

We are hoping to set up some time this week to chat about Beyond Eggs . Are you available between 3:30 and 5:00 (CST) tomorrow or Thursday from 1 to 2 p.m (CST)? If not, please let us know what might work best for you.

Thank you,
Elizabeth

From: Maher, Missy
Sent: Tuesday, August 20, 2013 3:37 PM
To: Joanne Ivy; Jensen, Elizabeth (Schreiber); Schaffner, Serena; Liuzzi, Andrew
Cc: John Howeth; Elisa Maloberti; Mitch Kanter; Kevin Burkum; Kristin Livermore; Tia Rains
Subject: RE: Beyond Eggs

Absolutely, I have cc'd Andy Liuzzi on our crisis team. We will brief him, collect thoughts as well as set up a call asap this week.

From: Joanne Ivy [<mailto:JIvy@aeb.org>]
Sent: Tuesday, August 20, 2013 3:33 PM
To: Maher, Missy; Jensen, Elizabeth (Schreiber); Schaffner, Serena
Cc: John Howeth; Elisa Maloberti; Mitch Kanter; Kevin Burkum; Kristin Livermore; Tia Rains
Subject: RE: Beyond Eggs

Missy, I am getting a lot of emails about this product from egg producers and further processors. The further processor considers this a serious threat to their business. I have met with John, and we think it would be a good idea if Edelman looked at this product as a crisis and major threat to the future of the egg product business and provide some advice and input as to how we should address this situation. I was wondering if we should hold a conference call this week to discuss or if Edelman would like to give some thought to the situation and get back to me about how you would like to present your recommendations and move forward. I realize this is an egg product issue, but I respect Edelman's expertise in a crisis situation. I am feeling this is turning into a crisis!

Most of the emails I am getting are similar to this one, "What are we doing at AEB with regard to this competing product??" We need to have an answer! Joanne

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

American Egg Board

☎ 847.296.7043 | ☎ 224.563.3701 | (b) (6)
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
IncredibleEgg.org AEB.org



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From: Mitch Kanter
Sent: Tuesday, August 20, 2013 2:30 PM
To: Joanne Ivy; Kevin Burkum

Cc: 'Schaffner, Serena'; Maher, Missy (Missy.Maher@edelman.com); Jensen, Elizabeth (Schreiber); Torvik, Erika; McClamroch, Allison (Allison.McClamroch@edelman.com); Kristin Livermore; Tia Rains
Subject: RE: Mother Jones

On a macro level, this product still doesn't feel "natural" to me. Unless it performs absolutely better than eggs in food applications, I wonder how much pick up it will get in mainstream products. Remains to be seen, but that's my sense. Feels like a niche product.

On a micro level, has anyone ever written an article we're aware of that counters the claim about animal suffering from the following perspectives?"

1-hens these days are as productive as they've ever been. They are egg laying "machines." If they were suffering it's highly doubtful they'd be as productive as they are. Too many physiological changes occur in suffering animals to allow them to be that productive

2-what is the rate at which free range birds can be picked off by predators? I think it's very high. Ken Anderson quoted me a number in the vicinity of 50% I think.

Point is- -has there been a concerted enough effort to get these points across to counter the HSUS types?

Mitch

From: Joanne Ivy
Sent: Tuesday, August 20, 2013 2:06 PM
To: Kevin Burkum
Cc: 'Schaffner, Serena'; Maher, Missy (Missy.Maher@edelman.com); Jensen, Elizabeth (Schreiber); Torvik, Erika; McClamroch, Allison (Allison.McClamroch@edelman.com); Mitch Kanter; Kristin Livermore
Subject: RE: Mother Jones

Yes, the interview and questions were too easy. I am also a little paranoid. This article came out today – a synthetic egg! (see below) I am aware of this product and their website, but this is a very scary article. I have scheduled a meeting with John Howeth today to discuss. Joanne

Below is an article where HSUS interviews Beyond Meat which produces an egg replacement product. We were the first to uncover that HSUS has invested in the concept while deceptively pretending to partner with (i.e., extort under the threat of lawsuits) the egg industry. I've highlighted some specific sections of the article that warrant your attention. Ask yourself whether these people are credible partners. -Rick
<http://www.humanesociety.org/news/magazines/2013/09-10/best-laid-plans-egg-substitute-to-benefit-hens.html>

August 19, 2013

Best Laid Plans

Plant-based egg substitute could benefit millions of hens.

All Animals magazine, September/October 2013

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 cookies. Another can be used in sauces like mayonnaise.

The food industry traditionally has used processed eggs—in liquid, frozen, or powdered form—to make these products. One third of the eggs produced in the U.S. today go for this purpose. Most of those eggs are laid on factory farms by hens crammed into battery cages—stacked enclosures so small that the birds can’t even spread their wings. Tetrick aims to take over much of the processed eggs market with a product he says is not only more humane, but about 20 percent less expensive, better for the environment, and healthier—it has no cholesterol and carries none of the food safety risks of eggs from factory farms.

"We want to decrease by 30 percent the number of egg-laying hens in battery cage facilities during the next five years."

This year, two major food companies will begin using Beyond Eggs. (The product will also be available to consumers through Hampton Creek’s website.) In the future, Tetrick hopes to develop a liquid product that could be used to make scrambled eggs.

Based in San Francisco, Hampton Creek already has several million dollars in venture capital funds and the endorsement of Bill Gates, who has identified it as one of the top companies shaping the future of food.

Beyond Eggs could potentially spare hundreds of millions of chickens from lives in battery cages, says Josh Balk, director of corporate policy for The HSUS’s Farm Animal Protection Campaign and an old friend of Tetrick’s. “Hampton Creek is a great example of how the humane economy can benefit animals,” says Balk, who helped the company get started. “In order to eliminate factory farming, consumers have to continue incorporating more plant-based foods into their diets.” Beyond Eggs could pave the way to ending battery cage facilities so that the only eggs on the market come from higher welfare, pasture-based systems.

In this edited interview with senior writer Karen E. Lange, Tetrick talks about where his vision for Beyond Eggs came from and where he hopes it will lead.

How did your concern for animals lead you to develop an alternative egg product?

About 1.1 trillion eggs are laid every single year globally. Most come from places that we wouldn’t be too proud of if we saw them, places that are awfully cruel, awfully unsustainable, and pretty bad for our health. And I just thought that **there’s got to be a way to take the animal entirely out of the equation** when it comes to conventional egg production and do something that’s better and less expensive.

Can you describe the typical commercial egg-laying facility?

It’s an industrial warehouse. It’s dimly lit, with row upon row upon row of cages stacked on top of each other, lining each wall. It smells of ammonia. And in each cage you have seven

to 10 birds packed body to body. And you can see all the corn and soy that they're fed. They have a water drip. And they're left there for two years.

It's radical abuse, beyond-the-pale abuse. Whether we think a bird in one of those cages is equal to our dog or our cat, or to a Bengal tiger or an Asian elephant, really isn't the point for me. The point is, she's a living being.

What is Josh Balk's relationship to Hampton Creek?

He is the real inspiration behind everything that's happening every single day here. We've known each other since we were about 16 years old. He was a pitcher who used to strike me out on a regular basis on the baseball field, and we've been best friends ever since.

I was raised in Birmingham, Ala., in a lot of ways completely blind to the environmental and ethical issues around our food system. And Josh, even when I was 18 or 19 years old, has been educating me, encouraging me to eat in a more humane way, and opening my eyes to how we can really change the world through food.

How does Beyond Eggs compare to eggs in terms of nutrition?

I would say it's healthier. You're avoiding food safety issues, you're avoiding cholesterol, you're avoiding allergens that eggs have. It does provide the same kind of protein, but no one's eating a cookie for protein.

Can most people taste the difference between Beyond Eggs and powdered or shell eggs?

Usually, people can tell the difference, and they like ours better. The taste comes out a bit more in the product. So you taste the chocolate of the cookie more, for example. And they like the taste of the mayonnaise better. It's not scary mayo; it's not mayo made in a lab. It's just really good mayonnaise that is priced competitively and doesn't have cholesterol.

Do you foresee Hampton Creek's products replacing most of the eggs produced in battery cage facilities?

All of them. We want to decrease by 30 percent the number of egg-laying hens in battery cage facilities during the next five years. We want to end animal suffering in the egg industry.

What are the company's other long-term goals?

Our hopes for Hampton Creek are, in seven years, that when people think about food, we're one of the companies they mention that are moving our system forward, that are creating millions of pounds—thousands of products—of food that respects animals and respects the environment. We'll be outside the U.S., on the subways of Beijing, and on the streets of Lagos, Nigeria, and Birmingham, Ala., where I was raised. We want to be the world's most valuable company.

