kcal fossil energy input per 1 kcal of protein produced. This energy input is more than 11 times greater than that for grain protein production, which is about 2.2 kcal of fossil energy input per 1 kcal of plant protein produced.”

We do not believe the environmental footprint study addresses these factors directly, but you may want to reach out to Hongwei to see if he has additional information to refute.

On a side note the AJCN review does position lacto-ovo vegetarian diets as more sustainable than the average meat based diet

“ Both the meat-based average American diet and the lactoovovegetarian diet require significant quantities of nonrenewable fossil energy to produce. Thus, both food systems are not sustainable in the long term based on heavy fossil energy requirements. However, the meat-based diet requires more energy, land, and water resources than the lactoovovegetarian diet. In this limited sense, the lactoovovegetarian diet is more sustainable than the average American meat-based diet.”

From: Mitch Kanter [<mailto:MKanter@eggnutritioncenter.org>]

Sent: Thursday, December 19, 2013 10:21 AM

To: Jensen, Elizabeth (Schreiber); Mia Roberts; Englert, Jenny; Joanne Ivy; Kevin Burkum; John Howeth; Kristin Livermore

Cc: Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate; Tia Rains

Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

DO we have access to the 2003 AJCN article you mention below? Do we know the points in the article made against the egg industry? Can we refute them all with our new environmental study? Seems to me that someone should read the 2003 article if

that hasn't been done already, so we know what we're dealing with. Merely saying the study is outdated may not be good enough. The article may make a number of claims/points that we should be prepared to respond to.
Mitch

From: Jensen, Elizabeth (Schreiber) [elizabeth.jensen@edelman.com]
Sent: Thursday, December 19, 2013 9:54 AM
To: Mia Roberts; Englert, Jenny; Joanne Ivy; Kevin Burkum; John Howeth; Kristin Livermore; Mitch Kanter
Cc: Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate; Englert, Jenny
Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

Hi everyone,

Please see below for the draft note in response to the *Scientific American* article. We recommend posting this as a comment to the story to get it out there quickly. We'll also send it to the reporter as well. We recommend this comes from Joanne (we'll of course register and post if for you)! Please let us know your thoughts/feedback.

Response: *Scientific American*

As the head of the American Egg Board, an organization that's dedicated to serving more than XX egg farmers across the United States, I appreciate the continued discussion and debate around synthetic egg replacers. In fact, synthetic plant-based egg replacers are not new – they have been around for years.

Natural eggs are a simple yet important food that cannot be replicated by any product artificially engineered in a laboratory. For a variety of reasons, the time-tested, all-natural egg remains the best option for consumers, food manufacturers and food service companies alike. All eggs are natural, provide one of the highest-quality proteins of any food available and are a nutrient-dense food – for only 70 kcals and \$0.15 per serving.

A new study of egg production over the past 50 years reveals a vast reduction in environmental impact. Egg farmers have made great strides toward making egg production practices more efficient, producing less waste and requiring fewer resources. With the growing population and egg demand on the rise, today's hens are not only as productive as they've ever been, but they are also living longer. For more information on the recent study, visit <http://bit.ly/HvhyP7>.

From: Mia Roberts [<mailto:MRoberts@aeb.org>]
Sent: Wednesday, December 18, 2013 10:02 AM
To: Englert, Jenny; Joanne Ivy; Kevin Burkum; John Howeth; Kristin Livermore; Mitch Kanter
Cc: Torvik, Erika; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate
Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

Hi Jenny – thanks for this update on coverage. We do want to follow up with *Scientific American* – can you please let us know next steps on this piece? Thanks very much.

From: Englert, Jenny [<mailto:Jenny.Englert@edelman.com>]
Sent: Tuesday, December 17, 2013 4:48 PM
To: Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Torvik, Erika; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate
Subject: Beyond Eggs Coverage Update 12.17 - PM

Hi all,

Coverage has remained minimal since our last update on Beyond Eggs this morning, with only three new stories hitting online. The majority of recent coverage is stemming from round-up food trend stories that are either wrapping up the biggest trends from 2013 or looking ahead, trying to predict the food trends that will make waves in 2014.

The Scientific American also published a new Beyond Eggs article online today that will be run in the January print edition of Scientific American Magazine. The article criticizes the egg industry for its ecological inefficiency, citing a 2003 American Journal of Clinical Nutrition study as a resource for information. The article also notes that Hampton Creek is working hard to ensure that Beyond Eggs will be comparable to real eggs for baking, a task that will be very difficult, according to Marc Anton of the French National Institute for Agricultural Research who is quoted in the article, saying it will be a challenge to replace the egg yolk's structure-building lipoproteins. We recommend sending a copy of the egg industry's new ecological footprint study to the contact at Scientific American since her current AJCN resource referenced in the article is very outdated. We are happy to coordinate outreach if you are aligned. Please find detailed coverage below.

Media Coverage:

- [Scientific American](#) - Start-up Aims to Replace Eggs with More Sustainable Vegetable Proteins
- [ifood.tv](#) - Bill Gates Is Eating Fake Food Too
- [Specialty Food](#) - Specialty Food Association's Top News & Trends of 2013

Please let us know if you are aligned with our recommendation to follow-up with Scientific American. We will send another coverage update tomorrow morning – please don't hesitate to reach out with questions in the meantime.

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

Tel: 312.240.3385 | Cell: (b) (6)

jenny.englert@edelman.com | www.edelman.com

<image002.png>

Lutton, Sara - AMS

From: Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>
Sent: Thursday, December 19, 2013 10:26 PM
To: Englert, Jenny; Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Byers, Kate
Subject: RE: Beyond Eggs Coverage Update 12.19 - PM

Hi everyone,

Just wanted to send a note that the [EverydayHealth](#) story that Mitch was interviewed for has been posted. Unfortunately, the reporter did not include any information/quotes from Mitch's interview. The story quotes Tetrick who again states that his reasons for creating the products were due to current egg production and hen conditions. The story features a side by side comparison of the nutritionals of real eggs v. fake eggs (included below). We know John has been working to get his hands on Just Mayo, and we found the nutritionals for that, but as far as we can recall, this is the first time we've seen the nutritional comparison for the actual "fake egg" itself. The story concludes with information on taste, which notes that HC Foods is still working to perfect the scrambled egg product and that Just Mayo, according to Tetrick, is winning in blind taste tests. The article has not received any comments yet, and we'll continue to keep an eye on this for shares. We did see that HC Foods retweeted the article.

From the article...

Here are the nutrition stats:

- **Real Egg:** 70 calories, 185 mg cholesterol, 5 g of fat, 1.5 g of saturated fat, 6 g of protein
- **Fake egg:** 40 calories, 0 mg cholesterol, .5 g of fat, 0 g of saturated fat, 8 g of protein

From: Englert, Jenny
Sent: Thursday, December 19, 2013 5:25 PM
To: Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie
Subject: Beyond Eggs Coverage Update 12.19 - PM

Hi all,

We have seen a slight uptick in conversation since our last Beyond Eggs update this morning. [Bloomberg](#) published an article similar to BuzzFeed, noting that AEB is running online ads with Google search terms linked to Hampton Creek's eggless products. The article closes nothing that "the vegetarian egg seems more of a quirky technology stunt than a solution to a pressing global problem." Food and beverage industry newsletter, [Food Dive](#), also jumped on the bandwagon, republishing the story BuzzFeed yesterday. Hampton Creek amplified the Food Dive article on their Facebook page, saying "You know you're a food industry disruptor when the egg industry puts a marketing campaign together to fight you."

Social sharing of the original article has also continued throughout the day. To date, the article has 984 social shares, with the majority still coming from Facebook (849 Facebook, 127 Twitter, 7 LinkedIn). One new BuzzFeed reporter also shared the article on their personal Twitter. Additionally, Hampton Creek foods [tweeted](#) that the egg industry has now waged a war on their company and Beyond Eggs, and they have also started using #eggwar. The company is looking to pick a public fight and gain inferred credibility through our engagement. We will continue to monitor for any additional response from the company.

Please let us know if you have any questions, and we'll send another coverage update tomorrow morning.

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

Tel: 312.240.3385 | Cell: (b) (6)

jenny.englert@edelman.com | www.edelman.com



Lutton, Sara - AMS

From: Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>
Sent: Friday, December 20, 2013 6:13 PM
To: Kristin Livermore
Cc: Kevin Burkum; Joanne Ivy; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Elisa Maloberti
Subject: RE: Beyond Eggs Coverage Update 12.20 - AM

Thank you everyone. We connected with Kevin and switched up the statement so as not to address when the campaign was started but just noted that it was a few years back and that it is not new. We shared the statement (final is below for your reference) and the b-roll link with CNN. We'll keep an eye out for the story and keep you posted.

Statement

Synthetic plant-based egg replacers are not a novel concept; they have been around for years. And while we recognize the emergence of new egg replacement options, we believe strongly that, for a variety of reasons, the time-tested, all-natural egg remains the best option for consumers and food service companies alike. However, we recognize that consumers might have questions and, in response, developed the 'Accept No Substitutes' campaign a number of years back to spotlight the unique nutritional properties of eggs. This is not a new campaign.

Natural eggs are a simple yet important food that cannot be replicated by any product artificially engineered in a laboratory. All-natural eggs produce as high a quality protein as exists. There is no higher quality protein source. Eggs are also a nutrient-dense food for only 70 kcals and \$0.15 per serving.

A new study of egg production over the past 50 years reveals a vast reduction in environmental impact. Egg farmers have made great strides toward making egg production practices more efficient, producing less waste and requiring fewer resources. With the growing population and egg demand on the rise, today's hens are not only as productive as they've ever been, but they are also living longer. For more information on the recent study, visit <http://bit.ly/HvhyP7>. – Mitch Kanter, PhD. Executive Director of Egg Nutrition Center

From: Kristin Livermore [mailto:KLivermore@aeb.org]
Sent: Friday, December 20, 2013 4:49 PM
To: Jensen, Elizabeth (Schreiber)
Cc: Kevin Burkum; Joanne Ivy; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Elisa Maloberti
Subject: Re: Beyond Eggs Coverage Update 12.20 - AM

I've copied Elisa on this too, just to help move things along, as I'm sure she would know too.

Sent from my iPhone

On Dec 20, 2013, at 4:37 PM, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com> wrote:

Thank you Kevin! Joanne/John – if you can let us know about the length of the “accept no substitutes” campaign, we’ll get this over to CNN. They are hoping to air the story at 7 ET tonight so we’d love to provide them with information as soon as possible.

Thank you,
Elizabeth

From: Kevin Burkum [<mailto:KBurkum@aeb.org>]
Sent: Friday, December 20, 2013 4:12 PM
To: Jensen, Elizabeth (Schreiber); Joanne Ivy; Englert, Jenny
Cc: John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie
Subject: RE: Beyond Eggs Coverage Update 12.20 - AM

I'll let Joanne and John weigh in on the timing of Accept No Substitutes. I would make the point more strongly that this effort is not new and AEB routinely promotes the benefits of eggs vs. other options in the marketplace.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
IncredibleEgg.org AEB.org

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From: Jensen, Elizabeth (Schreiber) [<mailto:elizabeth.jensen@edelman.com>]
Sent: Friday, December 20, 2013 4:07 PM
To: Kevin Burkum; Joanne Ivy; Englert, Jenny
Cc: John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie
Subject: RE: Beyond Eggs Coverage Update 12.20 - AM

Hi there,

We spoke with Jeff King and learned more about the CNN story, which is not yet scheduled but will likely be included in a 7pm ET slot that usually includes sponsored segments with a technology slant. The story is essentially a feature on Hampton Creek Foods which will briefly mention that the egg industry (among other groups, potentially), disagree with the premise of egg replacers/plant-based eggs. He would like our b-roll footage, which we noted is accessible on IncredibleEgg.org and we can share.

Please note, CNN identified the [Accept No Substitutes](#) "campaign" on AEB.org, which hosts an AEB [white paper](#) on the topic. It sounds like Josh is pulling his "ammo" directly from our resources and using it to suit his needs. Jeff mentioned that if there are any inaccuracies in this regard, or any statements we would like to provide, he is happy to accept them and put us directly in touch with anchor/reporter Dan Simon, who is leading the segment.

We recommend sharing the following statement which notes that Accept No Substitutes has been around for some time. AEB – please confirm the exact timing. We do not feel it is appropriate at this time to comment on Hampton Creek's strategy. Please let us know if you have any questions.

Statement

Synthetic plant-based egg replacers are not a novel concept; they have been around for years. And while we recognize the emergence of new egg replacement options, we believe strongly that, for a variety of reasons, the time-tested, all-natural egg remains the best option for consumers and food service companies alike. However, we recognize that consumers might have questions and, in response, developed the 'Accept No Substitute' campaign **XX years ago** to spotlight the unique nutritional properties of eggs.

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Best,
Elizabeth

From: Kevin Burkum [<mailto:KBurkum@aeb.org>]
Sent: Friday, December 20, 2013 2:33 PM
To: Joanne Ivy; Englert, Jenny
Cc: John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie
Subject: RE: Beyond Eggs Coverage Update 12.20 - AM

Just received a message from Jeff King, a CNN reporter in the San Francisco Bureau, and it sounds like he's doing a story on Hampton Creek as well as our "Accept No Substitutes" campaign. Looks like Josh is successfully getting media interested in this #eggwar. Anyway, he wants to use our B-roll, because all he has is footage that the animal rights activists have given him that isn't very flattering for the egg industry. Can someone give him a call asap and get him some legitimate egg production footage, as well as perhaps provide him with some perspective that all this company is trying to do is get some attention? Thanks. 323.993.5279, jeff.king@cnn.com.

Thanks.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

☎ 847.296.7043 | 📠 224.563.3702 | 📠 847.296.7007
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
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>

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From: Joanne Ivy
Sent: Friday, December 20, 2013 2:24 PM
To: Englert, Jenny
Cc: Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie
Subject: Re: Beyond Eggs Coverage Update 12.20 - AM

Thanks for update.

Sent from my iPad

On Dec 20, 2013, at 2:24 PM, "Englert, Jenny" <Jenny.Englert@edelman.com> wrote:

Hi all,

We have continued to see some response to this morning's Hampton Creek bake off challenge on Twitter, one of which came from Andrew Zimmern, the host of the Travel Channel's "Bizarre Foods." Zimmern responded to Hampton Creek's tweet saying he would host the bake off. We anticipate seeing a slight uptick in social conversation due to Zimmern's tweet as he has a fairly large social media presence (644,475 followers). As a reminder, last week we shared his 2013 food trends from *People* magazine which included both real eggs and Beyond Eggs. We will continue to watch for additional amplification throughout the day.

Best,
Jenny

From: Kevin Burkum [<mailto:KBurkum@aeb.org>]
Sent: Friday, December 20, 2013 10:51 AM
To: Englert, Jenny; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie
Subject: RE: Beyond Eggs Coverage Update 12.20 - AM

I saw this. I agree with the reco not to respond.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

☎ 847.296.7043 | 📠 224.563.3702 | 📠 847.296.7007
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
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<image001.png> <image002.png> <image003.png> <image004.png> <image005.png>
<image006.png>

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From: Englert, Jenny [<mailto:Jenny.Englert@edelman.com>]
Sent: Friday, December 20, 2013 10:49 AM
To: Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie
Subject: RE: Beyond Eggs Coverage Update 12.20 - AM

Hi all,

We have been keeping a close eye on Hampton Creek's social media and wanted to share that they just engaged with us directly on [Twitter](https://twitter.com), saying "We should have a bake off @IncredibleEggs and donate the proceeds to charity." A couple of their followers have already retweeted the post or responded saying they would support the bake off. At this time we recommend not responding and instead keeping a close eye on response to the post. They are pulling out the stops as the challenger brand, but we don't want to give them free publicity or get engaged in a public discussion.

Please let us know if you have any questions. We will continue to keep a close eye on Hampton Creek's social media properties and flag anything hot throughout the day.

Best,
Jenny

From: Englert, Jenny
Sent: Friday, December 20, 2013 9:32 AM
To: 'Joanne Ivy'; 'Kevin Burkum'; 'John Howeth'; 'Mia Roberts'; 'Kristin Livermore'; 'Mitch Kanter'
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie
Subject: Beyond Eggs Coverage Update 12.20 - AM

Hi all,

We have not seen any new coverage since our last update on Beyond Eggs last night. We have, however seen a small amount of social media amplification of yesterday's coverage. The Everyday Health article has gotten minimal traction to date, with a total of two social shares, both of which came from Twitter. Bloomberg's article about the egg industry declaring war on Beyond Eggs has gotten slightly more traction on social, with a total of 317 social shares to date (58 Twitter, 257 Facebook, 1 LinkedIn, 1 Google+). Five journalists have also shared a link to the Bloomberg story on their personal social media.

We have started to receive a few posts and tweets on our Incredible Egg social properties in regard to Beyond Eggs, but at this time we do not feel they require a response. We will continue to closely monitor all of our properties and keep you posted in the event we feel we need to engage. We will continue to keep a close eye on new coverage and social amplification of old coverage throughout the day. Please let us know if you have any questions in the meantime!

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

Tel: 312.240.3385 | Cell: (b) (6)

jenny.englert@edelman.com | www.edelman.com

<image007.png>

Lutton, Sara - AMS

From: Jaffe, Brad <Brad.Jaffe@edelman.com>
Sent: Thursday, December 05, 2013 4:57 PM
To: Kevin Burkum; Singer, Jamie; Joanne Ivy
Cc: John Howeth; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Liuzzi, Andrew; Englert, Jenny
Subject: RE: Beyond Eggs Coverage Update 12.5 - AM

Kevin,

Thanks for taking the time to speak earlier today. We understand the pressures you're under. Your Board wants to see action. The key is to show them we're taking the right kind of action, but not action for action's sake. We're absolutely not saying *do nothing*. We're simply saying, let's be measured in our approach. Here's our thinking:

Incumbency vs. Insurgency

If this were a political campaign (and in a way, it is), traditional eggs would be viewed as the incumbent. Eggs are the 800 lb. gorilla. Eggs have delivered over-and-over again for its constituents; eggs have 100% name ID and, pretty much everybody pulls the lever for eggs on election day. Josh Tetrick/Beyond Eggs is the insurgent candidate. They're new, they're well-funded, and therefore interesting. But, they're untested.

In order to gain media coverage/interest, the insurgent candidate has to create maximum conflict. The facts don't matter for a guerrilla warrior – he can throw all the verbal bombs he'd like. His dream is to engage the incumbent in a street fight. It's fun, liberating.