From: [Joanne Ivy](#)
To: "jvangorkom@nucafoods.com"
Cc: [Kevin Burkum](#); [Mitch Kanter](#); [John Howeth](#)
Subject: FW: Hampton Creek Foods
Date: Tuesday, December 10, 2013 1:19:57 PM
Attachments: [image001.gif](#)
[image002.png](#)
[image009.png](#)
[image012.png](#)
[image013.png](#)
[image014.png](#)
[image015.png](#)
[image003.png](#)

Thanks Jim for sharing the thoughts of the editor. I think he gave a very interesting perspective. I understand his thought that everything can be replaced even an egg. I am not sure I agree that you could ever replace the natural egg. You could replace some of its functions and some nutrients in a lab, but it still would not be a natural egg.

However, I like the idea that AEB needs to make sure that the egg won't be replaced. Thanks Jim.
Joanne

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

American Egg Board

☎ 847.296.7043 | ☎ 224.563.3701 | ☎ (b) (6)
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
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From: Kevin Burkum
Sent: Tuesday, December 10, 2013 10:55 AM
To: Joanne Ivy; Mitch Kanter; Maher, Missy (Missy.Maher@edelman.com); Kristin Livermore; John Howeth; Elizabeth Jensen (elizabeth.jensen@edelman.com); Jaffe, Brad (Brad.Jaffe@edelman.com); Mia Roberts
Subject: FW: Hampton Creek Foods

A note from one of our egg producers.

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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From: Jim Van Gorkom [<mailto:jvangorkom@nucafoods.com>]
Sent: Tuesday, December 10, 2013 10:43 AM
To: Kevin Burkum

Subject: Hampton Creek Foods

Hi Kevin,

Not knowing if you're aware of "Morning News Beat" I'm sending this piece from yesterday's email primarily so that you can see the editorial comment at the end of it.

Happy Holidays!

Jim Van Gorkom

Morning News Beat



The Yoke Isn't On This Startup

The *Associated Press* has a story about Hampton Creek Foods, a San Francisco startup that "seeks to disrupt a global egg industry that backers say wastes energy, pollutes the environment, causes disease outbreaks and confines chickens to tiny spaces ... 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 company's funding comes from "prominent Silicon Valley investors" and luminaries such as Bill Gates, and is a part of a broader push by venture capital firms, "which invest heavily in early-stage technology companies," that "poured nearly \$350 million into food-related startups last year, compared with less than \$50 million in 2008 ... 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.

Hampton Creek Foods has already released its first product - mayonnaise - and says it "soon hopes to start selling cookie dough and a batter that scrambles like eggs when fried in a pan." The story says that The American Egg Board, says that "eggs can't be replaced," and that the industry "has reduced its water use and greenhouse gas emissions, and hens are living longer due to better health and nutrition."

KC's View: There clearly is a growing vegan movement in this country, and even many of us who have no interest in becoming vegan are willing to try new eating approaches to nutrition and diet that will help us live healthier lives.

One other note. I would suggest to the folks that the American Egg Board that they should never make comments like "eggs can't be replaced." Everything can be replaced, given the right circumstances and the right alternatives. Its job is to make sure that eggs *won't* be replaced ... but *won't* is a very different thing than *can't*.

From: [Kevin Burkum](#)
To: [Mitch Kanter](#)
Subject: FW: New Examiner Beyond Eggs Article
Date: Thursday, May 08, 2014 6:08:31 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)

Really good quotes Mitch.

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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From: Englert, Jenny [mailto:Jenny.Englert@edelman.com]

Sent: Monday, May 05, 2014 3:52 PM

To: Joanne Ivy; Kevin Burkum; Mia Roberts; Jacinta LeDonne; Sheryl Slagle; Mitch Kanter; Anna Shlachter; Tia Rains

Cc: Maher, Missy; Jensen, Elizabeth (Schreiber); Schaffner, Serena; Liuzzi, Andrew; Burch, Kellie; McClamroch, Allison; Hayes, Katie; Wilk, Kristen; Gulvady, Apeksha

Subject: New Examiner Beyond Eggs Article

Hi all,

We wanted to quickly share the anticipated Beyond Eggs article that appeared on [Examiner.com](#) today incorporating Mitch's statement made on behalf of the Egg Nutrition Center. The article states that while Hampton Creek might be able to eventually reengineer the egg, it still remains unclear as to how receptive consumers will be of the product.

Overall, we were happy with the objectivity of the article. We will continue to provide updates as necessary, but please don't hesitate to reach out with any questions.

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



From: [Mitch Kanter](#)
To: [Cummins, Sally](#); elizabeth.jensen@edelman.com; [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
Date: Thursday, December 19, 2013 7:04:39 PM
Attachments: [image001.jpg](#)
[image002.png](#)

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.”

cid:image001.jpg@01CE FCC5.40E37B50



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

From: [Karyn Kreher](#)
To: [Joanne Ivy](#)
Cc: [John Howeth](#); [Mitch Kanter](#)
Subject: FW: Beyond Eggs
Date: Friday, January 10, 2014 11:40:33 AM

Joanne,

We noticed that Josh Tetrick is speaking on this webinar. We may have someone listen in but I thought you'd want to be aware of this if you haven't yet seen it.

Karyn Kreher
Director of Food Safety and Quality Assurance
Kreher's Farm Fresh Eggs
Wayne County Eggs
716-759-6802 office
(b) (6) cell

My email address has changed.

Please update my contact information to my new email address:

Karyn@krehereggs.net

From: Mike Kreher
Sent: Friday, January 10, 2014 11:30 AM
To: Kurt Kreher; Karyn Kreher; Scott Kreher; Natalie K Held; Jeannette Kreher; Hal Kreher
Subject: Beyond Eggs

Should somebody listen so we understand the competition?

<http://vts.inxpo.com/scripts/Server.nxp?LASCmd=AI:4;F:QS!10100&ShowKey=17705>

Thank you,
Mike Kreher
Kreher's Farm Fresh Eggs, LLC
5411 Davison Road
P.O. Box 410
Clarence, NY 14031-0410
Office: (716) 759-6802

Lutton, Sara - AMS

From: Howard Magwire (b) (6)
Sent: Thursday, November 20, 2014 10:37 AM
To: Elisa Maloberti
Subject: Fwd: Interesting Reading - Chemical Mayonnaise

----- Forwarded message -----

From: Howard Magwire (b) (6) >
Date: Mon, Nov 10, 2014 at 12:00 PM
Subject: Interesting Reading - Chemical Mayonnaise
To: "Joanne C. Ivy" <jivy@aebs.org>, John Howeth <JHoweth@aebs.org>

Did you see this?

<http://www.forbes.com/sites/ryanmac/2014/11/10/hampton-creek-foods-lawsuit-unilever-mayonnaise/>

From: [Joanne Ivy](#)
To: [Kevin Burkum](#); [John Howeth](#); [Kristin Livermore](#)
Cc: [Elizabeth \(Schreiber\) Jensen](#)
Subject: Fwd: Google Alert - egg products
Date: Saturday, November 23, 2013 8:56:46 PM

I just received a copy of the Forbes article. I guess it is coming out in print December 16. The editor obviously does not know what is an egg replacer and referred to Egg Beaters, which I never mentioned. Egg Beaters is still an egg not a synthetic egg replacer. Plant-based egg replacers have been around for years. I would assume it is not worth it to provide a correction or clarification to the editor.

They also aggressively attack our production methods, which is out of date. We have a lot of positive messages that can be related from Hongwei's sustainability study.

It is another good promotion for Beyond Eggs and a negative article about eggs in comparison. We need to come up with a strategy to address Beyond Eggs appropriately in consumer press. They are not going away!

Very frustrating. The editor can't even get my comments correct. Joanne

Sent from my iPad

Begin forwarded message:

From: Google Alerts <googlealerts-noreply@google.com>
Date: November 23, 2013 at 2:55:57 PM GMT+9
To: deanhughson@gmail.com
Subject: Google Alert - egg products

News

1 new result for **egg products**

[Bill Gates' Food Fetish: Hampton Creek Foods Looks To Crack The ...](#)

Forbes

The ratio of energy input to food energy output for chicken-laid **eggs** is about 39-to-1, behind only beef and lamb farming. Hampton Creek's plant **products** ...

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Good Egg Project Social Influencer Recommendation

TO: Mia Roberts
FROM: Edelman AEB Team
DATE: May 27, 2014
RE: AEB Good Egg Project Ambassador Program Recommendation

Cooking Influencers			
Name	Overview	Social Media Footprint	Previous Featured Egg Content
 <p style="text-align: center;">Gaby Dalkin Blogger Ambassador</p> <p><i>*Blogged on our behalf for Beyond Eggs outreach</i></p>	<p>What's Gaby Cooking Private chef, recipe developer, food stylist/photographer and food writer specializing in simple and sassy recipes for the home cook Frequently shares recipes that are healthy; focuses on developing well-rounded dishes</p>	<p>30K+ UVM ----- 16K+ Facebook fans 15K+ Twitter followers 26K+ Pinterest followers</p> <p>Has been featured in Redbook, LAWeekly and on PBSFood.com</p>	<p>Egg Post Highlight: http://whatsgabycooking.com/scrambled-eggs-with-pan-roasted-mushrooms/#.UzQ61KhShbQ</p> <p><i>"Scrambled Eggs with Pan Roasted Mushrooms are the perfect way to start any day!"</i></p>
 <p style="text-align: center;">Deborah Harroun Blogger Ambassador</p> <p><i>*Current GEP Ambassador</i></p>	<p>Taste And Tell Food blogger sharing her adventures in the kitchen. Recipe tester and developer, food writer, and collector of cookbooks!</p>	<p>121K+ UVM ----- 6K+ Twitter followers 62K+ Facebook likes 1.9K Instagram followers 52.4+ Pinterest followers</p>	<p>Egg Post Highlight: http://www.tasteandtellblog.com/eggs-benedict-strata/</p> <p><i>"One thing is for sure, though – one of the most versatile ingredients I have been using this holiday season (and beyond) is the egg."</i></p>

From: [Englert, Jenny](#)
To: [Joanne Ivy](#); [Kevin Burkum](#); [John Howeth](#); [Mia Roberts](#); [Mitch Kanter](#)
Cc: [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#); [Liuzzi, Andrew](#); [Singer, Jamie](#); [Schaffner, Serena](#); [Burch, Kellie](#); [McClamroch, Allison](#)
Subject: Hampton Creek in O Magazine
Date: Tuesday, April 15, 2014 6:38:23 PM
Attachments: [image001.png](#)
[O Magazine - Hampton Creek.pdf](#)

Hi all,

We have started to see coverage of Hampton Creek in print, specifically in the latest edition of O Magazine, where Josh Tetrick criticizes the egg industry for being far from green.

We have attached a copy of the O Magazine article here for your reference and will continue to monitor for additional coverage in print publications. 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



From: [Mitch Kanter](#)
To: [Tia Rains](#)
Subject: Hampton Creek products
Date: Friday, August 16, 2013 2:50:06 PM

When you are back next week and settled into stuff, remind me to tell you more about Hampton Creek product claims. This came up briefly at the board meeting in July, and we haven't followed up on it.

Not a huge priority, but something we should follow up on.
Mitch

From: [Sparish, Diane M.](#)
To: [Karyn Kreher \(karyn@krehereggs.com\)](#); [Mitch Kanter](#); [Joanne Ivy](#); [John Howeth](#)
Subject: HSUS is invested in Hampton Creek Foods, which owns the "Beyond Eggs" brand
Date: Thursday, July 18, 2013 5:06:01 PM
Attachments: [image003.jpg](#)

Beyond Eggs has been discussed in our last two nutrition committee meetings. This article indicates that HSUS invested in Hampton Creek Foods, which owns the Beyond Eggs brand. Per the article (see link below), the goal of Beyond Eggs is "to replace 33% of the egg industry that is used in sauces, mayo, bake goods and other food products." Please ignore the potshots that Berman takes at Chad Gregory.

<http://www.porknetwork.com/pork-news/Berman-HSUS-investment-portfolio-beyond-animal-ag-216028011.html>

**Regards,
Diane**

**Diane Sparish
VP Corporate Communication
☎ 952-258-4045
diane.sparish@michaelfoods.com**



301 Carlson Parkway
Suite 400
Minnetonka, MN 55305

From: [IFT Weekly Newsletter](#)
To: [Elisa Maloberti](#)
Subject: IFT Weekly Newsletter: November 12, 2014
Date: Wednesday, November 12, 2014 7:19:25 PM

If you would like to view as a web page, please [click here](#).



EU Parliament backs member country's right to ban GMO crops

The European Union (EU) Parliament's Environment Committee has voted in favor of allowing individual countries to ban genetically modified food crops on environmental grounds. The draft plan approved by the committee would allow member countries to restrict or ban the cultivation of crops containing genetically modified organisms on their own territory even if it is allowed at EU level.

Unilever sues Hampton Creek over *Just Mayo* name

In its lawsuit, Unilever says that *Just Mayo* is hurting the company's sales of mayonnaise products known as *Hellmann's* in the East and *Best Foods* west of the Rockies. Unilever contends that *Just Mayo* lacked testing to back up a claim on its Facebook page that it beat *Hellmann's* in a taste test.

USDA approves genetically modified potato

The U.S. Dept. of Agriculture has determined nonregulation status of a potato that has been genetically modified to reduce levels of a potentially harmful ingredient called acrylamide, which has been suggested may cause cancer when potatoes are cooked in certain ways.



High-temperature treatment can improve pineapple color and aroma

Applying a high-temperature treatment postharvest to pineapples grown during low-temperature seasons can improve the fruit's color and scent, according to a study published in the *Journal of Food Science*.

U.S. consumption of added sugars up 30%

A new research study presented at The Obesity Society Annual Meeting shows that consumption of added sugars by American adults has increased by more than 30% over the past three decades.

Fewer Americans struggling to afford food

According to a Gallup poll, on average, 17.2% of U.S. adults so far in 2014 report that in the last 12 months they have struggled to afford food for themselves or their families.



Mondelez to acquire majority stake in Vietnamese snack maker

Mondelez International, a manufacturer of chocolate, biscuits, gum, and candy as well as coffee, announced it will acquire an 80% stake in Kinh Do Corp.'s category-leading snacks business in Vietnam, subject to the approval of Kinh Do Corp. shareholders.

ADM names Juan Luciano next CEO

Archer Daniels Midland Co. has announced that Juan R. Luciano has been named the company's next Chief Executive Officer, effective Jan. 1, 2015. He was also elected to the company's board of directors, effective immediately.

Barry Callebaut CEO to step down next year

After serving as CEO of the Barry Callebaut Group since August 2009, Juergen Steinemann has decided to step down from his executive function by the end of fiscal year 2014/15. The Board of Directors proposes to the AGM the election of Steinemann as new Board member and Vice Chairman.

Kraft, University of Illinois partner to develop new food colors

Building on a long-standing relationship of innovation and cooperation, the University of Illinois (U of I) and Kraft Foods Group Inc. have announced new research collaboration focused on developing affordable food colors derived from natural sources.

Fishing company and universities enter research collaboration

Norwegian fishing company Olympic Seafood AS, which owns the RIMFROST brand, has signed an agreement regarding research collaboration with Oslo and Akershus University College of Applied Sciences (HiOA) and the University of Oslo (UiO).

From: [John Howeth](#)
To: [Mitch Kanter](#)
Bcc: [John Howeth](#)
Subject: Re: Hampton Creek takes crack at breaking up egg industry - San Francisco Chronicle
Date: Monday, August 18, 2014 11:44:20 AM

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

On Aug 18, 2014, at 11:40 AM, "Mitch Kanter" <MKanter@eggnutritioncenter.org> wrote:

They keep getting lots of media. Will we ever work with media to develop our own messages? Do consumers really want "protein fortified dips" created by biochemists when they can eat real, natural foods with a better nutritional profile? Even the environmental folks would likely prefer natural food over biochemists' creations. I'm not marketer, but it seems to me at some point we should push back a little.

From: Joanne Ivy
Sent: Sunday, August 17, 2014 8:12 AM
To: Mitch Kanter; Kevin Burkum; Serena Schaffner; John Howeth
Subject: Fwd: Hampton Creek takes crack at breaking up egg industry - San Francisco Chronicle

FYI - I can't remember if you have seen this article on Beyond Eggs. Joanne

Sent from my iPhone

>

Subject: Hampton Creek takes crack at breaking up egg industry - San Francisco Chronicle

<http://www.sfchronicle.com/food/article/Hampton-Creek-takes-crack-at-breaking-up-egg-5693576.php#/0>

From: [John Howeth](#)
To: [Joanne Ivy](#)
Cc: [John Howeth](#)
Subject: RE: Lunch Order: Corporate Communications and Crisis Lunch Meeting
Date: Tuesday, January 07, 2014 12:01:38 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Thanks for the response, safe travels.