The rules for the incumbent are vastly different and a lot less fun, at first. The incumbent must play the statesman card or it risks giving the insurgent what it so desperately wants: **credibility**. By engaging the insurgent directly, the incumbent is providing sexiness, conflict and legitimizing. For example, can you imagine Hillary Clinton today agreeing to a debate a little known, left-wing member of her party?

Our position should not be “we're scared” or “we're vulnerable.” In fact, right now, you can't even go to the store to buy Beyond Eggs (with the exception of some places in Northern California). There's a big question about whether Tetrick can ever reach the scale needed to challenge traditional eggs. That, however, does not mean do nothing.

Pushing the Reset Button and Taking Action

1. **Stay the course** – Double down on consumer campaigns, including holiday baking and New Year's fresh start (strategy in the works), to drive egg purchase and consumption. This remains the holy grail. Let's not change our behavior based on what we know today.
2. **Don't engage Beyond Eggs** – By all means combat the issues raised by Tetrick (humane treatment of animals, environment/efficiency), but don't address Beyond Eggs directly. If nothing else, we help his search engine optimization every time we say the words, “Beyond Eggs.” If forced to respond to a direct question about Beyond Eggs, we should say, “I haven't tried them.” “Are they even for sale?” And then pivot to all of the great things about eggs.
3. **Know your audience** - I think we all agree that we're not seeing any business impact *today*. But, that might change tomorrow or perhaps 5, 10 or 15 years from now. So, how do we make sure that doesn't happen? First, we need to understand who might be moved by Tetrick's message. Do suburban moms, aged 27-45, stop buying traditional eggs after hearing Tetrick's attacks? What messages are effective for Tetrick? Which ones are

effective for us? Once we've defined our most vulnerable audience, let's target them with laser guided messages in meaningful channels.

Next Steps

1. Move forward with the plan to partner with bloggers and reach out to media with stories about the holidays, different uses of eggs, environmental study, etc. (explicitly avoiding the words, "Beyond Eggs")
2. If asked directly about Beyond Eggs, answer questions as the powerful incumbent, taking the emotion/conflict out (as described above)
3. Use surrogates to write Letters to the Editor or to post in online forums. Their singular goal: push back on erroneous information re: the environmental and animal rights performance of the industry. Farmers can and should talk about how their practices have improved. Calm, rational, factual.
4. Embark on research ASAP, with Edelman Berland or your existing partner, to test:
 - a. Penetration of "Beyond Eggs"
 - b. Penetration of anti-traditional egg messaging
 - c. Demographic segments moved by the anti-traditional egg messaging when prompted
 - d. Effectiveness of our messages (environmental study, humane treatment, etc.)
5. With knowledge, design and execute a long-term campaign to mitigate potential impact of Beyond Eggs and other wannabes

Research Budget

- Online Survey of 1,200 US primary grocery shoppers who eat eggs at least once a month
 - Timeline – 4-6 weeks
 - *Cost – ~\$35K~\$55K
- *Includes development of questions, fielding the survey and analysis

PLAEAE NOTE: This is an initial quote we received. We can look into other vendors on estimates but wanted to get the thinking over to you today.

We are happy to discuss all of this further and can introduce our head of research for detailed questions on the survey.

Best,
Brad

Brad Jaffe
Senior Vice President | Crisis & Issues Management
Edelman
200 E. Randolph, Suite 6400
Chicago, IL 60601
office: +1-312-240-2714
mobile: (b) (6)
asst: +1-312-233-1312 (Glee Mangiamele)

www.edelman.com | <http://edelmancrisis.com> | Read our latest White Paper: [*Building a Reputation Risk Management Capability*](#)

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From: Kevin Burkum [mailto:KBurkum@aeb.org]
Sent: Thursday, December 05, 2013 9:03 AM
To: Singer, Jamie; Joanne Ivy
Cc: John Howeth; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Jaffe, Brad; Liuzzi, Andrew; Englert, Jenny
Subject: RE: Beyond Eggs Coverage Update 12.5 - AM

Thanks Jamie. Help us understand why the recommended course of action seems to always be sit back and do nothing? Do we consider amplifying this article via a vehicle like Outbrain?

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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From: Singer, Jamie [mailto:Jamie.Singer@edelman.com]
Sent: Thursday, December 05, 2013 8:42 AM
To: Joanne Ivy
Cc: Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Jaffe, Brad; Liuzzi, Andrew; Englert, Jenny
Subject: RE: Beyond Eggs Coverage Update 12.5 - AM

Joanne,

As follow-up to the [Slate](#) article, we think this piece in some ways reflects our desired goal: an eventual and organic balancing of the media narrative. The article, which provides a more balanced perspective on Beyond Eggs, suggests an under-current of anti-Beyond Eggs sentiment may be starting to emerge in the media landscape. The writer even goes as far as to say, “the media hullabaloo about Beyond Eggs is a tad overblown.” Specifically, the writer suggests the results for a vegan product by Beyond Eggs “aren’t great so far,” and she won’t get excited about Beyond Eggs until it “cracks that code.”

Given that *Slate* outlines some of these criticisms of Beyond Eggs, our recommendation is to let this coverage play out, without intervention/a response from AEB.

Please let us know if you have any questions.

Thank you,
Jamie

Jamie Singer | o. (312) 240-2657 | m. (b) (6)

From: Joanne Ivy [mailto:Jlvy@aeb.org]
Sent: Thursday, December 05, 2013 8:35 AM
To: Englert, Jenny
Cc: Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie
Subject: Re: Beyond Eggs Coverage Update 12.5 - AM

Thank you very much. It looks like they continue to pick up steam! Joanne

Sent from my iPhone

On Dec 5, 2013, at 9:20 AM, "Englert, Jenny" <Jenny.Englert@edelman.com> wrote:

Hi all –

In the past 24 hours, we have seen a slight uptick in Beyond Eggs coverage in local publications stemming from the syndication of a new article that was posted on Slate.com yesterday. The Slate article heavily references the content and several quotes from Josh Tetrick that were originally included in Monday's [Mother Jones article](#) on Beyond Eggs and Meat. In the Slate article, the reporter says that he has tried many other non-egg products and found their taste to be similar to that of real eggs. He does end the article with some skepticism, however, saying that he will only get excited about Beyond Eggs if they crack the code and are able to make the taste and texture similar to that of real eggs.

Media Coverage:

- [Slate](#) - Should We Be Impressed by Silicon Valley's New Egg Substitute?
 - Syndicated Coverage:
 - [Commercial News](#) - Are fake eggs the future?
 - [Daily lowegian](#) - Are fake eggs the future?
 - [Bluefield Daily Telegraph](#) - Are fake eggs the future?
 - [News and Tribune](#) - Are fake eggs the future?
 - [Mankato Free Press](#) - Are fake eggs the future?
 - [Trib Star](#) - Are fake eggs the future?
 - [Weatherford Democrat](#) - Are fake eggs the future?
 - [Norman Transcript](#) - Are fake eggs the future?
 - [American-Times Recorder](#) - Are fake eggs the future?
 - [The Times West Virginian](#) - Are fake eggs the future?
 - [Times Herald Online](#) - Are fake eggs the future?
 - [Goshen News](#) - Are fake eggs the future?
 - [Glasgow Daily Times](#) - Are fake eggs the future?
 - [The News Courier](#) - Are fake eggs the future?

We also wanted to include a brief retrospective of coverage volume in online, traditional media for the past month and are sharing below a quick graph to give you a better idea of the total Beyond Eggs coverage to date. As you can see, there have been very minimal upticks in conversation over the last 30 days, but coverage is beginning to increase slightly due to syndication. Please note, we are working with our crisis team to evaluate the Slate article and determine if further steps are required now that we are beginning to see more local stories evolve and will update you with a recommendation later this morning. As discussed, we will be sending twice daily reports on Beyond Eggs coverage for the next few weeks. You can expect to receive the next report at 4:30pm today. Please let us know if you have any questions in the meantime.

<image002.png>


Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

Tel: 312.240.3385 | Cell: (b) (6)
jenny.englert@edelman.com | www.edelman.com
<image004.png>

Lutton, Sara - AMS

From: Carly Fisher <carly.fisher@starcomww.com>
Sent: Thursday, December 19, 2013 10:23 AM
To: Kevin Burkum
Cc: Chris Prinz (chris.prinz@starcomww.com); Ellie Weed (ellie.weed@starcomww.com); John Tebault (john.tebault@starcomww.com); Kristin Livermore
Subject: Re: Environmental Study Release and Key Messages
Attachments:  ATT00006.png; ATT00007.png; ATT00008.png; ATT00009.png; ATT00010.png; ATT00011.png; ATT00016.png; ATT00017.png; ATT00018.png; ATT00019.png; ATT00020.png; ATT00021.png; ATT00024.png; ATT00025.png; ATT00026.png; ATT00027.png; ATT00028.png; ATT00029.png; ATT00032.png; ATT00033.png; ATT00034.png; ATT00035.png; ATT00036.png; ATT00037.png

Hi Kevin,

Great question. Since Hampton Creek Foods is running a paid search campaign as well, we are competing against them for ad space within the search results page. Google Algorithms will place ads with higher relevancy, to the keyword a user searches for, in more prominent positions within the search results page. As such, we can't compete on relevancy with Hampton Creek on their own keywords despite how much money we put behind it. My guess is, when you did the search last night our ads appeared closer to the bottom of the page vs. in the top three positions.

I just did a search on Google and it looks like AEB ads are moving up in position. As the campaign begins to get more traction and more users click through to the study we expect this to help push AEB ads up in the results page. However, as long as Hampton Foods is bidding on their branded keywords, we will likely not reach the top position.

Let me know if this helps, happy to jump on the phone to further discuss. Thanks!

Carly



Beyond Eggs

Web

Images

Maps

Shopping

Patents

More

About 65,400,000 results (0.40 seconds)

Ads related to **Beyond Eggs** ⓘ

[Hampton Creek Foods - hamptoncreekfoods.com](http://www.hamptoncreekfoods.com/)

www.hamptoncreekfoods.com/ ▾

We're reinventing the **egg** for a better world.

[Get **Egg** Production Facts - IncredibleEgg.org](http://www.incredibleegg.org/)

www.incredibleegg.org/Study ▾

A New Study Shows Farmers Are Reducing **Eggs'** Environmental Impact

[Vegenaise® Is **Egg**-Free - FollowYourHeart.com](http://www.followyourheart.com/Vegenaise)

www.followyourheart.com/Vegenaise ▾

Better Than Mayo! Try Our Natural Vegan Dressing & Sandwich Spreads

[Gluten-Free Recipes - Store Finder - Vegan Recipes](#)

[Hampton Creek Foods](http://www.hamptoncreekfoods.com/)

[hamptoncreekfoods.com/](http://www.hamptoncreekfoods.com/) ▾

that **eggs** contribute to higher cholesterol and come from chickens raised in cramped spaces, he brought together a team to create something that is just

Carly Fisher | Search/Social Manager
carly.fisher@starcomww.com
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www.starcomusa.com



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From: Kevin Burkum <KBurkum@aeb.org>
To: Carly Fisher <carly.fisher@starcomww.com>,
Cc: "Chris Prinz (chris.prinz@starcomww.com)" <chris.prinz@starcomww.com>, "Ellie Weed (ellie.weed@starcomww.com)" <ellie.weed@starcomww.com>,
"John Tebault (john.tebault@starcomww.com)" <john.tebault@starcomww.com>, Kristin Livermore <KLivermore@aeb.org>
Date: 12/18/2013 06:21 PM
Subject: Re: Environmental Study Release and Key Messages

I noticed that our ad didn't come up when searching Beyond Egg terms today. Do we have enough budget allocated to them?

Kevin Burkum

On Dec 17, 2013, at 6:14 PM, "Carly Fisher" <carly.fisher@starcomww.com> wrote:

Hi Kevin and Team,

I just wanted to send a quick note and let you know this is live on Yahoo/Bing and Google.

Thanks!

Carly

<ATT00001.jpg>

<ATT00002.gif>

<ATT00003.gif>

Carly Fisher | Search/Social Manager

carly.fisher@starcomww.com

t: 312.220.1560 f: 312.220.6549

www.starcomusa.com

<ATT00004.gif>

<ATT00005.jpg>

From: Kevin Burkum <KBurkum@aeb.org>
To: 'Carly Fisher' <carly.fisher@starcomww.com>,
Cc: "Chris Prinz (chris.prinz@starcomww.com)" <chris.prinz@starcomww.com>, "Ellie Weed (ellie.weed@starcomww.com)" <ellie.weed@starcomww.com>,
"John Tebault (john.tebault@starcomww.com)" <john.tebault@starcomww.com>, Kristin Livermore <KLivermore@aeb.org>
Date: 12/16/2013 04:25 PM
Subject: RE: Environmental Study Release and Key Messages

Good thought, yes let's do.

Kevin Burkum | Senior Vice President of Marketing
American Egg Board

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PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
IncredibleEgg.org AEB.org

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From: Carly Fisher [<mailto:carly.fisher@starcomww.com>]

Sent: Monday, December 16, 2013 4:24 PM

To: Kevin Burkum

Cc: Chris Prinz (chris.prinz@starcomww.com); Ellie Weed (ellie.weed@starcomww.com); John Tebault (john.tebault@starcomww.com); Kristin Livermore

Subject: RE: Environmental Study Release and Key Messages

Hi Kevin,

We shared this list with Edelman, and they had suggested we add "Fake Egg's" based on large conversation around the term. Please confirm you are aligned to adding this in.

Thanks!

Carly

Carly Fisher | Search/Social Manager
carly.fisher@starcomww.com
t: 312.220.1560 f: 312.220.6549
www.starcomusa.com

<ATT00012.gif>

<ATT00013.jpg>

From: Carly Fisher/STARCOM/US/AMERICAS/PUBGROUPE
To: Kevin Burkum <KBurkum@aeb.org>,
Cc: "Chris Prinz (chris.prinz@starcomww.com)" <chris.prinz@starcomww.com>, "Ellie Weed (ellie.weed@starcomww.com)" <ellie.weed@starcomww.com>,
"John Tebault (john.tebault@starcomww.com)" <john.tebault@starcomww.com>, Kristin Livermore <KLivermore@aeb.org>
Date: 12/16/2013 01:39 PM
Subject: RE: Environmental Study Release and Key Messages

Thanks Kevin and Kristin for your feedback.

We will work to get this live and Q/A'd, we are aiming to get this live tomorrow morning and will confirm once we are live.

Thank you!

Carly

Carly Fisher | Search/Social Manager
carly.fisher@starcomww.com
t: 312.220.1560 f: 312.220.6549
www.starcomusa.com

<ATT00014.gif>

<ATT00015.jpg>

From: Kevin Burkum <KBurkum@aeb.org>
To: 'Carly Fisher' <carly.fisher@starcomww.com>,
Cc: "Chris Prinz (chris.prinz@starcomww.com)" <chris.prinz@starcomww.com>, "Ellie Weed (ellie.weed@starcomww.com)" <ellie.weed@starcomww.com>,
"John Tebault (john.tebault@starcomww.com)" <john.tebault@starcomww.com>, Kristin Livermore <KLivermore@aeb.org>
Date: 12/16/2013 01:26 PM
Subject: RE: Environmental Study Release and Key Messages

All sounds good. Let's go with your reco. If Kristin is good with this, let's proceed asap.

Kevin Burkum | *Senior Vice President of Marketing*
American Egg Board

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From: Carly Fisher [<mailto:carly.fisher@starcomww.com>]
Sent: Monday, December 16, 2013 11:43 AM
To: Kevin Burkum
Cc: Chris Prinz (chris.prinz@starcomww.com); Ellie Weed (ellie.weed@starcomww.com); John Tebault (john.tebault@starcomww.com); Kristin Livermore
Subject: RE: Environmental Study Release and Key Messages

Hi Kevin,

Unfortunately, Google and Yahoo/Bing cap headlines at 25 characters for search ads, and the first headline is at 24. We can change it to *Facts About Real Eggs*, if you prefer however we would recommend keeping the headline as is and utilizing a call-to-action vs. adding in *Real* as that usually increases CTR. Additionally, we have updated the URL to Incredibleegg.org/study to eliminate confusion.

Let us know your thoughts.

Thanks!

Carly

Carly Fisher | Search/Social Manager
carly.fisher@starcomww.com
t: 312.220.1560 f: 312.220.6549
www.starcomusa.com

<[ATT00022.gif](#)>
<[ATT00023.jpg](#)>

From: Kevin Burkum <KBurkum@aeb.org>
To: 'Carly Fisher' <carly.fisher@starcomww.com>,
Cc: "Chris Prinz (chris.prinz@starcomww.com)" <chris.prinz@starcomww.com>, "Ellie Weed (ellie.weed@starcomww.com)" <ellie.weed@starcomww.com>,
"John Tebault (john.tebault@starcomww.com)" <john.tebault@starcomww.com>, Kristin Livermore <KLivermore@aeb.org>
Date: 12/16/2013 11:29 AM
Subject: RE: Environmental Study Release and Key Messages

Thanks Carly.

Is there a way to get REAL eggs into the headline on ad #1? Also, we're not driving to AEB.org, so why use that on the display?

Kevin Burkum | Senior Vice President of Marketing
American Egg Board

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IncredibleEgg.org AEB.org

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From: Carly Fisher [<mailto:carly.fisher@starcomww.com>]

Sent: Monday, December 16, 2013 10:18 AM

To: Kevin Burkum

Cc: Chris Prinz (chris.prinz@starcomww.com); Ellie Weed (ellie.weed@starcomww.com); John Tebault (john.tebault@starcomww.com); Kristin Livermore

Subject: RE: Environmental Study Release and Key Messages

Hi Kevin,

Thanks for the feedback! We have incorporated the below in the attached KW and Copy build. Note, I had to make a few tweaks due to character restrictions within search copy. Additionally, I wanted to note that all of the traffic will be going to: <http://www.incredibleegg.org/good-egg-project/farm-to-table/reducing-our-environmental-footprint> and AEB.org/Studyacts as the display URL only.

Please let us know if the attached looks good, and we will work to get this live shortly.

Thank you!

Carly

Carly Fisher | Search/Social Manager

carly.fisher@starcomww.com
t: 312.220.1560 f: 312.220.6549
www.starcomusa.com

<[ATT00030.gif](#)>

<[ATT00031.jpg](#)>

From: Kevin Burkum <KBurkum@aeb.org>

To: Kristin Livermore <KLivermore@aeb.org>, "Carly Fisher (carly.fisher@starcomww.com)" <carly.fisher@starcomww.com>,

Cc: "Chris Prinz (chris.prinz@starcomww.com)" <chris.prinz@starcomww.com>, "Ellie Weed (ellie.weed@starcomww.com)" <ellie.weed@starcomww.com>, "John Tebault (john.tebault@starcomww.com)" <john.tebault@starcomww.com>

Date: 12/13/2013 03:17 PM

Subject: RE: Environmental Study Release and Key Messages

Sorry for the delay on this. Here are my comments.