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: Joanne Ivy
Sent: Tuesday, January 07, 2014 10:55 AM
To: John Howeth
Subject: RE: Lunch Order: Corporate Communications and Crisis Lunch Meeting

Yes, I told Missy to invite you even though I knew you had a conflict. We added a discussion on Beyond Eggs to the meeting that I was originally just having with Mia and the Edelman team about the GEP. It is mainly a consumer perspective on next steps with BE, but I just felt that wanted you to be aware and included in all meetings, if possible, and communications about BE. We both know BE is an ingredient situation, but Josh is trying to make it a consumer situation

Have a good week. I hope to get into Chicago later today, but it is not looking good. Hopefully, by midnight! Joanne

Joanne C. Ivy, CAE | *President & CEO*
American Egg Board
O 847.296.7043 | D 224.563.3701 | C (b) (6)
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
IncredibleEgg.org AEB.org



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From: John Howeth
Sent: Tuesday, January 07, 2014 10:50 AM
To: Joanne Ivy
Cc: John Howeth

Subject: RE: Lunch Order: Corporate Communications and Crisis Lunch Meeting

Hi Joanne, Missy extended an invitation to me to attend the first part of the meeting (Beyond Eggs), but I responded that I would be at a shoot and thanked her for the invitation. I also responded to Cybil about the meal.

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: Joanne Ivy

Sent: Tuesday, January 07, 2014 9:50 AM

To: Luett, Cybil

Cc: Peters, Timothy; Jensen, Elizabeth (Schreiber); Mia Roberts; Mitch Kanter; Liuzzi, Andrew; Kevin Burkum; John Howeth

Subject: Re: Lunch Order: Corporate Communications and Crisis Lunch Meeting

Thanks.

I would like a Little Bacon Cheeseburger with kosher pickles & yellow mustard. That's it! Thanks.
Joanne

Sent from my iPad

On Jan 7, 2014, at 10:40 AM, "Luett, Cybil" <Cybil.Luett@edelman.com> wrote:

Hi-

Could you all please take a look at the Five Guys Menu and let me know what you would like to order for tomorrow's lunch meeting? Please send your request to me so that I can place the order today. Thank you!

<http://www.fiveguys.com/menu.aspx>

-Cybil

From: [John Howeth](#)
To: [Elisa Maloberti](#)
Cc: [Mitch Kanter](#); [John Howeth](#)
Subject: RE: Whole Foods to drop Chobani Yogurt from their stores in 2014
Date: Thursday, December 19, 2013 10:04:12 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Great thought, we'll want to make sure the at Gil looks for this in his patent analysis.

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: Elisa Maloberti
Sent: Thursday, December 19, 2013 8:57 AM
To: John Howeth
Subject: Whole Foods to drop Chobani Yogurt from their stores in 2014

If we can prove that the plant-based ingredients in Beyond Eggs are GMO, maybe Whole Foods would take notice and take action against Beyond Eggs like they've done to Chobani Yogurt. According to an article in Food Business News "Whole Foods Market challenged its Greek yogurt suppliers to create unique options for shoppers to enjoy — including exclusive flavors, non-G.M.O. options and organic choices." Imagine the PR buzz that can be created if Whole Foods was on our side...

http://www.foodbusinessnews.net/articles/news_home/Consumer_Trends/2013/12/Whole_Foods_to_drop_Chobani_Gr.aspx?ID=%7b0AA1215D-C547-4FB5-BD52-704EF4E25047%7d&e=emaloberti@aeb.org

Elisa Maloberti | *Director of Egg Product Marketing*
American Egg Board
O 847.296.7043 | D 224.563.3711
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
AEB.org IncredibleEgg.org



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From: [John Howeth](#)
To: [Nancy Harmel](#); [Elisa Maloberti](#)
Cc: [Terry Schroff](#); [Michael Leonard](#); [Patrick McDonough](#); [Audrey Dittmar](#); [Kitty Kevin](#); [Jeanne Turner](#)
Subject: RE: AEB - Sponsorship of Food Nav Special Edition Newsletter - "What's for Breakfast"
Date: Wednesday, September 17, 2014 5:24:20 PM

Perfect because Elaine is the primary plant protein "enthusiast".

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

From: Nancy Harmel [nharmel@quietlightcom.com]
Sent: Wednesday, September 17, 2014 4:22 PM
To: John Howeth; Elisa Maloberti
Cc: Terry Schroff; Michael Leonard; Patrick McDonough; Audrey Dittmar; Kitty Kevin; Jeanne Turner
Subject: RE: AEB - Sponsorship of Food Nav Special Edition Newsletter - "What's for Breakfast"

Hi John

The editor writing the newsletter will be Elaine Watson. I just spoke w/ Jean - either she or Kitty will call Elaine to try to get a feel for the editorial content of the "What's for Breakfast" newsletter.

In the mean time, I am going to go ahead and have Audrey issue the I.O. for this... just so we don't lose the spot.

If we learn that the edit will be primarily "vegan focused" we can cancel the order.

Sound good?

Nancy Harmel

Media Director

Phone: 815-578-0414

From: John Howeth [JHoweth@aeb.org]
Sent: Tuesday, September 16, 2014 3:06 PM
To: Nancy Harmel
Cc: Terry Schroff; Michael Leonard; Patrick McDonough; Audrey Dittmar
Subject: Re: AEB - Sponsorship of Food Nav Special Edition Newsletter - "What's for Breakfast"

Let's do it, since it's February and we will continue to run IBT in the second month of each quarter, this would fit perfectly. Just out of curiosity, who will be writing the editorial and do we have any idea what will be include?

The reason I ask is, since FN is so plant protein focused, I'd hate to see a story about the new Beyond Eggs scrambled egg product as the focus. Occasionally it makes sense to be in the same article (like the wallpaper banner this past year), but if that ends up being the story, it would appear that the "Gold" sponsor is endorsing them.

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

On Sep 16, 2014, at 3:56 PM, "Nancy Harmel" <nharmel@quietlightcom.com> wrote:

John & Elisa

I am finalizing 2015 media recommendations for AEB's EPM, FS and IBT campaigns - and hope to share these with you shortly

I wanted to share one opportunity with you ASAP as it is being offered on a "first come first served" basis

Starting in 2015, Food Navigator will offer special edition newsletters - each on a different topic. These newsletters will come out 1x per month.

The newsletter scheduled for February is called "What's for Breakfast" - a topic I think will marry nicely w/ the IBT campaign.

The special edition newsletters will be sent to 36,329 subscribers.
Assuming an average open rate of 19% (Food Nav e-newsletter open rate) - this would deliver approximately 6,900 readers

Sponsorships in the special edition newsletter are sold as Gold, Silver or Bronze. (Please see attached PDF for ad options/positions, etc.)

The Gold Sponsor receives the Leaderboard banner and the top text ad.
The Silver Sponsor receives a rectangle banner and the 2nd text ad

I like the top text ad position from the Gold Package - but candidly would prefer the rectangle banner from the Silver level sponsorship...

However, I would propose use of the Gold Sponsorship - if for no other reason than to be seen as the vehicle's "primary sponsor"

AEB's cost for the Gold sponsorship = \$2,327.50 gross. This generates a

fairly efficient CPM of \$337.32

As mentioned, I am recommending this vehicle as part of the 2015 IBT campaign.

Also as mentioned, this opportunity is being presented on a first come-first served basis- so if we're interested - we should go ahead and contract this ASAP

What do you think?

Nancy Harmel

Media Director

Phone: 815-578-0414

<Screen Shot of Food Nav Special Edition Newsletter.pdf>

From: [Joanne Ivy](#)
To: ["sshane@nc.rr.com"](mailto:sshane@nc.rr.com)
Cc: ["dbaker@cmfoods.com"](mailto:dbaker@cmfoods.com); ["Roger Deffner"](#); [John Howeth](#); [Elisa Maloberti](#); [Kevin Burkum](#); [Mitch Kanter](#); [Mia Roberts](#)
Subject: RE: AEB addresses Beyond Egg
Date: Monday, September 16, 2013 10:52:35 AM

Simon, Thanks for your email. AEB has been aware of this product for several months and have spent a lot of time determining the best approach to address the situation. I have also been inundated with emails from the egg industry with questions, etc. so I understand and appreciate the egg industry's concern. I have tried to respond to each of these emails individually to address their specific questions.