1. Can we add Josh Tetrick, Hampton Foods CEO to the list of key words?
2. First ad: Get The Facts About Real Eggs. New study shows farmers are reducing eggs' environmental impact. <http://www.incredibleegg.org/good-egg-project/farm-to-table/reducing-our-environmental-footprint>
3. Second ad: Heard About Fake Eggs? New study shows farmers are reducing eggs' environmental impact. <http://www.incredibleegg.org/good-egg-project/farm-to-table/reducing-our-environmental-footprint>
4. Third ad: Get Egg Production Facts. New study shows farmers are reducing eggs' environmental impact. <http://www.incredibleegg.org/good-egg-project/farm-to-table/reducing-our-environmental-footprint>
5. Fourth ad: Real Eggs Now Better for Planet. New study shows farmers are reducing eggs' environmental impact. <http://www.incredibleegg.org/good-egg-project/farm-to-table/reducing-our-environmental-footprint>

Please holler with questions.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

☎ 847.296.7043 | 📠 224.563.3702 | 📠 847.296.7007

PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068

IncredibleEgg.org/AEB.org

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From: Kristin Livermore

Sent: Friday, December 13, 2013 1:56 PM

To: Kevin Burkum

Subject: Re: Environmental Study Release and Key Messages

Just following up on this. Let me know if you have any thoughts and we'll get these live ASAP.

Sent from my iPhone

On Dec 12, 2013, at 2:45 PM, "Kristin Livermore" <KLivermore@aeb.org> wrote:

Hi there – let me know what you think. My only comments are on the second group of copy

Heard About Fake Eggs?

Learn The Truth From The Egg Farmer

Read Here To Learn For Yourself.

AEB.org/Study

I would recommend rather than Learn The Truth From the Egg Farmer we say Learn About the Environmental Footprint of Egg Production (may need to finesse because of word count...but something along those lines).

This way we directly address welfare, environment and nutrition more directly. Also, rather than AEB.org drive to IE.org:

<http://www.incredibleegg.org/good-egg-project/farm-to-table/reducing-our-environmental-footprint>

From: Carly Fisher [<mailto:carly.fisher@starcomww.com>]

Sent: Thursday, December 12, 2013 2:17 PM

To: Kristin Livermore

Cc: Chris Prinz; Ellie Weed; John Tebault (john.tebault@starcomww.com)

Subject: Re: Environmental Study Release and Key Messages

Hi Kristin,

Please see proposed KWs and Copy for Beyond Eggs, please let us know if there is anything you would like us to add. Once we receive your approval we will work to get this live and share with Edelman as well as send to Outbrain to further increase positive awareness here.

Thanks you!

Carly

Carly Fisher | Search/Social Manager

carly.fisher@starcomww.com

t: 312.220.1560 f: 312.220.6549

www.starcomusa.com

<ATT00003.gif>

<ATT00004.jpg>

From: Kristin Livermore <KLivermore@aeb.org>

To: Carly Fisher <carly.fisher@starcomww.com>,

Cc: "John Tebault (john.tebault@starcomww.com)" <john.tebault@starcomww.com>, Chris Prinz <chris.prinz@starcomww.com>, Ellie Weed <ellie.weed@starcomww.com>

Date: 12/12/2013 10:48 AM

Subject: Re: Environmental Study Release and Key Messages

Thanks,Carly. We agree with your reco to implement across all platforms.

Sent from my iPhone

On Dec 11, 2013, at 5:14 PM, "Carly Fisher" <carly.fisher@starcomww.com> wrote:

Hi Kristin,

We can certainly implement negative keywords around the beyond egg coverage. Can you confirm that these KWs and Copy can be implemented across the account vs. specific to the Environmental Study? We would recommend to implement across all AEB campaigns.

We should be able to get something over to you by Monday at the latest. Thank you!

Carly

Carly Fisher | Search/Social Manager

carly.fisher@starcomww.com

t: 312.220.1560 f: 312.220.6549

www.starcomusa.com

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<mime-attachment.jpg>

From: Kristin Livermore <KLivermore@aeb.org>
To: 'Carly Fisher' <carly.fisher@starcomww.com>,
Cc: "John Tebault (john.tebault@starcomww.com)" <john.tebault@starcomww.com>
Date: 12/11/2013 02:11 PM
Subject: Environmental Study Release and Key Messages

Hi, Carly and John. I wanted to touch base with you regarding our environmental footprint study keywords and copy. I believe you're aware of the negative press we've been getting surrounding the Beyond Eggs coverage and we're wondering if you think it's worth adding some keywords around this topic, as well as draft some SEO copy? I've attached our current list/content for the study. Let me know your thoughts and if there's any additional information that you need. If you think it's worth adding some terms and content, we'd like this "campaign" to go live as soon as possible.[attachment "Copy of KW and Copy Footprint Study.xlsx" deleted by Carly Fisher/STARCOM/US/AMERICAS/PUBGROUPE]

<ATT00003.gif><ATT00004.jpg>
<KW and Copy Beyond Eggs_12.12.xlsx>



josh tetrick



39,300 RESULTS Any time ▾

Ad related to josh tetrick

[Get Egg Production Facts | IncredibleEgg.org](#)

[IncredibleEgg.org/Study](#)

A New Study Shows Farmers Are Reducing Eggs' Environmental Impact

[Images of josh tetrick](#)

bing.com/images



[Josh Tetrick | LinkedIn](#)

www.linkedin.com/in/joshtetrick ▾



Founder & CEO at Hampton Creek · Food Production · 7 recommendations
View **Josh Tetrick's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Josh Tetrick** discover ...

Lutton, Sara - AMS

From: Mitch Kanter
Sent: Friday, December 06, 2013 7:43 AM
To: Kevin Burkum
Subject: Re: Messaging

The things I mentioned the other day were sustainability, affordability, health, natural, and clean label. The statement addresses most if these; affordability being the exception. Beyond Eggs claims to be cheaper, but I suppose we can zing them by saying that penny for penny, eggs are the most affordable high quality protein source. A nutrient dense food that delivers far more natural nutrition, at only 15 cents per egg, than any egg substitute can hope to.
Mitch

Sent from my iPhone

> On Dec 6, 2013, at 7:13 AM, "Kevin Burkum" <KBurkum@aeb.org> wrote:

>

> Thanks for agreeing to help out. You had mentioned in a meeting earlier this week a message that spoke to our advantages over Beyond Eggs. Does the message Edelman created capture that?

>

> Sent from my iPhone

Lutton, Sara - AMS

From: Joanne Ivy
Sent: Tuesday, December 03, 2013 11:03 AM
To: 'AZ'
Cc: Chad Gregory; Kevin Burkum
Subject: RE: Whole Foods & Beyond Eggs

Thanks. This is very much appreciated. Joanne

From: AZ [<mailto:anthony@azolezzi.com>]
Sent: Tuesday, December 03, 2013 9:54 AM
To: Joanne Ivy
Cc: Chad Gregory; Kevin Burkum
Subject: Re: Whole Foods & Beyond Eggs

Joanne will do -- great to meet you, look forward to being able to work with you in the future -- AZ

Anthony Zolezzi
562-413-5646

On Dec 3, 2013, at 6:54 AM, Joanne Ivy <Jlvy@aeb.org> wrote:

Good morning Anthony, It was a pleasure to meet you, Tom, and your associates at the meeting on November 20. I thought it was a good meeting. A lot of thoughts and ideas were presented in the 3 ½ hour meeting, and we are still reviewing some of the ideas. As you were not aware, AEB has already done or is doing many of the ideas that were pitched, but I know that there are some ideas that we are interested in discussing further with Hall Worldwide.

In the meantime, I want to follow up on an offer you made at the meeting when we were discussing Beyond Eggs. You said that you could make a telephone call to Whole Foods to guarantee that they would not sell Beyond Eggs' *Just Mayo*. It was first publicized that Whole Foods had the Beyond Eggs' *Just Mayo* on their shelves, but we have checked and it is not currently available yet. They are now saying it will be fall. So, I would like to accept your offer to make that phone call to keep *Just Mayo* off Whole Foods shelves. Thank you in advance for placing the call to Whole Foods.

We will be getting back in to touch with Tom in the coming weeks to discuss further some of his thoughts. Joanne

Joanne C. Ivy, CAE | *President & CEO*

American Egg Board

☎ 847.296.7043 | 📠 224.563.3701 | 📄 (b) (6)
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<[image001.jpg](#)> <[image002.png](#)> <[image003.png](#)> <[image004.png](#)> <[image005.png](#)> <[image006.png](#)>

>

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Lutton, Sara - AMS

From: Maher, Missy <Missy.Maher@edelman.com>
Sent: Friday, December 13, 2013 3:49 PM
To: Joanne Ivy; Kevin Burkum
Cc: Jensen, Elizabeth (Schreiber); Liuzzi, Andrew; Grosshandler, Jennifer
Subject: SOW Phase 1 and Additional Phase 2
Attachments: Dec-Jan Beyond Eggs Budget.xlsx

Hi Joanne and Kevin,

I combined the phase 1 and phase 2 budgets into one document, which is attached. I also pulled out the survey and combined media outreach and monitoring. Please let me know if you have any questions!

Missy

----- Original message -----

From: "Maher, Missy" <Missy.Maher@edelman.com>
Date: 12/13/2013 12:58 PM (GMT-06:00)
To: Jivy@aeb.org, KBurkum@aeb.org
Subject: RE: SOW Phase 1 and Additional Phase 2

Ok sounds good and I'll take out the survey.

----- Original message -----

From: Joanne Ivy <Jivy@aeb.org>
Date: 12/13/2013 12:08 PM (GMT-06:00)
To: "Maher, Missy" <Missy.Maher@edelman.com>, Kevin Burkum <KBurkum@aeb.org>
Subject: RE: SOW Phase 1 and Additional Phase 2

Missy, I am now thinking that I should get approval from the Executive Committee to use the Special Projects budget to cover the expense of this program as it is getting up in dollars. So as Kevin and I both asked (our emails crossed), please provide all budget information for phase 1 and 2 into one document showing total budget that I can share with Executive Committee. I will send out this afternoon, but I most likely will not have final approval until Monday. Joanne

Joanne C. Ivy, CAE | *President & CEO*
American Egg Board
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From: Maher, Missy [<mailto:Missy.Maher@edelman.com>]
Sent: Friday, December 13, 2013 11:34 AM
To: Joanne Ivy; Kevin Burkum
Subject: RE: SOW Phase 1 and Additional Phase 2

Hi – it is a little confusing, I can jump on the phone – the Phase 1 only included crisis counsel up through the oped writing. We have just been tracking the rest which is in Phase 2. So Phase 2 includes post- oped and anticipated hours through the end of the year. I was hoping we could have a bigger discussion with Andy and Tim about crisis overall but, unfortunately it didn't work before the holidays.

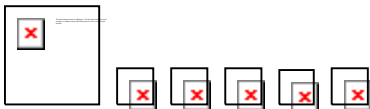
From: Joanne Ivy [<mailto:Jlv@aeb.org>]
Sent: Friday, December 13, 2013 11:17 AM
To: Kevin Burkum; Maher, Missy
Subject: RE: SOW Phase 1 and Additional Phase 2

Kevin, if you think it sounds good than we will go with it. I have some funds remaining in my administrative special projects that I could use to cover this expense. Just a little confused. I know it already includes some of the strategic counsel, but does it also include the op/ed letters already sent from Bob Krouse. Sorry. I guess I just need to read it over again to find the answer. Joanne

Joanne C. Ivy, CAE | *President & CEO*

American Egg Board

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From: Kevin Burkum
Sent: Friday, December 13, 2013 11:05 AM
To: Joanne Ivy
Subject: FW: SOW Phase 1 and Additional Phase 2

I think this all sounds good. Are you ok with the budget?

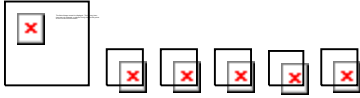
Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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From: Maher, Missy [<mailto:Missy.Maher@edelman.com>]

Sent: Thursday, December 12, 2013 4:41 PM

To: Joanne Ivy; Kevin Burkum

Cc: Grosshandler, Jennifer; Jensen, Elizabeth (Schreiber); Schaffner, Serena; Maher, Missy

Subject: SOW Phase 1 and Additional Phase 2

Hi Joanne,

I hope you are well! Attached is the SOW for what I am calling Phase 1 of the Beyond Eggs Scope of Work for your signature. As you probably remember this includes:

- Crisis counsel to date and the op ed letter drafts
- Media monitoring and additional media outreach (which we have started)
- Blogger outreach (we are in the process of solidifying bloggers)

The total budget is a range of \$27K to \$43.5K, including \$19.5K to \$28.5K for fee. As we are exploring all media avenues and investigating best bloggers for both influence and reach, we anticipate fees and OOPS will hit the high-end of the budget range.

PHASE 2 SCOPE

I initially suggested taking out the ongoing crisis counsel to help reduce the budget – in hopes that Tim, Andy and I would meet with you in person before the holidays to talk about crisis along with additional influencer outreach in general, but with hectic schedules it looks like January!

Current and Ongoing Counsel

That said, as the conversation has evolved and the need for our additional counsel, insight and intervention has increased, it has required us to spend more billable hours than anticipated in the original Phase 1 budget. We have involved Brad and his team on a daily basis (participating in calls, drafting letters and the media statement, reviewing materials, message training with Mitch along with ongoing counsel) and they have accrued time above and beyond the Phase 1 budget in the amount of \$3K. Through the end of 2013, we estimate spending an incremental total of \$7,000 in fee.

Paid Search/Outbrain

We connected with our internal digital crew and Starcom to discuss Outbrain and paid search support that will direct consumers to positive egg coverage when they're reading about or searching for Beyond Eggs. Starcom has informed us they can target users specifically searching for Beyond Eggs via Outbrain, so we recommend moving forward immediately with doing so. We can work together with them to coordinate, sharing content and coverage relevant to the Beyond Eggs discussion. We understand Starcom began working on updating paid search terms yesterday, and we can work with them to share key terms and recent media reports. Paid search and content engines like Outbrain are key to helping amplify and grow traffic to AEB/egg-friendly content, but it a blog post, news articles, videos and more, and by employing these elements, we can direct consumes to positive egg content when they are online.

Video Paid Search

As part of the Good Egg Project in 2014, we plan to continue our partnership with NBC. As you may recall from past programs, we film an egg farmer talking about egg production practices, etc. for a 30- or 60-second spot to air on NBC affiliates across the country. In 2014, we recommend focusing the content of the spot around the environmental study. In addition to the TV ads, we'll look to amplify the video content via paid video search and a popular video content engine, like TrueView, to continue to amplify the study. We have not included this in the scope below as we feel this can fall under Good Egg Project plans in 2014, but wanted to make sure you were aware of this strategy.

Consumer Survey

We have identified a more cost-effective option for conducting a consumer survey to test penetration of Beyond Eggs and gauge consumer sentiment. We can conduct an online survey of 1,000 US primary grocery shoppers who eat eggs for approximately \$4K to \$5K. We should be able to get results within one week of fielding the survey which will allow us to share out the feedback with producers in a timely manner. We recommend conducting this survey as a means to put the coverage in perspective and hopefully ease concern; the purpose of the study is not to generate media.

Ongoing media monitoring

We'll want to continue to provide daily monitoring as the story continues to evolve through the end of January.

Budget breakdown for discussion/approval:

Beyond Eggs Outreach	\$19,500.00	\$6,500.00	\$26,000.00	
Ongoing Strategic Counsel	\$7,000.00	\$1,500.00	\$8,500.00	Fee includes ongoing strategic counsel (through end of Dec) <i>PLEASE NOTE: \$3K in fee has already been logged to date</i> OOPS includes miscellaneous administrative expenses
Paid Search/Outbrain	\$2,500.00	\$0.00	\$2,500.00	Fee includes coordination with Starcom, review of content and providing links (assumes Outbrain Search fees to come out of AEB/Starcom budget)
Consumer Survey	\$5,000.00	\$5,000.00	\$10,000.00	Fee includes drafting survey questions, review of questions with AEB, coordinating with survey vendor OOPS includes cost for survey
Ongoing Media Monitoring/Reporting	\$5,000.00	\$0.00	\$5,000.00	Fee includes ongoing media monitoring and reporting; drafting proactive/reactive statements; coordinating potential interviews (through January)

I am more than happy to hop on the phone to discuss the budget in more detail at your convenience.

Best,

Missy

Beyond Eggs
2013 Budget Estimate

	Fee	Expense	Total	Notes
Beyond Eggs Outreach	\$43,000.00	\$16,500.00	\$59,500.00	
WSJ and HuffPo Letters to the Editor	\$5,500.00	\$0.00	\$5,500.00	Fee includes strategic counsel to date, drafting, editing, submitting and follow up of (2) Letters to the Editor submissions to WSJ and Huffington Post
Media Relations, Monitoring and Follow-Up	\$10,000.00	\$0.00	\$10,000.00	Fee includes real-time response to Beyond Eggs coverage; following up with top 25 print food, features and health reporters (75+ reporters); ongoing media monitoring and reporting; drafting proactive/reactive statements, coordinating potential interviews (For December and January)
Blogger Relations	\$18,000.00	\$15,000.00	\$33,000.00	Fee includes research and negotiations with 5-10 key influential bloggers in food, tech and health/nutrition space, drafting key messaging and coordinating posts.
Ongoing Strategic Counsel	\$7,000.00	\$1,500.00	\$8,500.00	Fee includes ongoing strategic counsel (through end of Dec) <i>PLEASE NOTE: \$3K in fee has already been logged to date</i> OOPS includes miscellaneous administrative expenses
Paid Search/Outbrain	\$2,500.00	\$0.00	\$2,500.00	Fee includes coordination with Starcom, reviewing content and providing links (assumes Outbrain/Paid Search fees to come out of AEB/Starcom budget)

EXHIBIT [E]

**American Egg Board and Edelman
STATEMENT OF WORK
PROJECT NAME: BEYOND EGGS OUTREACH
November 1, 2013 –January 31, 2014**

Pursuant to the Agreement by and between The American Egg Board (“Client”) and Daniel J. Edelman, Inc., doing business as Edelman (“Edelman”) dated September 1, 2006, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

SCOPE OF SERVICES

Overview

Edelman supports the American Egg Board’s (AEB) Beyond Eggs outreach program from November 1, 2013 – January 31, 2014. The partnership includes providing strategic counsel, media outreach and monitoring and blogger relations in regards to Beyond Eggs.