I am providing you below a response statement to the introduction of the Beyond Egg product. It is important the egg industry knows that AEB is on top of the situation. Joanne

You may have seen some media coverage recently about a new egg replacer option called Beyond Eggs. We believe the reason this replacer 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.

Joanne Ivy
President & CEO
American Egg Board

From: [Kevin Burkum](#)
To: [Elisa Maloberti](#)
Subject: RE: Assoc of Dressings/Sauces October Meeting Agenda
Date: Wednesday, August 29, 2012 4:31:47 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

I agree with your recommendation. Please let Blair know the rationale as well.

Kevin Burkum
SVP Marketing
American Egg Board
1460 Renaissance Drive
Park Ridge, IL 60068
Office: 847.296.7043
Direct: 224.563.3702
www.IncredibleEgg.org



From: Elisa Maloberti
Sent: Wednesday, August 29, 2012 1:53 PM
To: Kevin Burkum
Subject: Assoc of Dressings/Sauces October Meeting Agenda

Kevin,

The email thread below details the conversations I've had with Jacque Knight/Association of Dressings & Sauces. Although Blair suggested we attend this upcoming meeting, based on conversations with Jacque I would recommend that we pass up this October annual meeting of ADS (which is more networking), and plan to attend the April 2013 technical meeting of ADS which seems like it would give us more of an insight on how we can share egg information amongst their membership.

Elisa

From: Knight, Jacque [<mailto:JKnight@kellencompany.com>]
Sent: Wednesday, August 29, 2012 12:24 PM
To: Elisa Maloberti
Subject: RE: Agenda for the October meeting of ADS

Hi Elisa,

The non-asterisk'd events are closed to all but those serving on the committee (I'm sorry). The best day to attend would be Sunday, October 21 as that's the fullest day of content. This is just a thought ...you might want to consider attending the Technical Meeting vs. the Annual Meeting. There is more content (very full days) and you will get a better feel for the working groups and projects being undertaken by the Association. Although the Annual is a good networking meeting, it isn't content driven like the Technical. The 2013 Tech Meeting will be held in Charleston, SC, April

28-30. Having said that, we will be discussing Association membership (within ADS) at this upcoming meeting with the Membership Council and then the Board of Directors.

Hope that helps vs. just making things more confusing.

J.

From: Elisa Maloberti [<mailto:EMaloberti@aeb.org>]
Sent: Wednesday, August 29, 2012 1:18 PM
To: Knight, Jacque
Cc: John Howeth (jhoweth@joillc.com)
Subject: RE: Agenda for the October meeting of ADS

Hi Jacque,

Thanks for the links. On the agenda link, there are asterisk and non-asterisk agenda events. Would I be able to attend non-asterisk'd events such as the Supplier Advisory Committee Meeting on Saturday? I'm looking to learn as much about ADS as I can, and bring back data and/or trend information we can utilize to help sell eggs to the dressings and sauces industry. Any recommendations for which 2 days to attend?

Elisa

American Egg Board

From: Knight, Jacque [<mailto:JKnight@kellencompany.com>]
Sent: Wednesday, August 29, 2012 9:27 AM
To: Elisa Maloberti
Subject: RE: Agenda for the October meeting of ADS

Hi Elisa,

Oh, yes, 4 days out of the office is hard to find these days! Here is a link to the [Program](#) and [Agenda](#). Let me know if you have questions once you've had an opportunity to review.

Best,

Jacque

From: Elisa Maloberti [<mailto:EMaloberti@aeb.org>]
Sent: Wednesday, August 29, 2012 10:25 AM
To: Knight, Jacque
Subject: Agenda for the October meeting of ADS

Jacque,

Is it possible to obtain a detailed agenda of the topics to be discussed at the October meeting of ADS? I can't spare 4 days out of the office to attend the entire conference, but would like to have an opportunity to take a peak of at the agenda to decide the best days for me to attend.

Elisa Maloberti

Director of Egg Product Marketing

From: [Englert, Jenny](#)
To: [Joanne Ivy](#); [Kevin Burkum](#); [John Howeth](#); [Mia Roberts](#); [Kristin Livermore](#); [Mitch Kanter](#)
Cc: [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#); [Liuzzi, Andrew](#); [Singer, Jamie](#); [Schaffner, Serena](#); [Burch, Kellie](#); [McClamroch, Allison](#)
Subject: RE: Beyond Eggs Available at Costco
Date: Monday, April 07, 2014 7:03:58 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)

Hi Joanne, at this time it appears that it's just the Just Mayo product that is available.

From: Joanne Ivy [mailto:Jlvy@aeb.org]
Sent: Monday, April 07, 2014 6:01 PM
To: Englert, Jenny; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Burch, Kellie; McClamroch, Allison
Subject: RE: Beyond Eggs Available at Costco

Jenny, what products are available? The Mayo? Anything else? Joanne

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

American Egg Board

☎ 847.296.7043 | 📠 224.563.3701 | 📄 (b) (6)
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
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From: Englert, Jenny [mailto:Jenny.Englert@edelman.com]
Sent: Monday, April 07, 2014 5:28 PM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Burch, Kellie; McClamroch, Allison
Subject: Beyond Eggs Available at Costco

Hi all,

We wanted to share an article from [USA Today](#) announcing that Hampton Creek's products are now available in 11 Costco locations in Colorado and Utah and have plans to become available in Safeway this month (in addition to the 70 Whole Foods stores where Hampton Creek is already available).

Similar to the Beyond Eggs coverage we saw last week, this article also focuses on telling the story of Josh Tetric's journey in creating Hampton Creek Foods and his methods for recruiting new investors. Tetric says that the new store offerings are the next step in providing an "affordable and

convenient opportunity for regular people to do the right thing.”

Please don't hesitate to reach out with questions.

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



From: [Mia Roberts](#)
To: "[Englert, Jenny](#)"
Cc: [Joanne Ivy](#); [Kevin Burkum](#); [Kristin Livermore](#); [John Howeth](#); [Mitch Kanter](#); [Maher, Missy](#); [Liuzzi, Andrew](#); [Jensen, Elizabeth \(Schreiber\)](#); [Grosshandler, Jennifer](#); [Schaffner, Serena](#); [Burch, Kellie](#)
Subject: RE: Beyond Eggs Blogger Key Messages
Date: Wednesday, January 29, 2014 5:30:33 PM
Attachments: [image001.png](#)

Hi Jenny,

Thanks so much for crafting these – we'd like to add these two key messages as well:

- Eggs are a nutritional powerhouse, with one egg containing 6 grams of high-quality protein and all 9 essential amino acids, all for 70 calories.
- Eggs contain no sugar or carbohydrates, unlike most cereals and yogurt.

Can you let us know if these can be incorporated?

Thanks very much! Looks great.

Mia

From: Englert, Jenny [mailto:Jenny.Englert@edelman.com]
Sent: Wednesday, January 29, 2014 10:35 AM
To: Mia Roberts
Cc: Joanne Ivy; Kevin Burkum; Kristin Livermore; John Howeth; Mitch Kanter; Maher, Missy; Liuzzi, Andrew; Jensen, Elizabeth (Schreiber); Grosshandler, Jennifer; Schaffner, Serena; Burch, Kellie
Subject: Beyond Eggs Blogger Key Messages

Hi Mia,

As promised, we've pulled together the below key messages (USDA approved) that we'll be asking our Beyond Eggs bloggers (full list below) to weave into their blog posts. As you may recall, their posts will encourage their readers to make a conscious decision to choose real and sustainable foods, like eggs, on their path to a healthier lifestyle.

Once we receive your approval on these messages, we'll reach out to our bloggers to begin posting, beginning next week and update you at the end of each week on our progress. In the meantime, let us know if you have any questions.

Best,
Jenny

=====
Beyond Eggs Key Messages:

- Each blogger will publish one blog post that will include the following 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.

Blogger Recruits:

- [Ingredients, Inc.](#) – Allison Lewis
- [Recipe Girl](#) – Lori Lange
- [Kath Eats Real Food](#) – Katherine Younger
- [What's Gaby Cooking](#) – Gaby Dalkin
- [Doughmesstic](#) – Susan Wetzel

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

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



From: [Mia Roberts](#)
To: [Englert, Jenny](#)
Cc: [Joanne Ivy](#); [Kevin Burkum](#); [Kristin Livermore](#); [John Howeth](#); [Mitch Kanter](#); [Maher, Missy](#); [Liuzzi, Andrew](#); [Grosshandler, Jennifer](#); [Schaffner, Serena](#); [Burch, Kellie](#); [Jensen, Elizabeth \(Schreiber\)](#)
Subject: Re: Beyond Eggs Blogger Outreach
Date: Friday, February 07, 2014 6:14:06 PM

Thanks Jenny -- they look good! I shall let Kevin weigh in on the amplification, and look forward to hearing the update on Temple Grandin.

Mia

On Feb 7, 2014, at 4:44 PM, "Englert, Jenny" <Jenny.Englert@edelman.com> wrote:

Hi all,

We are happy to share that two of our Beyond Eggs blog posts have gone live on [Recipe Girl](#) and [Ingredients, Inc.](#) this week. Both bloggers did a great job of highlighting the benefits of eating real foods, such as eggs, and they included several of our key messages within their posts. The posts also link back to the 30-year sustainability study.

We are continuing to follow up with Temple Grandin to gauge her interest in working together and will be coordinating the second round of blog posts from [What's Gaby Cooking](#) and [Doughmesstic](#) for the week of 2/17.

We are planning to share links out to the posts on social media, and recommend sharing with Starcom for amplification on Outbrain. Please let us know if you are aligned and have a great weekend!

Best,
Jenny

From: Jensen, Elizabeth (Schreiber)
Sent: Friday, January 17, 2014 4:45 PM
To: Joanne Ivy; Kevin Burkum; Kristin Livermore; Mia Roberts; John Howeth (JHoweth@aub.org); Mitch Kanter
Cc: Maher, Missy; Liuzzi, Andrew; Grosshandler, Jennifer; Schaffner, Serena; Englert, Jenny; Burch, Kellie
Subject: Beyond Eggs Blogger Outreach

Hi everyone,

We wanted to provide a more comprehensive update on the Beyond Eggs blogger outreach. To date, we've confirmed four blogger partners and are in talks with three more, including Temple Grandin, Fooducate Blogger Hemi Weingarten, and popular RD, Carolyn O'Neil. We have not received responses from The Pioneer Woman and have

received one decline from Kris Gunners ([Authority Nutrition](#)).

We believe that our confirmed bloggers are a strong group that will effectively deliver our key messages, and we would like to get started on issuing contracts, with your approval. The total fees for confirmed bloggers to date is \$7,500. As you may recall, we estimated between \$7,500 - \$15,000 so we still have wiggle room for the folks that we're still in talks with. Please see below for a more detailed update. In the meantime, we'll continue outreach to our other interested bloggers and keep you updated. We look forward to your feedback and as always, holler with questions.

Best,
Elizabeth

BLOGGER OUTREACH AND STATUS

-

Confirmed Interest:

- <!--[if !supportLists]-->• <!--[endif]-->Lori Lange, [Recipe Girl](#)
<!--[if !supportLists]-->○ <!--[endif]-->165K+ unique monthly visitors
<!--[if !supportLists]-->○ <!--[endif]-->Fee: \$2,500
- <!--[if !supportLists]-->• <!--[endif]-->Alison Lewis, [Ingredients, Inc.](#)
<!--[if !supportLists]-->○ <!--[endif]-->30K+ unique monthly visitors
<!--[if !supportLists]-->○ <!--[endif]-->Fee: \$1,500
- <!--[if !supportLists]-->• <!--[endif]-->Gaby Dalkin, [What's Gaby Cooking](#)
<!--[if !supportLists]-->○ <!--[endif]-->12K+ unique monthly visitors
<!--[if !supportLists]-->○ <!--[endif]-->Fee: \$2,000
- <!--[if !supportLists]-->• <!--[endif]-->Katherine Younger, [Kath Eats Real Food](#)
<!--[if !supportLists]-->○ <!--[endif]-->21K+ unique monthly visitors
<!--[if !supportLists]-->○ <!--[endif]-->Proposed Fee: \$1,500

Total Fee: \$7,500

In Talks With:

- <!--[if !supportLists]-->• <!--[endif]-->Hemi Weingarten, [Fooducate](#)
<!--[if !supportLists]-->○ <!--[endif]-->89K+ unique monthly visitors
<!--[if !supportLists]-->○ <!--[endif]-->Proposed Fee: \$3,000
<!--[if !supportLists]-->○ <!--[endif]-->Waiting on Starcom's POV
- <!--[if !supportLists]-->• <!--[endif]-->Carolyn O'Neil, [O'NeilOnEating](#)
<!--[if !supportLists]-->○ <!--[endif]-->1K+ unique monthly visitors
<!--[if !supportLists]-->○ <!--[endif]-->Proposed Fee: \$1,500
- <!--[if !supportLists]-->• <!--[endif]-->Temple Grandin, [TempleGrandin](#)
<!--[if !supportLists]-->○ <!--[endif]-->8,600K+ unique monthly visitors
<!--[if !supportLists]-->○ <!--[endif]-->In contact with rep to discuss details

Declined:

<!--[if !supportLists]-->• <!--[endif]-->Kris Gunners, [Authority Nutrition](#)

No Response:

<!--[if !supportLists]-->• <!--[endif]-->Ree Drummond, [ThePioneerWoman](#)

Following Up With:

<!--[if !supportLists]-->• <!--[endif]-->Gina Homolka, [Skinny Taste](#)

<!--[if !supportLists]-->• <!--[endif]-->Susan Whetzel, [Doughmesstic](#)

From: [Liuzzi, Andrew](#)
To: [Mitch Kanter](#); [Kevin Burkum](#)
Cc: [Torvik, Erika](#); [Joanne Ivy](#); [John Howeth](#); [Mia Roberts](#); [Kristin Livermore](#); [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#); [Grosshandler, Jennifer](#); [Singer, Jamie](#); [Schaffner, Serena](#); [Englert, Jenny](#)
Subject: RE: Beyond Eggs Coverage Update 1.2.14 PM
Date: Friday, January 03, 2014 12:09:13 PM

Sorry for delay in response—from my perspective, while he does continue to garner coverage, this media hit is really low-hanging fruit for Hampton—a San Francisco-based newsletter w/ a weekly focus on vegan news—this story is perfect for them and helps the outlet advance a pet cause that is likely very popular w/ their readership. That said, context is key—the outlet has very limited reach, is an inward-focused conversation among like-minded individuals and, currently, has zero comments (= no reverberation).

-Andy

From: Mitch Kanter [mailto:MKanter@eggnutritioncenter.org]
Sent: Friday, January 03, 2014 9:26 AM
To: Kevin Burkum
Cc: Torvik, Erika; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Englert, Jenny
Subject: Re: Beyond Eggs Coverage Update 1.2.14 PM

Sure sounds like it. Seems like he knows how to garner attention.

Sent from my iPhone

On Jan 3, 2014, at 9:11 AM, "Kevin Burkum" <KBurkum@aeb.org> wrote:

Is it just me or is Josh ratcheting up his anti-egg industry rhetoric a bit?

From: Torvik, Erika [mailto:Erika.Torvik@edelman.com]
Sent: Thursday, January 02, 2014 4:47 PM
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 PM

Hi all,

Since this morning's report, we have seen one additional article on Beyond Eggs in the [SF Weekly Blog](#), a local San Francisco outlet with 50,000 readers. The post covers "This Week in Vegan" news, mentioning that the Egg Board has bought search terms to combat coverage of Hampton Creek Foods, and linking to the recent Bizarre Foods episode. We are continuing to monitor and will provide another update tomorrow morning. In the meantime, please let us know if you have any questions.

Best,

Erika

Erika Torvik

Edelman

200 East Randolph 65th Floor

Chicago, IL 60601

(312) 240.3039

erika.torvik@edelman.com

From: [Mitch Kanter](#)
To: [Englert, Jenny](#)
Cc: [Joanne Ivy](#); [Kevin Burkum](#); [John Howeth](#); [Mia Roberts](#); [Kristin Livermore](#); [Torvik, Erika](#); [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#); [Grosshandler, Jennifer](#); [Liuzzi, Andrew](#); [Singer, Jamie](#); [Cummins, Sally](#); [Byers, Kate](#)
Subject: Re: Beyond Eggs Coverage Update 12.16 - AM
Date: Monday, December 16, 2013 11:02:10 AM

Who is behind Chrystal Kids Radio and the Farmers Daughter ? Just curious.

Sent from my iPhone

On Dec 16, 2013, at 9:23 AM, "Englert, Jenny" <Jenny.Englert@edelman.com> wrote:

Hi all,

Since our last Beyond Eggs Coverage update on Friday evening, the volume of new coverage has remained small. Two small tech-focused outlets syndicated the AP story from a week ago, while two other outlets have come to the defense of real eggs, advising readers to stay away from the fake egg product. Crystal Kids Radio heavily criticizes Beyond Eggs, calling the product a "synthetic nightmare," encouraging readers to go to their doctors for advice on the nutritional value of the product. The Farmer's Daughter blogger questions why anyone would eat fake eggs or chicken when they could have the real thing, reinforcing the hard work that America's farmers put into what they do.