Deliverables/Milestones & Timeline

Program Element	Activities	Start & End Dates	Est. Fees	Est. Expenses	Est.Total
WSJ and HuffPo Letters to the Editor	Strategic counsel to date, drafting, editing, submitting and follow up of (2) Letters to the Editor submissions to WSJ and Huffington Post	November 1, 2013- January 31, 2014	\$5,500	As incurred	\$5,500
Media Relations, Monitoring and Follow-Up	Real-time response to Beyond Eggs coverage; following up with top 25 print food, features and health reporters; monitoring and reporting.		\$5,000	As incurred	\$5,000
Blogger Relations	Research and negotiations with 5-10 key influential bloggers in food and health/nutrition space, drafting key messaging and coordinating posts. Includes OOPs for sponsored post partnerships with bloggers (5-10)		\$18,000	\$15,000	\$33,000

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services, the amount required to perform the additional services will be agreed upon and an Addendum will be attached to the current Statement of Work.

BUDGET

Professional Fees:	\$28,500
Administrative Charge (3%)	\$ 855
Estimated Expenses:	\$ 15,000
Total:	\$ 44,355

Edelman Core Rate Card:

Intern		\$67.50
Assistant Account Executive		\$121.50
Account Executive		\$130.50
Senior Account Executive		\$144.00
Account Supervisor		\$153.00
Senior Account Supervisor		\$180.00
Vice President		\$216.00
Senior Vice President		\$252.00
Executive Vice President		\$310.50
EVP GM		\$414.00

Edelman Standard Rate Card (for corporate involvement)

Intern		\$75.00
Assistant Account Executive		\$135.00
Account Executive		\$145.00
Senior Account Executive		\$160.00
Account Supervisor		\$170.00
Senior Account Supervisor		\$200.00
Vice President		\$240.00
Senior Vice President		\$280.00
Executive Vice President		\$345.00
EVP GM		\$460.00

Client authorizes Edelman to bill up to ten percent (10%) over the estimated amounts in the above Budget without seeking further approval. If fees or expenses are anticipated to exceed ten percent (10%) over the estimated amounts, Edelman will issue an addendum to the current SOW for Client's approval.

TERMS

Fee Billing. At the end of each month, Edelman shall invoice Client the exact fees based upon the hours incurred in performing the Services during that month. Such fees will be based upon Edelman's rate card ("Rate Card") as described above.

Expense Billing. Edelman shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Actual expenses may vary from any estimated amounts provided in the Budget section.

Invoices. Edelman will render invoices to include professional services detailed by person and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name:	Kristin Livermore
Company Name:	American Egg Board
Address:	P.O. Box 738 Park Ridge, IL 60068

Purchase Order. The client Purchase Order number is **N/A**.

ACCEPTED AND AGREED TO ON THIS ____ DAY OF _____, 2013.

The American Egg Board

DANIEL J. EDELMAN, INC.

By: _____

By: _____

Printed Name: _____

Printed Name: _____

Title: _____

Title: _____

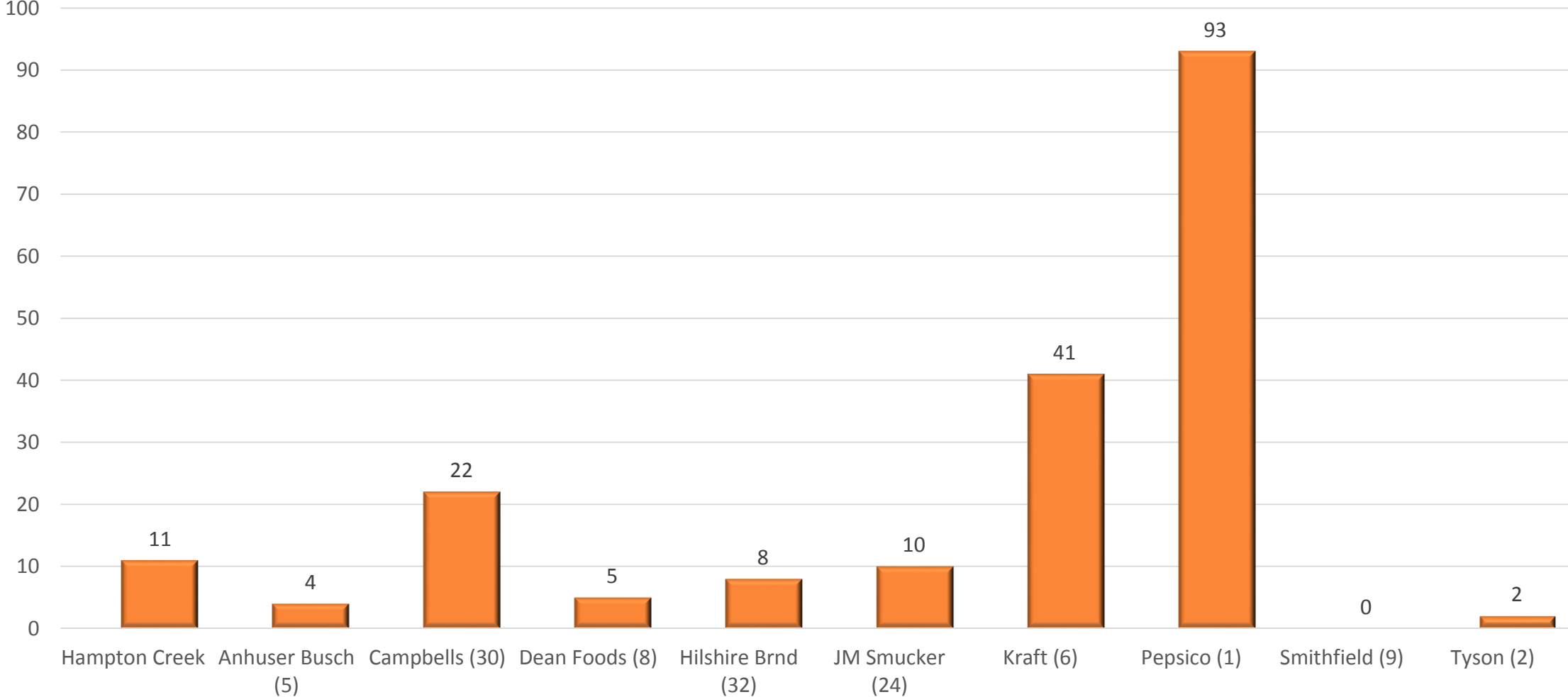
What We'll Cover Today

- State of Eggs at QSR
- Breakfast Wars
- School Program
- Beyond Eggs



Food Navigator USA

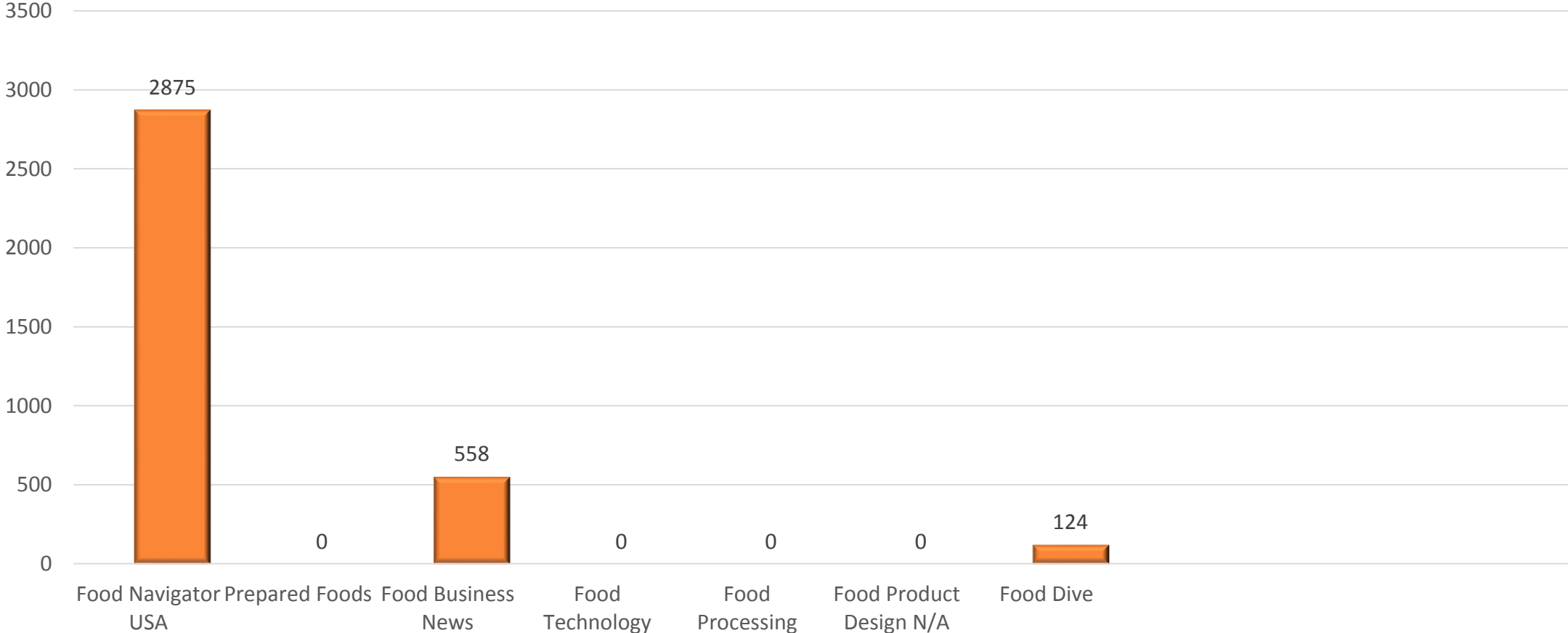
Number “articles/features” resulting from search



Unilever v Hampton Creek News

Number of words by press brand

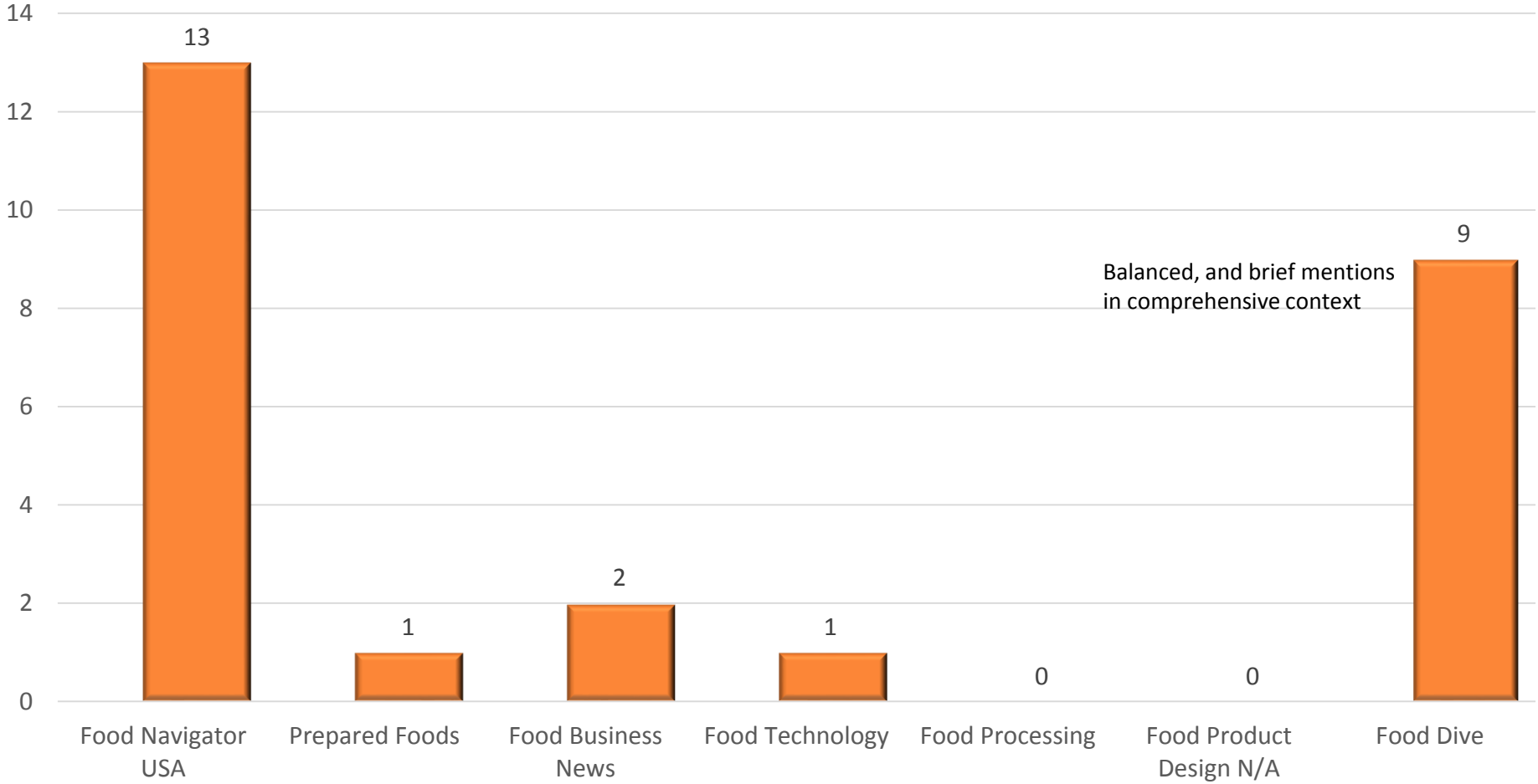
Week of November 9



2014 Hampton Creek articles/feature by Brand

B2B Food industry

2014 November 18 YTD



Lutton, Sara - AMS

From: Elisa Maloberti
Sent: Thursday, January 09, 2014 12:44 PM
To: Joanne Ivy
Subject: Code of Federal Regulations discussing Mayonnaise & Salad Dressings

Joanne,

Here's the link to access the Code of Federal Regulations that discusses Dressings & Mayonnaise. I've cut/pasted sections related to Mayonnaise & Salad dressings below.

<http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcr/CFRSearch.cfm?CFRPart=169&showFR=1&subpartNode=21:2.0.1.1.41.2>

Elisa

TITLE 21--FOOD AND DRUGS
CHAPTER I--FOOD AND DRUG ADMINISTRATION
DEPARTMENT OF HEALTH AND HUMAN SERVICES
SUBCHAPTER B--FOOD FOR HUMAN CONSUMPTION
PART 169 FOOD DRESSINGS AND FLAVORINGS

Subpart B--Requirements for Specific Standardized Food Dressings and Flavorings

Sec. 169.140 Mayonnaise.

(a)*Description.* Mayonnaise is the emulsified semisolid food prepared from vegetable oil(s), one or both of the acidifying ingredients specified in paragraph (b) of this section, and one or more of the egg yolk-containing ingredients specified in paragraph (c) of this section. One or more of the ingredients specified in paragraph (d) of this section may also be used. The vegetable oil(s) used may contain an optional crystallization inhibitor as specified in paragraph (d)(7) of this section. All the ingredients from which the food is fabricated shall be safe and suitable. Mayonnaise contains not less than 65 percent by weight of vegetable oil. Mayonnaise may be mixed and packed in an atmosphere in which air is replaced in whole or in part by carbon dioxide or nitrogen.

(b)*Acidifying ingredients.* (1) Any vinegar or any vinegar diluted with water to an acidity, calculated as acetic acid, of not less than 2 1/2 percent by weight, or any such vinegar or diluted vinegar mixed with an optional acidifying ingredient as specified in paragraph (d)(6) of this section. For the purpose of this paragraph, any blend of two or more vinegars is considered to be a vinegar.

(2) Lemon juice and/or lime juice in any appropriate form, which may be diluted with water to an acidity, calculated as citric acid, of not less than 2 1/2 percent by weight.

(c)*Egg yolk-containing ingredients.* Liquid egg yolks, frozen egg yolks, dried egg yolks, liquid whole eggs, frozen whole eggs, dried whole eggs, or any one or more of the

foregoing ingredients listed in this paragraph with liquid egg white or frozen egg white.

(d) *Other optional ingredients.* The following optional ingredients may also be used:

(1) Salt.

(2) Nutritive carbohydrate sweeteners.

(3) Any spice (except saffron or turmeric) or natural flavoring, provided it does not impart to the mayonnaise a color simulating the color imparted by egg yolk.

(4) Monosodium glutamate.

(5) Sequestrant(s), including but not limited to calcium disodium EDTA (calcium disodium ethylenediamine- tetraacetate) and/or disodium EDTA (disodium ethylenediaminetetraacetate), may be used to preserve color and/or flavor.

(6) Citric and/or malic acid in an amount not greater than 25 percent of the weight of the acids of the vinegar or diluted vinegar, calculated as acetic acid.

(7) Crystallization inhibitors, including but not limited to oxystearin, lecithin, or polyglycerol esters of fatty acids.

(e) *Nomenclature.* The name of the food is "Mayonnaise".

(f) *Label declaration.* Each of the ingredients used in the food shall be declared on the label as required by the applicable sections of parts 101 and 130 of this chapter.

[42 FR 14481, Mar. 15, 1977, as amended at 57 FR 34246, Aug. 4, 1992; 58 FR 2886, Jan. 6, 1993]

.....

Sec. 169.150 Salad dressing.

(a) *Description.* Salad dressing is the emulsified semisolid food prepared from vegetable oil(s), one or both of the acidifying ingredients specified in paragraph (b) of this section, one or more of the egg yolk-containing ingredients specified in paragraph (c) of this section, and a starchy paste prepared as specified in paragraph (e) of this section. One or more of the ingredients in paragraph (e) of this section may also be used. The vegetable oil(s) used may contain an optional crystallization inhibitor as specified in paragraph (e)(8) of this section. All the ingredients from which the food is fabricated shall be safe and suitable. Salad dressing contains not less than 30 percent by weight of vegetable oil and not less egg yolk-containing ingredient than is equivalent in egg yolk solids content to 4 percent by weight of liquid egg yolks. Salad dressing may be mixed and packed in an atmosphere in which air is replaced in whole or in part by carbon dioxide or nitrogen.

(b) *Acidifying ingredients.* (1) Any vinegar or any vinegar diluted with water, or any such vinegar or diluted vinegar mixed with an optional acidifying ingredient as specified in paragraph (e)(6) of this section. For the purpose of this paragraph, any blend of two or more vinegars is considered to be a vinegar.

(2) Lemon juice and/or lime juice in any appropriate form, which may be diluted with water.

(c) *Egg yolk-containing ingredients.* Liquid egg yolks, frozen egg yolks, dried egg yolks, liquid whole eggs, frozen whole eggs, dried whole eggs, or any one of more of the foregoing ingredients listed in this paragraph with liquid egg white or frozen egg white.