Media Coverage

- [Sci-Tech Today](#) - Food-Tech Startups Aim to Replace Eggs and Chicken
- [Newsfactor Business Report](#) - Food-Tech Startups Aim to Replace Eggs and Chicken
- [Crystal Kids Radio](#) - Bill Gates GMO Zombie Eggs
- [The Farmer's Daughter](#) - A World Without Real Eggs & Chickens?

We will continue to monitor for coverage throughout the day and will send another report this evening. Please don't hesitate to reach out with questions in the meantime.

Best,
Jenny

From: [Mitch Kanter](#)
To: [Joanne Ivy](#)
Cc: [Jensen, Elizabeth \(Schreiber\)](#); [Kevin Burkum](#); [Mia Roberts](#); [Englert, Jenny](#); [John Howeth](#); [Kristin Livermore](#); [Torvik, Erika](#); [Maher, Missy](#); [Grosshandler, Jennifer](#); [Liuzzi, Andrew](#); [Singer, Jamie](#); [Cummins, Sally](#); [Byers, Kate](#)
Subject: Re: Beyond Eggs Coverage Update 12.17 - PM
Date: Wednesday, December 18, 2013 1:06:20 PM
Attachments: [image001.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image009.png](#)
[image010.png](#)

Looks good to me.
Mitch.

Sent from my iPhone

On Dec 18, 2013, at 11:31 AM, "Joanne Ivy" <Jlvy@aeb.org> wrote:

Yes, I agree with the statement. Mitch are you okay with it?

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

American Egg Board

☎ 847.296.7043 | 📠 224.563.3701 | 📧 **(b) (6)**
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
IncredibleEgg.org AEB.org

<[image001.png](#)>

<[image003.png](#)> <[image004.png](#)> <[image005.png](#)> <[image006.png](#)>

<[image007.png](#)>

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If you have received this email in error, please advise the sender, and delete it from your computer.

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

Sent: Wednesday, December 18, 2013 11:29 AM

To: Kevin Burkum; Mia Roberts; Englert, Jenny; Joanne Ivy; John Howeth; Kristin Livermore; Mitch Kanter

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

Subject: RE: Beyond Eggs Coverage Update 12.17 - PM

Hi all,

We recommend sharing the following statement with Rachel from BuzzFeed and recommend attributing it to Mitch.

“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.” - Mitch Kanter, PhD.
Executive Director of the Egg Nutrition Center

Let us know if you are aligned and we'll send this out to her.

From: Kevin Burkum [<mailto:KBurkum@aeb.org>]
Sent: Wednesday, December 18, 2013 10:11 AM
To: Mia Roberts; Englert, Jenny; Joanne Ivy; 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

On a separate but related note, we just received a call from Rachel Sanders with BuzzFeed. She is looking for a comment from the American Egg Board on Hampton Creek. She specifically wondered if we thought they were a threat, and noticed that we're running Google Ads/search. Her phone number is 585.313.0643.

<http://www.buzzfeed.com/rachelysanders>

How should we 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

IncredibleEgg.org AEB.org

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<[image003.png](#)> <[image004.png](#)> <[image005.png](#)> <[image006.png](#)>

<[image007.png](#)>

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From: Mia Roberts
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 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

<image010.png>

From: [Mitch Kanter](#)
To: [Tia Rains](#)
Subject: RE: Beyond Eggs Coverage Update 12.17 - PM
Date: Thursday, December 19, 2013 11:56:36 AM

Will do. I don't know the article they're referring to either. But some folks should read it before they go firing off press releases. I'll let you know if/when I receive the article.
Mitch

From: Tia Rains
Sent: Thursday, December 19, 2013 10:40 AM
To: Mitch Kanter
Subject: FW: Beyond Eggs Coverage Update 12.17 - PM

Let me know if you want me to get involved. Happy to read the article and ensure that all interpretations are represented. Not sure what article it is though.

From: Jensen, Elizabeth (Schreiber) [<mailto:elizabeth.jensen@edelman.com>]
Sent: Thursday, December 19, 2013 10:39 AM
To: Joanne Ivy; Mitch Kanter
Cc: Mia Roberts; Englert, Jenny; Kevin Burkum; John Howeth; Kristin Livermore; 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

Thank you. We are taking a look at the articles and will get back to you asap!

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Thursday, December 19, 2013 10:30 AM
To: Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Mia Roberts; Englert, Jenny; Kevin Burkum; John Howeth; Kristin Livermore; 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

I will wait to get your feedback on Mitch's comments in case there are changes to statement before final approval of statement.

I would say that we have approximately 175 egg farmers. It is slightly less, but "approximately" would cover it. Joanne

Sent from my iPad

On Dec 19, 2013, at 11:20 AM, "Mitch Kanter" <MKanter@eggnutritioncenter.org> wrote:

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

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- [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

<image001.png>

From: [Mitch Kanter](#)
To: [Joanne Ivy](#)
Subject: RE: Beyond Eggs Survey Results
Date: Thursday, March 27, 2014 1:24:19 PM

Good info to have in Vienna.

From: Joanne Ivy
Sent: Thursday, March 27, 2014 12:19 PM
To: Mitch Kanter
Subject: Fwd: Beyond Eggs Survey Results

FYI

Sent from my iPhone

Begin forwarded message:

From: "Liuzzi, Andrew" <Andrew.Liuzzi@edelman.com>
Date: March 27, 2014 at 12:34:19 PM EDT
To: "Joanne Ivy (JIvy@aeb.org)" <JIvy@aeb.org>, "Mia Roberts (MRoberts@aeb.org)" <MRoberts@aeb.org>
Cc: "Burch, Kellie" <Kellie.Burch@edelman.com>, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com>, "Maher, Missy" <Missy.Maher@edelman.com>, "Singer, Jamie" <Jamie.Singer@edelman.com>
Subject: Beyond Eggs Survey Results

Morning Joanne/Mia—We have received the Beyond Eggs survey results and, topline, believe that the data is very positive for AEB and supports our approach to date. While the raw data is attached, we have provided a snapshot of the results below along with key takeaways and next steps. Please let us know if you have any immediate questions or if you'd like us to circulate to a larger group. If possible, it might be good to set up some time next week to talk through. As always—thanks!

Cheers,
Andy

As you recall, our intent with the survey is to put the BE media coverage in perspective (especially as it relates to impact to the bottom line) to ensure a consistent response moving forward and help ease concern among farmers. As such, once we're aligned on how best to position, we recommend communicating the findings to the egg farmers, provide context on why the survey was done and showcase the results as an update to the ongoing discussion around replacers. As the goal of the survey was not to generate media, we recommend keeping the results internal and not for use in media (might inadvertently pick a public fight with BE and proactively cause another news

cycle).

Results: *The survey was conducted online with a random sample of 1,000+ men and women*

- 92% of participants are not familiar with plant-based replacers
- 87% of respondents are not familiar with Beyond Eggs, 90% are not familiar with Just Mayo and a whopping 98% don't know who Josh Tetrick is
- Nearly 90% of participants would not consider purchasing a replacer
- 93% of participants do not feel positively towards artificially produced food and 92% would not purchase artificially produced food
- Interesting data from the 18-24 demographic in that, for most part, they are more familiarity/comfort with the Beyond Eggs position
 - Note: this is not overly surprising given that this is likely the audience that is more predisposed to the Beyond Eggs message

Key Takeaways

- Despite the media blitz, headline coverage and celebrity investors, Beyond Egg still have very low awareness with the key demographic of grocery shoppers.
- Josh Tetrick, despite being highly visible as the voice of BE and Hampton Creek, has little to no name recognition which presents an opportunity for Industry to fill that void on an expert within the space.
- The results demonstrate that mainstream grocery shoppers are highly reluctant to purchase or endorse products that are artificially produced—an idea that should become a messaging focal point.

Next Step

- Discuss how to best package and communicate findings to egg farmers

From: [Mitch Kanter](#)
To: [John Howeth](#)
Subject: RE: Beyond Eggs
Date: Thursday, March 20, 2014 12:15:06 PM

Thanks John. Hope the show went well. Hope you enjoyed that good Minnesota snow the other night.