(d) *Starchy paste.* It may be prepared from a food starch, food starch-modified, tapioca flour, wheat flour, rye flour, or any two or more of these. Water may be added in the preparation of the paste.

(e) *Other optional ingredients.* The following optional ingredients may also be used:

(1) Salt.

(2) Nutritive carbohydrate sweeteners.

(3) Any spice (except saffron or turmeric) or natural flavoring, provided it does not impart to the salad dressing a color simulating the color imparted by egg yolk.

(4) Monosodium glutamate.

(5) Stabilizers and thickeners. Dioctyl sodium sulfosuccinate may be added in accordance with 172.810 of this chapter.

(6) Citric and/or malic acid may be used in an amount not greater than 25 percent of the weight of the acids of the vinegar or diluted vinegar calculated as acetic acid.

(7) Sequestrant(s), including but not limited to calcium disodium EDTA (calcium disodium ethylenediamine-tetraacetate) and/or disodium EDTA (disodium ethylenediamine-tetraacetate), may be used to preserve color and/or flavor.

(8) Crystallization inhibitors, including but not limited to oxystearin, lecithin, or polyglycerol esters of fatty acids.

(f) *Nomenclature.* The name of the food is "Salad dressing".

(g) *Label declaration.* Each of the ingredients used in the food shall be declared on the label as required by the applicable sections of parts 101 and 130 of this chapter.

[42 FR 14481, Mar. 15, 1977, as amended at 42 FR 25325, May 17, 1977; 58 FR 2886, Jan. 6, 1993]

From: [Susan Joy](#)
To: [John Howeth](#); [Steve Solomon](#); [Joanne Ivy](#); [Mitch Kanter](#); [Amy Prenda](#); [Andrea Bakker](#); [billclay@abnnebraska.com](#); [Brent Nelson](#); (b) (6) @hotmail.com; [carrie.mcfarland@michaelfoods.com](#); (b) (6) @stewireless.com; [Darin Sterup](#); [darrellk@henningsenfoods.com](#); [Dave.morton@michaelfoods.com](#); (b) (6) @hotmail.com; [deanh@henningsenfoods.com](#); (b) (6) @windstream.net; (b) (6) @stewireless.com; [garyl@henningsenfoods.com](#); [gerald.muller@michaelfoods.com](#); [Greg Nelson](#); [Jesus Lopez](#); [Joe Brown](#); [John Black](#); (b) (6) @hotmail.com; [Julie Kelly](#); (b) (6) @lycos.com; (b) (6) @yahoo.com; (b) (6) @conpoint.com; (b) (6) @gmail.com; (b) (6) @windstream.net; [tim.bebee@michaelfoods.com](#); (b) (6) @hotmail.com; (b) (6) @diodecom.net

Subject: December 09, 2013 Lincoln Journal Star Article: Food-tech startups aim to replace eggs and chicken
Date: Tuesday, December 10, 2013 10:41:46 AM
Attachments: [image003.gif](#)
[image004.gif](#)
[image005.gif](#)
[image006.gif](#)
[image007.gif](#)
[image008.gif](#)
[image009.jpg](#)
[image010.jpg](#)

For your awareness: the article below appeared in the December 09, 2013 issue of the Lincoln Journal Star newspaper.

Susan S. Joy
Manager, Nebraska Dept. of Agriculture, Poultry & Egg Division; and
General Manager, Nebraska Poultry Industries
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102 Mussehl Hall
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From: Kamm, Christin [<mailto:christin.kamm@nebraska.gov>]
Sent: Tuesday, December 10, 2013 9:33 AM
To: Susan Joy
Subject: RE: LJS Article

Susan –
Here is the story:

Food-tech startups aim to replace eggs and chicken

In this photo taken Tuesday, Dec. 3, 2013, plant-based products including chocolate chip cookies, cookie dough and mayonnaise are displayed at Hampton Creek Foods in San Francisco. Can plants replace eggs? A San Francisco startup backed by Bill Gates believes they can. Hampton Creek Foods is scouring the planet for plants that can replace chicken eggs in everything from cookies to omelets to French toast. Funded by prominent Silicon Valley investors, the upstart seeks to disrupt a global egg industry that backers say wastes energy, pollutes the environment, causes disease outbreaks and confines chickens to tiny spaces. (AP Photo/Eric Risberg)

(5) More Photos

The startup is housed in a garage-like space in San Francisco's tech-heavy South of Market neighborhood, but it isn't like most of its neighbors that develop software, websites and mobile-phone apps. Its mission is to find plant replacements for eggs.

Inside, research chefs bake cookies and cakes, whip up batches of flavored mayonnaise and pan-fry omelets and French toast _ all without eggs.

Funded by prominent Silicon Valley investors and Microsoft founder Bill Gates, Hampton Creek Foods seeks to disrupt a global egg industry that backers say wastes energy, pollutes the environment, causes disease outbreaks and confines chickens to tiny spaces.

The company, which just started selling its first product _ Just Mayo mayonnaise _ at Whole Foods Markets, is part of a new generation of so-called food-tech ventures that aim to change the way we eat.

"There's nothing to indicate that this will be a trend that will end anytime soon," said Anand Sanwal, CEO of CB Insights, a New York firm that tracks venture capital investment. "Sustainability and challenges to the food supply are pretty fundamental issues."

Venture capital firms, which invest heavily in early-stage technology companies, poured nearly \$350 million into food-related startups last year, compared with less than \$50 million in 2008, according to the firm.

Plant-based alternatives to eggs, poultry and other meat could be good for the environment because it could reduce consumption of meat, which requires large amounts of land, water and crops to produce, backers say.

It could also benefit people's health, especially in heavy meat-eating countries like the U.S., and reduce outbreaks of diseases such as avian flu, they say.

"The biggest challenge is that people who consume a lot of meat really like meat, and to convince them to try something different may be extremely difficult," said Claire Kremen, faculty co-director of the Berkeley Food Institute at the University of California, Berkeley.

The American Egg Board, which represents U.S. producers, said eggs can't be replaced.

"Our customers have said they're not interested in egg substitutes. They want real, natural eggs with their familiar ingredients," Mitch Kanter, executive director of the board-funded Egg Nutrition Center, said in a statement.

The industry has reduced its water use and greenhouse gas emissions, and hens are living longer due to better health and nutrition, he said.

Hampton Creek's quest to replace the ubiquitous chicken egg is also backed by PayPal co-founder Peter Thiel and Khosla Ventures, a venture capital fund started by Sun Microsystems co-founder Vinod Khosla.

In its food lab, biochemists grind up beans and peer through microscopes to study their molecular structure, looking for plants that can fulfill the culinary functions of eggs. So far, the company has analyzed some 1,500 types of plants from more than 60 countries.

The research has resulted in 11 "hits," said Josh Tetrick, the company's CEO.

"Our approach is to use plants that are much more sustainable _ less greenhouse gas

emissions, less water, no animal involved and a whole lot more affordable _ to create a better food system," said the former linebacker on West Virginia University's football team.

The company's first product _ the mayonnaise _ is sold for roughly the same price as the traditional variety. It soon hopes to start selling cookie dough and a batter that scrambles like eggs when fried in a pan.

"The egg is a miracle, so one of the hardest parts of replacing it is all the functions that it can do," said Chris Jones, the company's culinary director of innovations and a former contestant on Bravo TV's Top Chef.

While Hampton Creek takes aim at the egg, another Gates-backed company is targeting the chicken itself.

Beyond Meat, located in Southern California, sells "chicken-free strips," which have the taste and stringy texture of poultry but are made from plant protein. It is sold at Whole Foods and natural food stores. It's also working on a product that mimics beef.

Inside its test kitchen in El Segundo, Caitlin Grady, the company's culinary ambassador, stir-fried the strips with broccoli, onion, peppers and sesame oil. "I cooked it just like a regular stir-fry, but I don't have to worry about the meat being raw," Grady said.

The company is also funded by Obvious Corp., a startup incubator founded by Twitter's founders, and Kleiner Perkins Caulfield & Byers, one of Silicon Valley's premier venture capital firms.

"It can fit in a vegan's diet. It can fit in a carnivore's diet," said Beyond Meat CEO Ethan Brown. "We're trying to appeal to the full range of consumers that are making some shift toward healthier protein."

—

Associated Press writer Raquel Maria Dillon contributed to this report from El Segundo, Calif.

Christin Kamm

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Beyond Eggs Response



Specific clean label comparisons
against Beyond Eggs
Side by side labels for comparisons

Beyond Eggs Response



Promote to Sustainability Study to
Food Manufacturers & Foodservice Audiences

- Feed efficiency
- Resource efficiency
- Environmental stewardship

Sustainability of eggs against Beyond
Eggs. Use recycle imagery



From: [Torvik, Erika](#)
To: [Kevin Burkum](#); [Joanne Ivy](#); [John Howeth](#); [Mia Roberts](#); [Kristin Livermore](#); [Mitch Kanter](#)
Cc: [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#); [Grosshandler, Jennifer](#); [Liuzzi, Andrew](#); [Singer, Jamie](#); [Schaffner, Serena](#); [Englert, Jenny](#)
Subject: Beyond Eggs Coverage Update 1.2.14 AM
Date: Thursday, January 02, 2014 11:36:53 AM

Hi all,

Beyond Eggs coverage has remained minimal since our 12.31 update, with two new unique stories in [GigaOm](#) and [Food Beast](#) (which was also picked up on [Fine Dining Lovers](#)):

- GigaOm, an independent site covering emerging technologies and media (1.5 million unique visitors), recapped 13 of the biggest moments in clean tech, listing sustainable foods at number 6 and including a brief mention of Hampton Creek Foods.
- Food Beast, which covers food trends and industry news (1,700 unique visitors) interviewed Tetrick on his goal to “disrupt” the egg industry, with a quote from Tetrick saying “99.9% of the time, [hens] come from places that are the epitome of disgusting, chickens crammed in cages shitting all over each other. I mean, it’s really gross.” He also goes on to note that the U.S. egg industry has responded negatively to his product, calling the egg industry the “antithesis of our values” and comparing it to cigarette companies.

We will continue to keep an eye out for coverage as well as additional pickup of the Food Beast interview. In the meantime, please let us know if you have any questions.

Best,
Erika

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From: [Schaffner, Serena](#)
To: [Kevin Burkum](#); [Joanne Ivy](#); [John Howeth](#); [Mia Roberts](#); [Kristin Livermore](#); [Mitch Kanter](#)
Cc: [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#); [Grosshandler, Jennifer](#); [Liuzzi, Andrew](#); [Singer, Jamie](#); [Schaffner, Serena](#); [Englert, Jenny](#)
Subject: Beyond Eggs Coverage Update 1.3.14 AM
Date: Friday, January 03, 2014 11:58:51 AM

Hi all,

Since yesterday, the Animal Legal Defense Fund (1,000 unique visitors) posted a [video interview](#) with Josh Tetrick resulting from the 2013 Animal Law Conference, which is a meeting for global animal attorneys, law students, professors and activists. The conference was held at Stanford University this past October. In the video, Josh says Hampton Creek Foods is “attacking a big problem” by replacing eggs, 99 percent of which are laid in poor conditions, with more affordable and sustainable plant-based eggs. His commentary about the egg industry is similar to what we’ve seen in other interviews.

In addition, Hampton Creek Foods posted a segment on their [YouTube channel](#) (38 views) which originally aired as part of a larger tech roundup story on [Huffington Post Live](#) (5:27 minute mark – 4.3 million unique visitors). Dave Mosher of Popular Science, who is interviewed in the segment, notes that Hampton Creek’s plant-based foods provide environmental savings because chicken farms have animal welfare and environmental issues.

It’s not surprising that activist groups such as animal welfare and vegan organizations are promoting the BE narrative, including the aggressive language about animal well-being issues. This can be expected to continue.

To this end, we’re looking forward to discussing our Phase II recommendations with you next week. In the meantime, stay tuned for the next monitoring report this afternoon and let us know if you have any questions.

Best,
Serena

Serena Schaffner

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 Edelman kindly reminds you to consider the environment before printing this email or attachments.

From: [Torvik, Erika](#)
To: [Kevin Burkum](#); [Joanne Ivy](#); [John Howeth](#); [Mia Roberts](#); [Kristin Livermore](#); [Mitch Kanter](#)
Cc: [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#); [Grosshandler, Jennifer](#); [Liuzzi, Andrew](#); [Singer, Jamie](#); [Englert, Jenny](#)
Subject: Beyond Eggs Coverage Update 12.26
Date: Thursday, December 26, 2013 4:50:09 PM

Hi all,

Coverage volume has been minimal since our last update on Beyond Eggs and we have not seen additional chatter of the Bizarre Foods episode. [CBS This Morning](#) featured an interview with Josh Tetrick at Hampton Creek Foods' research and development facility, discussing the lengthy process to develop and test Just Mayo. Tetrick mentions he believes eggs are "inefficient" because 70 percent of an egg's cost comes from the quantity of feed it takes to sustain a hen. The segment was picked up on a few other sites, including [Health Medicine Network](#), [Daily Motion](#), [Meta Cafe](#) and [Yahoo! Movies](#).

In addition to the CBS segment, the [The Star Phoenix](#) picked up the Associated Press story and [Nation Swell](#) ran a small blurb from the USA Today story. We will continue to monitor for coverage and provide an update tomorrow afternoon. In the meantime, please let us know if you have any questions.

Best,
Erika

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What We'll Cover Today

- State of Eggs at QSR
- Breakfast Wars
- School Program
- Beyond Eggs



Overview



American Egg Board

Good Egg Project

Education Platform

Environmental Footprint

Easter Outreach

Beyond Eggs

Environmental Footprint Study #2



American Egg Board

OBJECTIVES: Compare the current environmental footprint of US egg production with:

- the environmental footprints of other animal proteins, specifically milk, poultry, pork and beef;
- environmental footprints of plant-based “egg replacer” products such as the new Beyond Eggs product;
- Report the comparisons in terms of several units of comparison, including mass, protein (or other nutritionals) and cost.
- Concludes June 30

Competitive Profile – Larger Egg Replacers

Product/ Supplier	Base	Applications	Functionality	Differentiation	Threat	Rationale for Threat Rating
Alleggra Tate & Lyle	Soy	<ul style="list-style-type: none"> ▪ Bakery ▪ Mayo/dressing ▪ Pasta ▪ Foodservice 	<ul style="list-style-type: none"> ▪ Gelation ▪ Emulsification ▪ Moisture 	<ul style="list-style-type: none"> ▪ Cost reduction ▪ Health ▪ Convenience ▪ Functionality 	M/L	<ul style="list-style-type: none"> ▪ Developed by Unilever Ventures so it should be effective ▪ However it has had minimal impact after many years on market
Baker's Egg Replacer Gum Tech Corp	Gum	<ul style="list-style-type: none"> ▪ Baked goods 	<ul style="list-style-type: none"> ▪ Cell structure ▪ Texture 	<ul style="list-style-type: none"> ▪ Cost reduction ▪ 100% replacement 	L	<ul style="list-style-type: none"> ▪ Gum Tech is very small company with limited resource
BakeRite ER Adv Food Systems	Hydro-colloids	<ul style="list-style-type: none"> ▪ Baked goods 	<ul style="list-style-type: none"> ▪ Aeration ▪ Moisture 	<ul style="list-style-type: none"> ▪ Cost reduction ▪ Low fat ▪ Extended shelf life 	L	<ul style="list-style-type: none"> ▪ Product does not appear to a focus for AFS
Beyond Eggs Hampton Creek	N/A	<ul style="list-style-type: none"> ▪ Baked goods ▪ Sauces ▪ Dressings ▪ Pasta ▪ Scrambled eggs 	<ul style="list-style-type: none"> ▪ Aeration ▪ Coagulation ▪ Emulsification ▪ Flavor ▪ Mouthfeel ▪ Texture 	<ul style="list-style-type: none"> ▪ Cost reduction ▪ Wide application range ▪ Cholesterol-free ▪ Vegan 	M	<ul style="list-style-type: none"> ▪ Broad functionality & application ▪ Company has VC-backing ▪ However, senior leadership no food people
BiPRO Davisco	Whey	<ul style="list-style-type: none"> ▪ Beverage ▪ Bakery ▪ Ice cream ▪ Nutrition bar 	<ul style="list-style-type: none"> ▪ Aeration ▪ Binding ▪ Emulsification ▪ Gelation 	<ul style="list-style-type: none"> ▪ Breadth of application 	L	<ul style="list-style-type: none"> ▪ Davisco targets consumers more than industrial applications

Threat Level to Egg Producers
H = High, M = Medium L = Low



Bakery Solutions

Alleggra Innovative Ingredients offers cost-saving and healthier solutions for the whole baking industry, from the craft bakery to the largest industrial manufacturers.



All products are based on our patented egg-replacement technology and share core set of advantages:

- Significantly Lower costs
- Price stability
- Processing efficiencies
- Nutritionally improved products

Mixes: cost effective, complete solutions for sponges, crème cakes, layer cakes, muffins, offering right-first-time solutions. Typical cost savings of 10%-25% on total batter costs.

Concentrates: versatile solutions for large and medium sized bakeries, including all the minor functional ingredients plus the egg functionality. Typical cost savings of 5%-15% on total batter costs.

Egg Replacers: Fully functional egg alternative. Innovative, functional solutions for large manufacturers. Typical cost savings 15%-25% compared to egg with no price volatility.

Dressings Solutions

Alleggra offers cost-effective and healthier solutions for all egg-based dressings, from low-fat salad dressings to high oil content mayonnaise type products. Alleggra's products are capable of replacing whole egg or egg yolk, depending on your application requirements.



All our dressings products are based on Alleggra's core, patented egg replacement technology and offer the same core advantages:

- Significantly cheaper ingredient cost
- Stability of prices over the short, medium and long term
- Cholesterol free
- Reduced Fat
- Egg-Free
- Trans-fat free
- Heat/bake stable
- No egg handling required

Beyond Eggs *Update*



incredible!

American Egg Board

Approach to Beyond Eggs



American Egg Board

- Continue to tell the good news of **REAL** eggs
- Showcase the benefits of **REAL** eggs – from nutrition to environmental footprint to animal care – to keep **REAL** Eggs top of mind

Comparative Footprint Study



American Egg Board

Compare the environmental footprint of eggs with competing animal and plant food products

- milk, poultry, pork and beef
- plant-based “egg replacer” products
- Beyond Eggs products

We anticipate completing the study in four months

Beyond Eggs



American Egg Board



Just Mayo (expeller-pressed canola oil, filtered water, lemon juice, white vinegar, 2% or less of the following: organic sugar, salt, apple cider vinegar, **pea protein**, spices, garlic, modified food starch, beta-carotene), paprika, tabasco (vinegar, chilies, salt) chipotle en adobo (peppers, tomato paste, water, vinegar, salt, citric acid) sugar, salt, onion powder, black pepper.

This is a refrigerated fresh-packed product – no preservatives needed.

Beyond Eggs



American Egg Board

HAMPTON CREEK®
BEYOND EGGS™

A multifunctional, plant-based ingredient.

- Less expensive than eggs
- Wide application range
- Cholesterol-Free
- Entirely plant-based (vegan)



APPLICATION RANGE
 Beyond Eggs works across the world of food products – giving you the same functionality as eggs each and every time.

BAKED GOODS
 You get functional equivalence and cost savings on day size. Functionally, Beyond Eggs mimics the binding, emulsification, strengthening and color attributes found in eggs. It's simple. Your baked goods don't change. Just your bottom line does. And, it's much better for the environment.

DRESSINGS/SAUCES
 In need of more cost-effective and healthier solutions for your sauces and dressings? Beyond Eggs replaces whole egg or egg yolk in all your baked dressing and high oil content emulsions products. Replacing eggs with Beyond Eggs as a functional ingredient gives consumers the same great taste and texture while giving you long-term savings.

PASTA
 Get egg-free, and get Beyond Eggs in the result? A product that enhances the formation of protein networks during mixing and hardening to improve the cooking quality of pasta. Additionally, pasta with our ingredients retains the dark and moist texture color seen in fresh pasta.

FOOD SERVICE
 Scrambled eggs? Check. Omelets and omelet-like dishes? Beyond Eggs is a 100% replacement for these product applications, and one that is significantly healthier and less expensive. P.S. it's better for the environment, too.

PRODUCT DESCRIPTION	UNIT OF MEASURE	SKU	DESCRIPTION
BAKED GOODS	50 lbs Bag in Box	11008132	Beyond Eggs replacement blend for baked goods
SAUCES & DRESSINGS	50 lbs Bag in Box	11008133	Beyond Eggs replacement blend for sauces and dressings
PASTA	50 lbs Bag in Box	11008134	Beyond Eggs replacement blend for pasta applications

Visit www.hamptoncreekfoods.com/beyondeggs for more information!

HAMPTON CREEK
 BEYOND EGGS © HAMPTON CREEK FOODS 2013

just
MAYO

Your favorite sandwich. With a spoonful of joy.

Delicious potato salad. Creamy, rich mayo for any sandwich, anytime. Welcome to Just Mayo, where taste and sustainability live on the same plate.

BEYOND EGGS
for cookies

Don't just bake cookies. Bake better cookies.

Chocolate chip. Peanut butter. And even oatmeal raisin. Beyond Eggs for Cookies is the ingredient that represents what you already value.

August 19, 2013
Best Laid Plans
 Plant-based egg substitute could benefit millions of hens.
All Animals magazine, September/October 2013

Hampton Creek CEO Josh Tetrick aims to revolutionize the food industry with a plant-based egg alternative. *Josh Tetrick*

Josh Tetrick, CEO of Hampton Creek, wants to change the world with a pale green powder. Called Beyond Eggs, it gets its color from a variety of pea – an ingredient the company's scientists and chefs identified after testing 287 plants. There's also sunflower and canola oil and other natural ingredients. One formulation of the powder can be used to replace eggs in baked goods like

made from PLANTS backed to revolutionize cooking
Whole Foods

UPDATED: 04:12 EST, 11 September 2013

14,040 shares

266 likes

...in everything from cakes to mayonnaise – without a chicken in process. The egg, called Beyond Eggs, in Whole Foods in California – permeable substitute.

© Cody Zuckerman
 Eggstender™: The powder is a special blend of plants including peas and beans.
 "We want to take animals out of the equation," said Josh Tetrick, the firm's founder. "The food industry is begging for innovation, especially where animals are involved – it is a broken industry" when mixed together in the right way, replicate the taste.
 "I've never been this red, baby!"

Beyond Eggs



American Egg Board

Production

- Management was originally going to build a blending facility, but chose instead to have ingredients co-packed.

Potential

- While the investors have deep pockets, it is unknown how long they will continue to invest without significant payout.
- We believe that the sales and marketing budgets are quite small and focused almost exclusively on PR.
- Unless they can create branded food products or branded ingredients, we suspect the endgame will involve the selling of the technology to another food company (finished goods or food ingredients).

Beyond Eggs



American Egg Board

Management

- Joshua Tetrick, CEO, has no experience with commercializing food products or even scaling a start-up to an ongoing venture.
- Josh Balk, director of corporate policy for The HSUS's Farm Animal Protection Campaign is Tetrick's best friend and helped him start the company.
- Johann Boot, chief technical officer and COO, is essentially running the show, but he is based in Holland and is onsite 1 week per month.
- Jackie Fera, VP Sales & Marketing, is ex-Unilever, but her career is in foodservice, not retail or food ingredients – the two areas that are critical for the success of the venture.
- The former advisor referred to the venture management as “amateur hour”.



American Egg Board

Beyond Eggs

Overview

- While the company is getting significant press, it remains a small start-up - 2,400 ft. laboratory is relatively small to develop products across multiple categories.
- The Venture Capital firms that started the company are “feel good” investors that invest in eco-friendly start-ups.

Technology

- HCF does not appear to be using any new technology but refinements of existing egg replacer technology (e.g., vegetable proteins, amino acids, etc.).
- Due to the many functionalities of eggs, it is using different ingredients and formulations by application; this will complicate a “made with” brand strategy.
- The ingredient statements we’ve seen don’t use a “cupboard-friendliness” to consumers strategy.

Key Programs 2014



American Egg Board

Categories	2013	2014
Total Budget	\$1,069,800	\$1,490,000
Overhead	\$221,800	\$316,200
Trade Shows/Advisory Council	\$33,500	\$67,000
Media & Related Agency	\$244,300	\$325,000
Industry Communications	\$102,000	\$104,000
Customer Education/Support (Workshops, NEPS, Chef Assist., EGGSolutions, Replacers Project)	\$151,000	\$201,800
Research	\$144,000	\$200,000
Special Projects	\$144,200	\$247,000
Miscellaneous (Travel, Postage and Memberships)	\$29,000	\$29,000

- **Media & Agency - \$325,000**
 - New Ad Development & Insertion
 - Maintain Presence in Media
 - Ensure Effective Communications
- **Customer Ed/Support- \$201,800**
 - EGGsolutions Hotline & Technical Support
 - Workshops
 - Collateral Development
- **Research - \$200,000**
 - Nutrient Analysis of Egg Products
 - New Product Development
 - Functional or A&U
- **Special Projects - \$247,000**
 - Opportunity Analysis for Egg Protein
 - Egg Replacer Response Campaign
 - Beyond Eggs
 - Other Opportunistic Projects

Beyond Eggs



Our Plans

- Video Testimonials
- 12 Questions You Should Ask Before Switching to an Egg Replacer
 - White paper/ Processor Sales Bulletin
 - Panel discussion – true costs involved in reformulating
- Functionality Testing
 - American Institute of Baking and/or Underwriters Laboratories
 - Functionality throw-down
- Sustainability study vs. Beyond Eggs
- Crisis communications plan (if neccessary)

Beyond Eggs



American Egg Board


The screenshot shows a webpage header for 'PREPARED FOODS Network'. It includes a search bar with 'SEARCH TERM(S)' and a 'FIND' button, and a 'RECENT SEARCHES' section listing 'bread / oat / glass / kraft / healthy flavors'. Below the header, there are navigation links for 'BREAKFAST, CEREALS & BARS / BREAKING NEWS / PROTEINS & ENZYMES'. The main article title is 'Plant-based Egg Substitute', with a sub-headline: 'Food scientists have reportedly developed an egg substitute made entirely from plants.' The article is dated 'September 12, 2013' and has 'No Comments'. At the bottom of the article snippet, there are social media sharing options for 'EMAIL', 'PRINT', 'REPRINTS', 'f', 't', 'in', and 'MORE', along with a 'TEXT SIZE+' link.

“Experts believe that the egg and poultry industry is going to survive despite substitutes and US Department of Agriculture research physiologist Raymond Glahn said that such products come along all the time and they will never replace significant amount of the poultry industry.”

Beyond Eggs



American Egg Board

 SEARCH TERM(S) ADVANCED RECENT SEARCHES
bread / oat / glass / kraft / healthy flavors

[BREAKFAST, CEREALS & BARS](#) / [BREAKING NEWS](#) / [PROTEINS & ENZYMES](#)

Plant-based Egg Substitute

Food scientists have reportedly developed an egg substitute made entirely from plants.

September 12, 2013 No Comments

KEYWORDS [eggs](#) / [plant-based](#) / [substitutes](#) [EMAIL](#) / [RSS](#) / [PRINT](#) / [REPRINTS](#) / [f](#) [t](#) [in](#) MORE / [TEXT SIZE+](#)

September 12/Washington/ANI -- Food scientists at Hampton Creek Foods have reportedly developed an egg substitute made entirely from plants. The company has successfully created faux mayonnaise and a variety of baked goods using the egg substitute.

CEO Josh Tetrick said that the egg products are made from simple but varied species of peas, sorghum and 11 plants in total.

According to Fox News, Tetrick came with the idea of "Just Mayo" and "Beyond Egg" after spending seven years living in Sub-Saharan Africa working with impoverished communities and wanted to bring a change using his food business.

Tetrick said that 99% of the eggs come from dimly-lit, feces- and urine-smelling industrial warehouses, which is gross and also a food safety issue.

He enlisted the help of a contestant on the TV show *Top Chef*, Chris Jones and biochemist Joshua Klein to help him create what they call the most realistic egg-free egg product yet.

Tetrick said that investor Bill Gates and former U.K. Prime Minister Tony Blair could not tell the difference between the artificial egg product and a real one.

However, experts believe that the egg and poultry industry is going to survive despite substitutes and US Department of Agriculture research physiologist Raymond Glahn said that such products come along all the time and they will never replace significant amount of the poultry industry.

Hampton Creek Foods' website claims that its product is healthier and cost 19% less than eggs, which in July cost an average of \$1.833 per dozen, the report added.

Beyond Eggs

HAMPTON CREEK FOODS® BEYOND EGGS™

HAMPTON CREEK™ BEYOND EGGS™



**A multifunctional,
plant-based ingredient.**

- ➔ Less expensive than eggs
- ➔ Wide application range
- ➔ Cholesterol-Free
- ➔ Entirely plant-based (vegan)



PACK SIZE:
50 LB.
BAG-IN-BOX

	EGGS	BEYOND EGGS™
PRICE		✓
FOOD SAFETY		✓
APPLICATION RANGE	✓	✓
SUSTAINABILITY		✓
CHOLESTEROL-FREE		✓

HAMPTON CREEK®

WWW.HAMPTONCREEKFOODS.COM

APPLICATION RANGE

Beyond Eggs works across the world of food products -- giving you the same functionality as eggs each and every time.



DRESSINGS/SAUCES

In need of more cost-effective and healthier solutions for your sauces and dressings? Beyond Eggs replaces whole egg or egg yolk in low fat salad dressing and high oil content mayonnaise products. Replacing eggs with Beyond Eggs as a functional ingredient gives consumers the same mouth feel and taste while giving you long-term savings.



BAKED GOODS

You get functional equivalence and cost savings or pay one. Functionally, Beyond Eggs emulates the foaming, emulsification, coagulation and color attributes found in eggs. It's simple. Your baked goods don't change -- but your bottom line does. And, it's much better for the environment.



PASTA

Take eggs out, and put Beyond Eggs in. The result? A product that enhances the formation of protein networks during mixing and kneading to improve the cooking quality of pasta. Additionally, pasta with our ingredient retains the dark and more yellow color seen in fresh pasta.



FOOD SERVICE

Formulas: eggs? Check. Omlettes and quiches? No doubt. Beyond Eggs is a 100% replacement for these product applications, and one that is significantly healthier and less expensive. PS: It's better for the environment, too.

PRODUCT DESCRIPTION	UNIT OF MEASURE	SKU	DESCRIPTION
BAKED GOODS	50 lbs Bag in Box	11006132	Beyond Eggs replacement blend for baked goods
SAUCES & DRESSINGS	50 lbs Bag in Box	11006133	Beyond Eggs replacement blend for sauces and dressings
PASTA	50 lbs Bag in Box	11006134	Beyond Eggs replacement blend for pasta applications

Visit www.hamptoncreekfoods.com/beyondeggs for more information!

HAMPTON CREEK
FOODS

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Beyond Eggs



American Egg Board



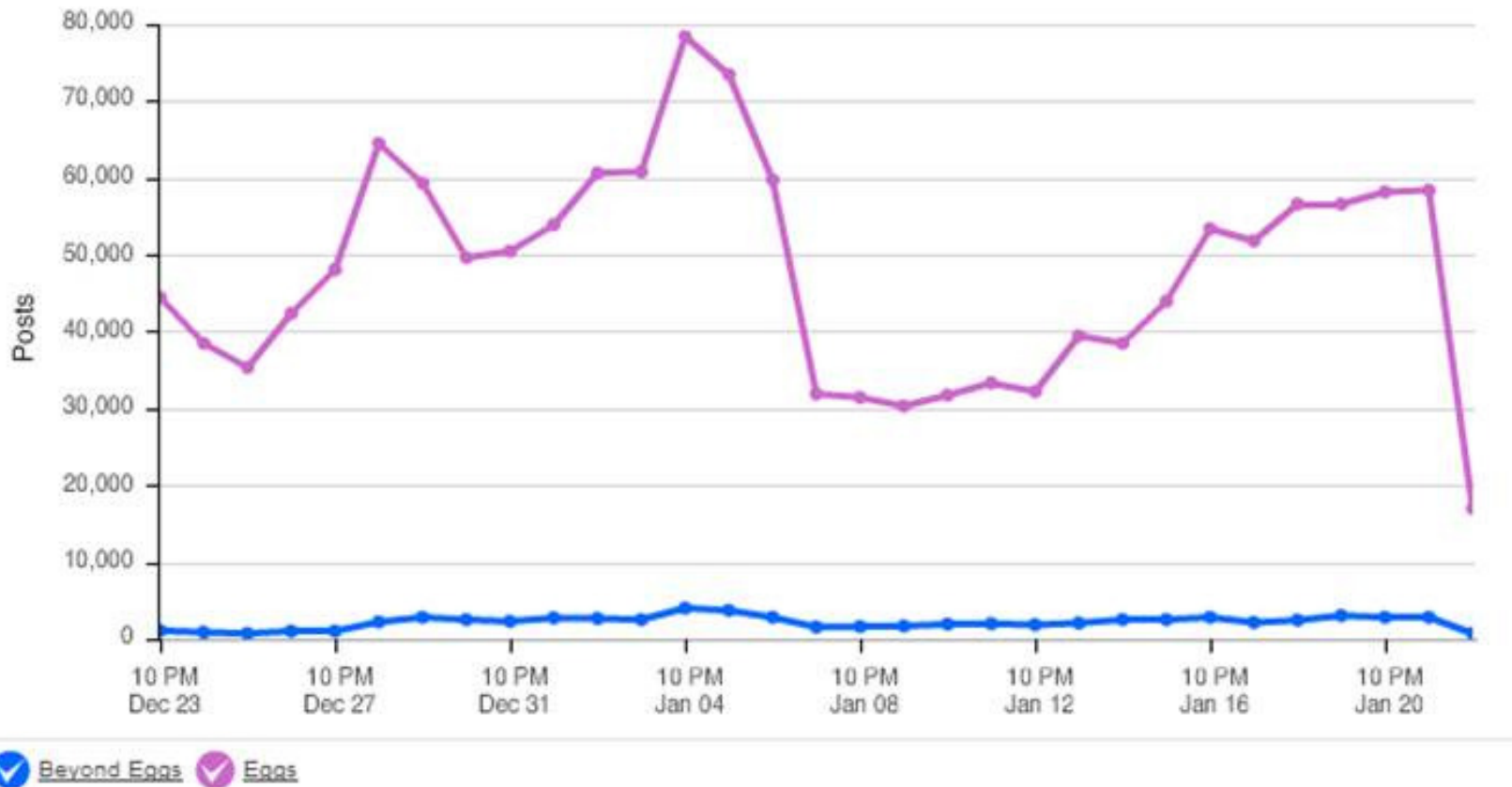
Are you aware of Beyond Eggs?

Have you tried their products?

What can we do better to get our messaging out?

REAL Eggs v. Beyond Eggs

Coverage Volume



Shell eggs remain at the forefront of overall coverage and conversations in the last 30 days, being talked about in traditional and social media **95 percent more** than Beyond Eggs.

Lutton, Sara - AMS

From: John Howeth
Sent: Monday, November 24, 2014 2:25 PM
To: Elisa Maloberti
Subject: Re: Dr. Kevin Keener assistance for Accept No Substitutes

Go ahead and do what you need to do. If you have to go above \$1,000, do whatever it takes.

John Howeth
Senior VP, Foodservice & Egg Products
American Egg Board
1460 Renaissance Drive
Park Ridge, IL 60068
Office: 847.296.7043
Direct: 224.563.3705
www.AEB.org

On Nov 24, 2014, at 1:21 PM, Elisa Maloberti <EMaloberti@aeb.org> wrote:

Hi John,

Jeanne Turner is working on the rewrite of the "Accept No Substitutes" paper. Over the weekend, she went through the research references I shared that Tong Wang cited during her review of Hampton Creek Beyond Eggs patent, see below. Three of the references (highlighted in yellow) stem from the flawed K-State research project. Jeanne says that the remainder of the research citations are either patents, discussions about the manufacture of egg replacers or projects that don't provide much info. I've already asked Shelly & Glenn to review the list and provide additional research references, wondering if you would mind if I asked Kevin Keener to help with the project, too, and asked him to keep his expenses under \$1000. Let me know what you think.

Elisa

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Bodor, J. US patent 07442400, Egg replacer composition and method for making a bakery product therewith, 2008.

Bodor, J. US patent 2005181113-A1, Egg replacer composition, useful to prepare bakery products, comprises protein, vegetable oil, stearyl lactylate, carbohydrate, cholesterol and vegetable lecithin (optional), 2005.

Carlson, S E, Montalto, M B, Ponder, D L, Werkman, S H, and Korones, S B. Lower Incidence of Necrotizing Enterocolitis in Infants Fed a Preterm Formula with Egg Phospholipids. *Pediatr. Res.*, 44: 491-498, 1998.

Elmusa, A A, Morris, C A, Willis, H L. US patent 8287930 B2, Free-flowing egg replacement product and process of making same, <http://www.google.com/patents/US8287930>, 2012.

Geera, B, Reiling, J A, Hutchison, M A, Rybak, D, Santha, B, Ratnayake, W S. A comprehensive evaluation of egg and egg replacers on the product quality of muffins. *Journal of Food Quality* 34: 333-342, 2011.

Gibson, R A, Neumann, M A, Makrides, M. Effect of increasing breast milk docosahexaenoic acid on plasma and erythrocyte phospholipid fatty acids and neural indices of exclusively breast fed infants. *Eur J Clin Nutr.* 51:578-84, 1997.

Jowett, G E. Patent WO1986005362A2, Egg substitute, 1986, <http://www.google.com/patents/WO1986005362A2>.

Kohrs, D, Herald, T J, Aramouni, F M, and Abughoush, M. Evaluation of egg replacers in a yellow cake system. Emir. J. Food Agric. 22: 340 -352, 2010.

Li, W. US patent 2013052304-A1, 2013.

Lungberg, B, Huppert, A. US patent 8,399,040, Dairy product compositions using highly refined cellulosic fiber ingredients, 2013.

Lynn, C C. US patent 4120986, Whole egg replacer, 1977.

Ma, Z, and Boye, J I. Advances in the Design and Production of Reduced-Fat and Reduced-Cholesterol Salad Dressing and Mayonnaise: A Review. Food Bioprocess Technol 6:648–670, 2013.

Ratnayake, W S, Geera, B, Rybak, D A, Effect of egg and egg replacers on yellow cake product quality. Journal of Food Processing and Preservation, 36: 21–29, 2012.

Roca Molinas M, Patent ES2380965-A1; ES2380965-B1, BOLETIN DE VIGILANC IA DE INVENCIONES ENERGIA GEOTERMICA Y TERMOSOLAR, 2012.

Satou, A, Aida, H, Murakami, M. US patent 20110008522 A1, Full-fat soybean flour-containing composition and egg substitute composition, 2011.

Schaafsma G. Criteria and Significance of Dietary Protein Sources in Humans, Journal of Nutrition: The Protein Digestibility–Corrected Amino Acid Score. 1865S-1867S, 2000.

USA Dry Pea and Lentil Council, www.pea-lentil.com, www.northernpulse.com, Dec 15, 2013 accessed.

Tetrick, J, Boot, J H A, Jones, C M, Clements, M A, Oliveira, M A, Albanello, L. Patent WO 2013067453 A1, Plant-based egg substitute and method of manufacture, 2013.

Wijendran, V, Huang, M, Diau, G, Boehm, G, Nathanielsz, PW, Brenna, J T. Efficacy of Dietary Arachidonic Acid Provided as Triglyceride or Phospholipid as Substrates for Brain Arachidonic Acid Accretion in Baboon Neonates. Pediatric Research, 51:265-272, 2002.

Elisa Maloberti | *Director of Egg Product Marketing*

American Egg Board

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From: [John Howeth](#)
To: [Elisa Maloberti](#)
Subject: Re: Egg Replacer Messaging
Date: Wednesday, November 19, 2014 5:17:28 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.jpg](#)
[image006.png](#)

Yes let's redo the whole thing. I don't want some person doing researcher to determine that some of this is faulty.

John Howeth
Senior VP, Foodservice & Egg Products
American Egg Board
1460 Renaissance Drive
Park Ridge, IL 60068
Office: 847.296.7043
Direct: 224.563.3705
www.AEB.org

On Nov 19, 2014, at 2:03 PM, Elisa Maloberti <EMaloberti@aeb.org> wrote:

The content of the "Accept No Substitutes" speaks about the K-State University study where there was a comparison Pasta, Yellow Cake and others foods using 100% egg and 100% replacers. I'm sure you remember it was a flawed study because the tasting panel was not a trained panel, just random campus students, that Kevin Keener pointed out scored inconsistently within the same product. It's also flawed because replacer ingredients wouldn't be used at a level to replace eggs at 100%.

I would suggest revising the paper to include more current research citations that are favorable towards eggs. I would be glad to begin a conversation with Jeanne about this, if you'd like. Jeanne is working on the second rewrite of the Protein white paper incorporating many tidbits of info from Mitch's letter to the Dietary Guidelines Advisory Committee, which she says shouldn't take her long to wrap that up.

Elisa

Elisa Maloberti | *Director of Egg Product Marketing*

American Egg Board

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From: John Howeth
Sent: Wednesday, November 19, 2014 3:27 PM
To: Elisa Maloberti
Subject: Fwd: Egg Replacer Messaging

Elisa, please see the following thread. Does it make sense to revise the Accept No Substitutes white paper?

John Howeth
Senior VP, Foodservice & Egg Products
American Egg Board
1460 Renaissance Drive
Park Ridge, IL 60068
Office: 847.296.7043
Direct: 224.563.3705
www.AEB.org

Begin forwarded message:

From: Joanne Ivy <JIvy@aeb.org>
Date: November 19, 2014 at 1:07:08 PM PST
To: "'Humbel, Leslie'" <Leslie.Humbel@edelman.com>, Serena Schaffner <sschaffner@aeb.org>, "Liuzzi, Andrew" <Andrew.Liuzzi@edelman.com>, "Maher, Missy" <Missy.Maher@edelman.com>
Cc: Kevin Burkum <KBurkum@aeb.org>, John Howeth <JHoweth@aeb.org>
Subject: RE: Egg Replacer Messaging

Thanks Leslie for resending. I knew I had it, but couldn't put my hands on it. I have a feeling that this information will come in handy with the Hellman's/Beyond Egg battle bringing this topic back into the press. Joanne

Joanne C. Ivy, CAE | *President & CEO*
American Egg Board
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From: Humbel, Leslie [<mailto:Leslie.Humbel@edelman.com>]
Sent: Wednesday, November 19, 2014 2:28 PM
To: Serena Schaffner; Liuzzi, Andrew; Maher, Missy
Cc: Joanne Ivy; Kevin Burkum
Subject: RE: Egg Replacer Messaging

Hi Serena,

Thanks for looping us in. Below are the final key messages from our drive from last December for

Beyond Eggs, and attached is the statement developed for Joanne. Hope these are helpful, and please feel free to call with any questions or needs. Keep us posted on where this goes so we can keep an eye out from a monitoring perspective.

Thanks,
Leslie

KEY MESSAGES

- Eggs are all-natural and packed with a number of nutrients, including high-quality protein. The quality of egg protein is so high that scientists often use eggs as the standard for measuring the protein quality of other foods.
- Egg farmers work hard to provide safe, nutritious food while maintaining the highest quality care for their hens. Today's hens are producing more eggs and living longer due to better health, nutrition and living environment.
- Egg production today uses fewer resources and produces less waste. A new Egg Industry Center study shows the industry has decreased greenhouse gas emissions by more than 70 percent and uses 32 percent less water over the past 50 years.
- At an average of just 15 cents apiece, eggs are the most affordable source of high-quality protein.

From: Serena Schaffner [<mailto:sschaffner@aeb.org>]

Sent: Wednesday, November 19, 2014 2:18 PM

To: Humbel, Leslie; Liuzzi, Andrew; Maher, Missy

Cc: Joanne Ivy; Kevin Burkum

Subject: Egg Replacer Messaging

Hi Team –

We fielded a call today from [Candice Choi](#) an Associated Press reporter who is “looking into a potential story” about food replacers, including eggs and beef. She’s been covering the Hellman’s/Beyond Eggs battle so her story is likely associated with Hampton Creek. She’s particularly interested in the [Accept No Substitute White Paper](#) we developed over 10 years ago. Specifically she wants to know what it is and why it was developed.

I’m working on drafting a response (Joanne has all the background on that particular white paper) and was hoping you could send over the message points and statements you’ve developed for Beyond Eggs to ensure our answer is accurate and consistent. I’ll send along the response for you to take a look at – to make sure we’re all aligned, before we send this back to AP.

Thanks for the help and holler with questions!

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

O 847.296.7043 | D 224.563.3710 | F 847.296.7007

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Lutton, Sara - AMS

From: Joanne Ivy
Sent: Wednesday, November 19, 2014 10:08 PM
To: Humbel, Leslie
Cc: Serena Schaffner; Liuzzi, Andrew; Maher, Missy; Kevin Burkum
Subject: Re: Egg Replacer Messaging

Just wrote Serena. If you need a spokesperson, John could handle it. Joanne

Sent from my iPhone

On Nov 19, 2014, at 8:20 PM, Humbel, Leslie <Leslie.Humbel@edelman.com> wrote:

Sounds good...thanks for the additional context.

From: Serena Schaffner [<mailto:sschaffner@aeb.org>]
Sent: Wednesday, November 19, 2014 8:18 PM
To: Humbel, Leslie; Joanne Ivy; Liuzzi, Andrew; Maher, Missy
Cc: Kevin Burkum; John Howeth
Subject: RE: Egg Replacer Messaging

Hi Leslie –

Thanks for your quick response. Because she's asking about a specific white paper created for the food industry (manufacturers and food service) the affordability message is less relevant, so I've left it out. However, where we mentioned nutritional benefits, I added in high-quality protein as an example, to get a bit more specific. We'll send the revised version to AP and see what happens. I'm guessing she's going to want someone to talk to on the phone, but we'll cross that bridge when we get there, since Mitch, our usual BE spokesperson is in Rome this week ☺.

Best,
Serena

Hi Candice –

Thanks for contacting the American Egg Board. We wanted to get back to you on your questions about the Accept No Substitutes white paper. The piece was actually developed more than 10 years ago in response to food manufacturer and food service questions about the differences between using all-natural eggs vs. egg replacers.

Interestingly, synthetic plant-based egg replacers are not a novel concept and have been around for years. As is the perspective in the Accept No Substitute white paper, we still believe that the all-natural egg remains the best option for food companies – and consumers for that matter. Eggs can deliver all the functional benefits (emulsification, texture, volume, etc.) that no other commonly used replacer can on its own while continuing to retain its taste and nutritional benefits, [such as high-quality protein](#). Additionally, using eggs can contribute to an ingredient statement in packaged or processed foods that consumers are comfortable and familiar with.

We hope this helps answer your questions.

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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From: Humbel, Leslie [<mailto:Leslie.Humbel@edelman.com>]

Sent: Wednesday, November 19, 2014 5:49 PM

To: Serena Schaffner; Joanne Ivy; Liuzzi, Andrew; Maher, Missy

Cc: Kevin Burkum; John Howeth

Subject: RE: Egg Replacer Messaging

Hi Serena,

Not knowing the exact questions she asked, I think this response is in line with the messaging we used the last time around with Beyond Eggs. If there is value in adding the nutritional and economic messages noted below, again based on her ask, it could not hurt. Though this seems to respond to her primary request based on your email.

Thanks for sharing!!
Leslie

From: Serena Schaffner [<mailto:sschaffner@aeb.org>]

Sent: Wednesday, November 19, 2014 5:30 PM

To: Humbel, Leslie; Joanne Ivy; Liuzzi, Andrew; Maher, Missy

Cc: Kevin Burkum; John Howeth

Subject: RE: Egg Replacer Messaging

Hi all –

We wanted to pass along our recommended response to Candice from AP for a quick review. We've kept it general, short and to the point while keeping it consistent with other statements we've made that are out there. We'd appreciate your thoughts before we send this along and look forward to the feedback.

Best,
Serena

Hi Candice –

Thanks for contacting the American Egg Board. We wanted to get back to you on your questions about the Accept No Substitutes white paper. The piece was actually developed more than 10 years ago in

response to food manufacturer and food service questions about the differences between using all-natural eggs vs. egg replacers.

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We hope this helps answer your questions.

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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From: Humbel, Leslie [<mailto:Leslie.Humbel@edelman.com>]

Sent: Wednesday, November 19, 2014 4:23 PM

To: Joanne Ivy; Serena Schaffner; Liuzzi, Andrew; Maher, Missy

Cc: Kevin Burkum; John Howeth

Subject: RE: Egg Replacer Messaging

We agree...and we will keep on hand for future use (as well as the response that Serena is drafting).

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]

Sent: Wednesday, November 19, 2014 3:07 PM

To: Humbel, Leslie; Serena Schaffner; Liuzzi, Andrew; Maher, Missy

Cc: Kevin Burkum; John Howeth

Subject: RE: Egg Replacer Messaging

Thanks Leslie for resending. I knew I had it, but couldn't put my hands on it. I have a feeling that this information will come in handy with the Hellman's/Beyond Egg battle bringing this topic back into the press. Joanne

Joanne C. Ivy, CAE | *President & CEO*

American Egg Board

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From: Humbel, Leslie [<mailto:Leslie.Humbel@edelman.com>]
Sent: Wednesday, November 19, 2014 2:28 PM
To: Serena Schaffner; Liuzzi, Andrew; Maher, Missy
Cc: Joanne Ivy; Kevin Burkum
Subject: RE: Egg Replacer Messaging

Hi Serena,

Thanks for looping us in. Below are the final key messages from our drive from last December for Beyond Eggs, and attached is the statement developed for Joanne. Hope these are helpful, and please feel free to call with any questions or needs. Keep us posted on where this goes so we can keep an eye out from a monitoring perspective.

Thanks,
Leslie

KEY MESSAGES

- Eggs are all-natural and packed with a number of nutrients, including high-quality protein. The quality of egg protein is so high that scientists often use eggs as the standard for measuring the protein quality of other foods.
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- Egg production today uses fewer resources and produces less waste. A new Egg Industry Center study shows the industry has decreased greenhouse gas emissions by more than 70 percent and uses 32 percent less water over the past 50 years.
- At an average of just 15 cents apiece, eggs are the most affordable source of high-quality protein.

From: Serena Schaffner [<mailto:sschaffner@aeb.org>]
Sent: Wednesday, November 19, 2014 2:18 PM
To: Humbel, Leslie; Liuzzi, Andrew; Maher, Missy
Cc: Joanne Ivy; Kevin Burkum
Subject: Egg Replacer Messaging

Hi Team –

We fielded a call today from [Candice Choi](#) an Associated Press reporter who is “looking into a potential story” about food replacers, including eggs and beef. She’s been covering the Hellman’s/Beyond Eggs battle so her story is likely associated with Hampton Creek. She’s particularly interested in the [Accept No Substitute White Paper](#) we developed over 10 years ago. Specifically she wants to know what it is and why it was developed.

I’m working on drafting a response (Joanne has all the background on that particular white paper) and was hoping you could send over the message points and statements you’ve developed for Beyond Eggs to ensure our answer is accurate and consistent. I’ll send along the response for you to take a look at – to make sure we’re all aligned, before we send this back to AP.

Thanks for the help and holler with questions!

Best,
Serena

From: [John Howeth](#)
To: [Kevin Burkum](#)
Cc: [Joanne Ivy](#); [John Howeth](#)
Subject: RE: Eggs and GMO
Date: Thursday, January 09, 2014 1:25:21 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
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[image005.png](#)
[image006.png](#)
[image007.png](#)

Hi Kevin, let me review and I'll stop by tomorrow to discuss. Thanks for the input, seems like a great opportunity to push back a little and get them on the defensive.

John Howeth
VP, Ingredient & Commercial Marketing
American Egg Board
1460 Renaissance Drive
Park Ridge, IL 60068
Office: 847.296.7043
Direct: 224.563.3705
www.AEB.org

From: Kevin Burkum
Sent: Thursday, January 09, 2014 11:37 AM
To: John Howeth
Cc: Joanne Ivy
Subject: FW: Eggs and GMO

Hi John. Please see email trail below regarding challenging Just Mayo's labeling claims with FDA. Happy to discuss further if you have any questions.

Kevin Burkum | *Senior Vice President of Marketing*
American Egg Board
O 847.296.7043 | D 224.563.3702 | F 847.296.7007
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
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From: Joanne Ivy
Sent: Thursday, January 09, 2014 11:34 AM
To: Kevin Burkum
Cc: Mitch Kanter
Subject: RE: Eggs and GMO

Yes, let's forward this information to John. Cc me. It also does not meet the standard of identify for mayonnaise. I realize they call it Mayo. And, there are a few other things that is misleading, which I think can be challenged. Joanne

Joanne C. Ivy, CAE | *President & CEO*

American Egg Board

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From: Kevin Burkum
Sent: Thursday, January 09, 2014 11:29 AM
To: Joanne Ivy
Cc: Mitch Kanter
Subject: RE: Eggs and GMO

OK. I'm guessing this is something John's team may want to take the lead on?

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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From: Joanne Ivy
Sent: Thursday, January 09, 2014 11:24 AM
To: Kevin Burkum
Cc: Mitch Kanter
Subject: RE: Eggs and GMO

Okay, let's do it, but I have more concerns. Let's discuss first.

Joanne C. Ivy, CAE | *President & CEO*

American Egg Board

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From: Kevin Burkum
Sent: Thursday, January 09, 2014 10:51 AM
To: Joanne Ivy; Mitch Kanter
Subject: FW: Eggs and GMO

See Roger's note below.

Kevin Burkum | Senior Vice President of Marketing

American Egg Board

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IncredibleEgg.org AEB.org



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From: Glasshoff, Roger - AMS [<mailto:Roger.Glasshoff@ams.usda.gov>]

Sent: Thursday, January 09, 2014 10:21 AM

To: Kevin Burkum

Subject: RE: Eggs and GMO

I would forward the information to the FDA District Office responsible for the location where the product was marketed. I believe that many labels currently in commerce do not comply with FDA's labeling policy. FEDEA needs to issue a notice to the industry as the terminology "non-GMO" is utilized throughout the food industry. In fact, I believe that the organic producers assume that all certified product can be declared "non-GMO." I understand that FSIS, USDA, is currently discussing the labeling of organic beef as "non-GMO" with the National Organic Program, AMS.

From: Kevin Burkum [<mailto:KBurkum@aeb.org>]

Sent: Thursday, January 09, 2014 9:53 AM

To: Glasshoff, Roger - AMS

Cc: DeBord, Emily - AMS; Joanne Ivy; Mitch Kanter

Subject: RE: Eggs and GMO

Hi Roger. I just saw this label for Just Mayo, a non-egg mayo, and they claim to be "non-GMO." If FDA doesn't permit this language, who can we alert regarding this "violation"?

Kevin Burkum | Senior Vice President of Marketing

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From: Glasshoff, Roger - AMS [<mailto:Roger.Glasshoff@ams.usda.gov>]

Sent: Thursday, January 09, 2014 8:17 AM

To: Kevin Burkum

Cc: DeBord, Emily - AMS

Subject: RE: Eggs and GMO

Kevin, based upon recent discussions with the Food and Drug Administration, use of the terminology "Non-GMO (non-genetically modified organism)" is not permitted on food and

processed food products. The FDA does not recognize processed food products, such as shell eggs, as an organism. Therefore, the FDA policy for use of such terminology on a processed food product must state "not genetically engineered." At this time, FDA could not identify all genetic markers that may appear in animals slaughtered for food or food products of animal origin. The egg industry may consider working with the breeders to develop a consensus declaration that, historically, various breeds of layer hens have evolved through selective breeding (hybridizing) without genetic engineering. This information could be presented to FDA for review and comment. I am not aware of any scientific research testing eggs for genetic markers.

If you have any questions, please contact me.

From: Kevin Burkum [<mailto:KBurkum@aeb.org>]
Sent: Tuesday, January 07, 2014 4:33 PM
To: Glasshoff, Roger - AMS
Cc: DeBord, Emily - AMS
Subject: Eggs and GMO

Hi Roger. Joanne Ivy asked me to reach out to determine if the egg industry can claim that eggs are GMO-free on our egg cartons. Please advise, thanks.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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From: [Xin, Hongwei \[A B E\]](#)
To: [Joanne Ivy](#)
Cc: [Mitch Kanter](#); [John Howeth](#); [Wang, Tong \[FSHNA\]](#)
Subject: RE: Environmental Footprint Study
Date: Tuesday, December 10, 2013 9:38:13 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Dear Joanne,

Pardon my tardy response. The last couple of days have been rather hectic, as I am trying to take care of the research projects and EIC affairs before heading out to an overseas business travel bright early tomorrow (4 AM)...

My understanding is that Mitch and Toni have had productive communication – good! As for the Environmental Footprint Study that compares eggs with other animal- and plant-based protein products, the short answer is that we would be very interested in looking into it. However, before I make a firm commitment, please let me check with my cohorts to assess the situation. With my tight traveling schedules (till early January), it would be quite challenging for me to have the proposal ready by the end of the year. However if it must be done by then, I will see what I can do. Otherwise, I will be back in touch in January. Is that acceptable?

Happy Holidays to you all!

Hongwei

Hongwei Xin <Shin>, Ph.D.
Iowa Egg Council Endowed Professor
Professor, Agricultural & Biosystems Engineering (ABE) and Animal Science
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1202 NSRIC
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Homepage: <http://www.abe.iastate.edu/who-we-are/directory/hongwei-xin/>
Citation Indices: <http://scholar.google.com/citations?user=I02uQPAAAAAJ&hl=en>

From: Joanne Ivy [mailto:Jlvy@aeb.org]
Sent: Monday, December 09, 2013 5:45 PM
To: Xin, Hongwei [A B E]
Cc: Mitch Kanter; John Howeth
Subject: Environmental Footprint Study

Hongwei, we are interested in doing an Environmental Footprint Study that compares eggs to other

animal protein, such as pork, beef, chicken and/or dairy. I believe the other commodities have already done footprint studies so it would not need to be repeated. We would also like to compare eggs to plant-protein replacers, such as egg replacer made from soy and two of the main Beyond Egg products. I have attached a patent of the Beyond Egg products for your information. I believe there are several Beyond Egg Products. I was thinking that Tony could decipher the ingredients from the patent information on Beyond Eggs. It is a little complicated for me.

Mitch is considering doing a nutrition overlay to this study. For example, sugar may have a low carbon footprint, but is not very nutritious. (I have no idea if that is a true statement, but I understand that is what they will be looking into and comparing to eggs). I feel sure you could talk with Mitch to see how the nutrition portion would mess with the Environmental Footprint Study. It would also be great if we could add an affordability component, such as eggs are the lowest costing animal protein with the lowest environment footprint. I think that is true.

Anyway, if you could pull together a proposal, I would try to get this approved by Board and USDA by the end of the year. What do you think? Joanne

Joanne C. Ivy, CAE | *President & CEO*

American Egg Board

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From: [John Howeth](#)
To: [Terry Schroff](#)
Cc: [Elisa Maloberti](#)
Subject: Re: EPM PR Retainer Review
Date: Tuesday, January 06, 2015 7:42:23 PM
Attachments: [Terry_b\[15\].png](#)

Thanks a lot, I appreciate all the effort that went into this analysis. It's just what I needed. Please go ahead and raise the monthly retainer to \$4,500 per month. Look forward to seeing you soon.

John Howeth
Senior VP, Foodservice & Egg Products
American Egg Board
1460 Renaissance Drive
Park Ridge, IL 60068
Office: 847.296.7043
Direct: 224.563.3705
www.AEB.org

On Jan 6, 2015, at 6:35 PM, Terry Schroff <tschroff@quietlightcom.com> wrote:

John — good evening. I worked on this over the holiday but wanted Kitty and Jeanne's input and answers to a few questions before I sent it off to you. So, I think you asked me two pertinent questions at our lunch a couple of weeks ago.

1. What the hell do you do for your money? (You're starting to sound like Harold Rothman at Silverson! JK)
2. Are you sure we're not co-mingling billings for IBT?

The answer to the first question is below. This is a greatly condensed version of the detailed versions that I see most every month on Kitty and Jeanne's billing worksheets. I've tried to lump activities into various categories but I think you'll get the idea.

- Editorial coordination of articles, copywriting, proofreading, review with client and magazine (coordination of media requests/pitches for comments; follow up/corrections/general media relations on behalf of AEB)
- Development of PR Plan
- Writing, preparation and revisions of releases; distribution of releases and editor follow up
- Preparation of input, copy and review of infographics
- Media list development and list maintenance
- Prepare Fact Sheets for client
- Social media discussion and strategy with client
- Editorial outreach and coordination for tradeshow; follow up with editors as needed
- Coordination of video interviews with media/AEB
- Pursue, develop and coordinate speaking opportunities for client
- Message strategy development

- Counsel: positioning and point of view on market issues (i.e. Hampton Creek; egg replacers; protein, etc.)
- Review of tactics; coverage info for use at board meetings
- Review market trends/product information for use planning strategy or for board meeting background and presentations

The answer to your second question is “no”, IBT stuff is and was billed separately.

HOWEVER, you may occasionally have seen IBT on your bill because we always get editor feedback and information requests when these are released. That coordination is lumped under the PR retainer figure as there is no place to “bill” this time since by the time this happens, the jobs are generally closed and done with.

Both ladies have been and are aware that IBT and general PR efforts are distinct and separate from one another... until an editor asks for more info.

So... give this a little thought. If you'd like me to go to Elisa with this I'm happy to, but hopefully this will answer your questions. If you have more, just ask and I'll do my best to find the answers.

Kind Regards,

<Terry_b[15].png>

<AEB PR 2014.xlsx>

From: [Joanne Ivy](#)
To: ["mark.williams@britisheggindustrycouncil.com"](mailto:mark.williams@britisheggindustrycouncil.com)
Cc: [Elisa Maloberti](#); [Mitch Kanter](#); [John Howeth](#)
Subject: RE: Fake Eggs
Date: Monday, September 16, 2013 3:00:04 PM

Hi Mark: The following is a brief statement that I made to our industry press. We are mainly addressing this situation as a threat to the further processor who provides egg product to food manufacturers and foodservice. We know that shell egg producers are also feeling threatened by the introduction of this product.

And, then I have included a response that I made earlier today to a shell egg producer who I was explaining why we are targeting the food manufacturer and was using the word "egg replacer," which is the terminology used with food manufacturers for a substitute non-egg product. Just so you know from our limited consumer evaluation on social media, the Beyond Egg product is not resonating with consumers in a positive way.

Statement to egg industry press

You may have seen some media coverage recently about a new egg replacer option called Beyond Eggs. We believe the reason this product has been getting some attention is due to the fact that it is backed by PayPal billionaire Peter Thiel and Bill Gates.

The American Egg Board (AEB) has been tracking online conversation trends about this replacer, and we are pleased to see that it peaked on September 11, and has been steadily declining since. In fact, we were happy to see this recent MSN article: <http://now.msn.com/plant-based-egg-replacement-beyond-eggs-on-sale-at-whole-foods> **with 520 shares and 17 comments in which people are saying they like their eggs just as they are.**

While AEB recognizes the emergence of new egg replacement options, such as the highly visible Beyond Egg, we believe strongly that, for a variety of reasons, the time-tested, all-natural egg remains the best option for consumers, food manufacturers and food service companies alike. Next month AEB is launching two major educational campaigns:

- One targeting food manufacturers focusing on the benefits of using real eggs versus egg replacer ingredients. We'll explain that eggs are a simple food that cannot be replicated by any product that is produced by scientists in a laboratory, which helps provide clean labels that are so important in this channel.
- The other is aimed at consumers and influencers and will share how egg farmers have made great strides towards making egg production practices more efficient, allowing them to provide an affordable source of high-quality protein while producing less waste and requiring fewer resources. As part of this effort, AEB will be releasing the results of a comprehensive study comparing the environmental footprint of the U.S. egg industry in 2010 vs. 1960.

Response to the shell egg farmer

I agree with your points as it relates to the consumer audience and that consumers do not like the thought of an "artificial egg." However, the product is not currently on the market as a consumer

alternative to fresh eggs. I know they are planning on expanding their usage, possibly as scrambled eggs, but I understand their immediate plans are as an ingredient, such as in mayonnaise, and then foodservice.

Beyond Eggs is just another of many egg replacers that food manufacturers have available to them. None of the replacers contain eggs – they may have soy, whey, and other synthetic ingredients. This is the terminology used by food manufacturers and further processors – “artificial” is not their terminology – and it would give greater attention to Beyond Eggs to single them out as different from other non-egg replacers. We have been dealing with egg replacers for several years to explain the unique functionality of eggs as an ingredient compared to any of the replacers. Eggs contain all the functionalities – foaming, coagulation, texture, emulsification, etc. – that a food manufacturer needs in applications. Most replacers only have one or two specific functionalities. We are trying to learn more about Beyond Eggs to know more about their functionality in food applications.

We are also trying to get an ingredient label because we feel the label on products using Beyond Eggs will not have the clean label that eggs have, and we know that a clean label is important to consumers. We contacted Whole Foods, and the mayonnaise is not on the shelves yet as the press release says. Beyond Eggs is just getting a lot more visibility due to their partners such as Gates, but it really is not a lot different than all the other egg replacers already available to food manufacturers.

I understand and appreciate the concerns of the egg industry, and AEB will continue to look at this situation if – or should I say when – it directly is marketed to consumers for home cooking. We will alter our approach depending on the audience. For consumers, we will address the Beyond Egg as an “artificial” egg not egg replacer. We are also checking with USDA to see if they can use Eggs in the name of the product if eggs are not included. It appears to be misleading and it may be a violation. Again, thank you for your input. It is greatly appreciated. We will keep you in the loop as to our next steps to address this situation.

Mark, I hope that helps. Joanne

From: Mitch Kanter
Sent: Monday, September 16, 2013 9:31 AM
To: John Howeth; Elisa Maloberti
Cc: Joanne Ivy
Subject: FW: Fake Eggs

John/Elisa-

Would either of you like to respond to Mark William's question below? Your group is handling this issue; I figure you've got some kind of response for industry folks who inquire.

Thanks.
Mitch

From: Mark Williams [Mark.Williams@britisheggindustrycouncil.com]
Sent: Monday, September 16, 2013 4:51 AM
To: Mitch Kanter
Subject: Fake Eggs

Hello Mitch

Please see the weblink below.

<http://www.fwi.co.uk/articles/12/09/2013/141027/after-the-fake-burger-here-come-artificial-eggs.htm>

Are you able to tell me anything about this product please?

Is it a threat to the egg industry please, in terms of protein, vitamins and minerals.

Regards

Mark

Mark Williams
Chief Executive
British Egg Industry Council
2nd Floor, 89 Charterhouse Street
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From: [John Howeth](#)
To: [Liuzzi, Andrew](#)
Cc: [Schaffner, Serena](#); [Joanne Ivy](#); [Elisa Maloberti](#); [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#)
Bcc: [John Howeth](#)
Subject: Re: Follow Up on Bloomberg BusinessWeek Press Inquiry
Date: Thursday, February 27, 2014 9:01:01 PM

Of course the sustainability information is on our site, however the egg replacer information (market sizing, kinds of replacers) is not on the site. That is only available via a proprietary A&U study that we use with producers to measure the progress replacers are making (if any).

John Howeth
VP, Ingredient & Commercial Marketing
American Egg Board
[1460 Renaissance Drive](#)
[Park Ridge, IL 60068](#)
Office: [847.296.7043](#)
Direct: [224.563.3705](#)
[www.AEB.org](#)

On Feb 27, 2014, at 7:38 PM, "Liuzzi, Andrew" <Andrew.Liuzzi@edelman.com> wrote:

While agree that we're doing his homework for him a bit, this is publically available information on our site so I'd rather have our position out there/in the story (for Search if nothing else) vs. not. And, at the very least, internally, producers may find some level of comfort w/ having our position publically stated. I also think that BBW will be relatively fair and their focus will be more on the investment of the richest man in Asia (as laid out in their video companion piece).

-Andy

From: John Howeth [<mailto:JHoweth@aeb.org>]
Sent: Thursday, February 27, 2014 5:34 PM
To: Schaffner, Serena; Joanne Ivy; Elisa Maloberti
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Liuzzi, Andrew
Subject: RE: Follow Up on Bloomberg BusinessWeek Press Inquiry

Just a thought, is there any good reason that we should provide him information about egg replacers? It would seem that we're doing his homework for him and providing him information to possibly write a negative article about eggs. I'm curious what others here think. I just don't see the win for us.

John Howeth
VP Ingredients & Commercial Marketing
American Egg Board
1460 Renaissance Drive
Park Ridge, IL 60068
Office: 847.296.7043
[www.AEB.org](#)

From: Schaffner, Serena [Serena.Schaffner@edelman.com]

Sent: Thursday, February 27, 2014 5:24 PM
To: Joanne Ivy; Elisa Maloberti; John Howeth
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Liuzzi, Andrew
Subject: RE: Follow Up on Bloomberg BusinessWeek Press Inquiry

Hi all –

We heard back from the Bloomberg reporter and he was hoping to get some general information about egg replacers. He had the following questions:

- How does the egg market divide between sauces, dressings, mayo; baking; fresh eggs; and other uses?
- How big is the market for egg replacers?
- How does that market break down between various kinds of replacers?
- What examples of brands are there, other than Beyond Eggs, that are egg replacers?

He was also looking for current egg industry numbers for greenhouse gas emissions, energy consumption, and water consumption. Is this available anywhere publicly or do you know this information off-hand?

It would be great if you could let us know your thoughts by mid-afternoon tomorrow and we can evaluate the responses before going back to Bloomberg.

Look forward to hearing from you.

Best,
Serena

From: Liuzzi, Andrew
Sent: Thursday, February 27, 2014 1:38 PM
To: Joanne Ivy
Cc: Schaffner, Serena; Jensen, Elizabeth (Schreiber); Maher, Missy
Subject: RE: Follow Up on Bloomberg BusinessWeek Press Inquiry

Perfect, thanks, Joanne. I work closely w/ the head of our Beijing office who, by trade, is an issues management expert so could be good for your friends to get out in front of this...all my best.

-Andy

From: Joanne Ivy [<mailto:JIvy@aeb.org>]
Sent: Thursday, February 27, 2014 1:31 PM
To: Liuzzi, Andrew
Cc: Schaffner, Serena; Jensen, Elizabeth (Schreiber); Maher, Missy
Subject: Re: Follow Up on Bloomberg BusinessWeek Press Inquiry

Thanks Andrew, yes, sending the statement makes sense to me to both Bloomberg and CCTV.

I will contact a couple of my Asian friends. They are involved with the egg product industry, but there is no Asian Egg Organization. Maybe, they have a recommendation or contact of

who handles their media. Joanne

Sent from my iPhone

On Feb 27, 2014, at 1:18 PM, "Liuzzi, Andrew" <Andrew.Liuzzi@edelman.com> wrote:

Joanne –

Following up here re: the media inquiries. We were able to get a hold of Ted Greenwald from Bloomberg Business Week. As we suspected, he's been following the Hampton Creek story and is curious to learn more about the egg industry and the market for egg substitutes compared to shell eggs.

For both Bloomberg and CCTV, we recommend sending our blanket statement (below) as it's clear they're looking for a direct response to Josh Tetrick's claims. We can also follow up with Ted and include our environmental study materials as well.

CCTV is clearly interested in this story given the Li Ka-shing investment. Beyond the media statement, do you know if there's an AEB counterpart in China? We think it would be smart to make some connections given Tetrick's stated move into Asia and the fact that 40 percent of egg production is in China. Might be helpful to gain alignment now...

As always, let us know if you're aligned on approach and any thoughts on China AEB.

Best,
Andy

=====

Statement:

Thank you for your consideration as part of this Bloomberg Business Week article. I appreciate the opportunity to share my point of view on behalf of the egg industry.

Synthetic plant-based egg replacers are not a novel concept; they have been around for years. And while we recognize the emergence of new egg replacement options, we believe strongly that, for a variety of reasons, the time-tested, all-natural egg remains the best option for consumers and food service companies alike.

All eggs are natural, and they provide one of the highest- quality proteins of any food available. In fact, the quality of egg protein is so high that scientists often use eggs as the standard for measuring the protein quality of other foods. Eggs contain 13 vitamins and minerals, and the 2010 Dietary Guidelines for Americans call out eggs as an excellent, nutrient-dense food – for only 70 kcals and \$0.15 per serving. In fact, developing countries around the world are utilizing natural eggs as a sustainable protein source for the malnourished. We are not aware of an egg replacer that can meet these needs.

Additionally, a variety of innovations have taken place across the egg industry over the past few decades. A new study shows that the egg industry has significantly reduced its environmental footprint over the past 50 years. Egg farmers in local communities across the country have made great strides towards making egg production practices more efficient, producing less waste and requiring fewer resources. Since 1960, greenhouse gas emissions have decreased by more than 70 percent, and 32 percent less water is used. That's good news for the planet.

With the growing population and egg demand on the rise, egg farmers are working hard to provide safe, nutritious food while maintaining the highest quality care for our hens. Egg farmers have worked to improve hens' environments, and now, hens are as productive as they've ever been. Today's hens are producing more eggs, are healthier and living longer than ever before due to better ventilation, temperature and lighting advancements in their living environment.

Natural eggs are a simple and important food that cannot be replicated by any product that is artificially engineered by scientists in a laboratory and not by nature.

Joanne Ivy
President and CEO of the American Egg Board

=====

BLOOMBERG:

Hi Ted –

Thanks for chatting with me today. The American Egg Board CEO has opted to send a brief statement (below) for your article, in lieu of an interview. In addition, I also wanted to pass along information about the 30-year study looking at the environmental footprint of egg farms today that she references in her article. You can also access more facts about the egg industry, [here](#).

Please let me know if you need anything further. We look forward to seeing your article next week.

Best,
Serena