From: John Howeth
Sent: Thursday, March 20, 2014 9:20 AM
To: Mitch Kanter
Subject: Beyond Eggs

Hi Mitch, I know you're real busy. I talked to Joanne and I'm putting together a write up on BE, I should have something for you tomorrow. It won't be everything you need but it should be pretty close. Let me know if you have any questions.

Sorry I missed you up here but Joanne said you had lot on your plate. Talk to you soon.

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

From: [Mitch Kanter](#)
To: [John Howeth](#)
Cc: [Karyn Kreher](#); [Joanne Ivy](#); [John Howeth](#)
Subject: Re: Beyond Eggs
Date: Friday, January 10, 2014 12:13:16 PM

I would like to listen in on this if possible. Agenda seems very much aligned with things I did when I was the Discovery Director at Cargill. When is this?
Mitch

Sent from my iPhone

On Jan 10, 2014, at 10:52 AM, "John Howeth" <JHoweth@aeb.org> wrote:

Thanks Karyn, we appreciate the alert. I'm already registered, it should be interesting to see how Josh shares the floor with others.

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: Karyn Kreher [<mailto:karyn@krehereggs.net>]
Sent: Friday, January 10, 2014 10:40 AM
To: Joanne Ivy
Cc: John Howeth; Mitch Kanter
Subject: FW: Beyond Eggs

Joanne,

We noticed that Josh Tetrick is speaking on this webinar. We may have someone listen in but I thought you'd want to be aware of this if you haven't yet seen it.

Karyn Kreher
Director of Food Safety and Quality Assurance
Kreher's Farm Fresh Eggs
Wayne County Eggs
716-759-6802 office
(b) (6) cell

My email address has changed.
Please update my contact information to my new email address:
Karyn@krehereggs.net

From: Mike Kreher

Sent: Friday, January 10, 2014 11:30 AM

To: Kurt Kreher; Karyn Kreher; Scott Kreher; Natalie K Held; Jeannette Kreher; Hal Kreher

Subject: Beyond Eggs

Should somebody listen so we understand the competition?

<http://vts.inxpo.com/scripts/Server.nxp?>

[LASCmd=Al:4;F:QS!10100&ShowKey=17705](http://vts.inxpo.com/scripts/Server.nxp?LASCmd=Al:4;F:QS!10100&ShowKey=17705)

Thank you,

Mike Kreher

Kreher's Farm Fresh Eggs, LLC

5411 Davison Road

P.O. Box 410

Clarence, NY 14031-0410

Office: (716) 759-6802

From: [Mitch Kanter](#)
To: [Joanne Ivy](#)
Subject: RE: Beyond Eggs
Date: Wednesday, August 21, 2013 11:10:19 AM
Attachments: [image011.png](#)
[image012.png](#)
[image013.png](#)
[image014.png](#)
[image015.png](#)
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Thanks. But I will call in. I have some thoughts on this product, and would like to stay in the loop. So I can still have daddy time and synthetic egg time all at once.
Mitch

From: Joanne Ivy
Sent: Wednesday, August 21, 2013 10:02 AM
To: Mitch Kanter
Subject: RE: Beyond Eggs

No problem. Actually, I have Tia already cc'd on the email because I saw that you added her name. And, don't worry about being on the call since you are supposed to be having "daddy time" with your daughter. I feel sure Tia can relate to you anything of importance. Joanne

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

American Egg Board

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From: Mitch Kanter
Sent: Wednesday, August 21, 2013 9:53 AM
To: Joanne Ivy
Subject: FW: Beyond Eggs

Joanne-

Any issue with Tia sitting in on this call tomorrow. She may have some insights on this and, frankly, I'll be running around NY with my daughter at that time. I will call in, but I won't be sitting at a desk; taking notes, etc. So having Tia sit in could be good for having a second technical perspective.

Thoughts?

Mitch

From: Jensen, Elizabeth (Schreiber) [elizabeth.jensen@edelman.com]
Sent: Tuesday, August 20, 2013 5:18 PM
To: Joanne Ivy; Maher, Missy; Schaffner, Serena; Liuzzi, Andrew

Cc: John Howeth; Elisa Maloberti; Mitch Kanter; Kevin Burkum; Kristin Livermore; Tia Rains
Subject: RE: Beyond Eggs

Sounds great. We'll send an invite with a dial-in.

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Tuesday, August 20, 2013 5:17 PM
To: Jensen, Elizabeth (Schreiber); Maher, Missy; Schaffner, Serena; Liuzzi, Andrew
Cc: John Howeth; Elisa Maloberti; Mitch Kanter; Kevin Burkum; Kristin Livermore; Tia Rains
Subject: RE: Beyond Eggs

Elizabeth: John is important to the call, so let's aim for Thursday at 1:15 p.m. CT. We are having a staff lunch at noon and it may be a little tight to start at exactly 1:00 p.m. Joanne

Joanne C. Ivy, CAE | *President & CEO*
American Egg Board
O 847.296.7043 | D 224.563.3701 | C (b) (6)
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From: Jensen, Elizabeth (Schreiber) [<mailto:elizabeth.jensen@edelman.com>]
Sent: Tuesday, August 20, 2013 5:11 PM
To: Maher, Missy; Joanne Ivy; Schaffner, Serena; Liuzzi, Andrew
Cc: John Howeth; Elisa Maloberti; Mitch Kanter; Kevin Burkum; Kristin Livermore; Tia Rains
Subject: RE: Beyond Eggs

Hi Joanne,

We are hoping to set up some time this week to chat about Beyond Eggs . Are you available between 3:30 and 5:00 (CST) tomorrow or Thursday from 1 to 2 p.m (CST)? If not, please let us know what might work best for you.

Thank you,
Elizabeth

From: Maher, Missy
Sent: Tuesday, August 20, 2013 3:37 PM
To: Joanne Ivy; Jensen, Elizabeth (Schreiber); Schaffner, Serena; Liuzzi, Andrew
Cc: John Howeth; Elisa Maloberti; Mitch Kanter; Kevin Burkum; Kristin Livermore; Tia Rains
Subject: RE: Beyond Eggs

Absolutely, I have cc'd Andy Liuzzi on our crisis team. We will brief him, collect thoughts as well as set up a call asap this week.

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Tuesday, August 20, 2013 3:33 PM
To: Maher, Missy; Jensen, Elizabeth (Schreiber); Schaffner, Serena

Cc: John Howeth; Elisa Maloberti; Mitch Kanter; Kevin Burkum; Kristin Livermore; Tia Rains
Subject: RE: Beyond Eggs

Missy, I am getting a lot of emails about this product from egg producers and further processors. The further processor considers this a serious threat to their business. I have met with John, and we think it would be a good idea if Edelman looked at this product as a crisis and major threat to the future of the egg product business and provide some advice and input as to how we should address this situation. I was wondering if we should hold a conference call this week to discuss or if Edelman would like to give some thought to the situation and get back to me about how you would like to present your recommendations and move forward. I realize this is an egg product issue, but I respect Edelman's expertise in a crisis situation. I am feeling this is turning into a crisis!

Most of the emails I am getting are similar to this one, "What are we doing at AEB with regard to this competing product??" We need to have an answer! Joanne

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

American Egg Board

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From: Mitch Kanter

Sent: Tuesday, August 20, 2013 2:30 PM

To: Joanne Ivy; Kevin Burkum

Cc: 'Schaffner, Serena'; Maher, Missy (Missy.Maher@edelman.com); Jensen, Elizabeth (Schreiber); Torvik, Erika; McClamroch, Allison (Allison.McClamroch@edelman.com); Kristin Livermore; Tia Rains

Subject: RE: Mother Jones

On a macro level, this product still doesn't feel "natural" to me. Unless it performs absolutely better than eggs in food applications, I wonder how much pick up it will get in mainstream products. Remains to be seen, but that's my sense. Feels like a niche product.

On a micro level, has anyone ever written an article we're aware of that counters the claim about animal suffering from the following perspectives?"

1-hens these days are as productive as they've ever been. They are egg laying "machines." If they were suffering it's highly doubtful they'd be as productive as they are. Too many physiological changes occur in suffering animals to allow them to be that productive

2-what is the rate at which free range birds can be picked off by predators? I think it's very high. Ken Anderson quoted me a number in the vicinity of 50% I think.

Point is- -has there been a concerted enough effort to get these points across to counter the HSUS types?

From: [John Howeth](#)
To: [Mitch Kanter](#); [Joanne Ivy](#)
Cc: [John Howeth](#)
Subject: RE: Beyond Eggs
Date: Monday, March 24, 2014 9:21:03 AM
Attachments: [Thoughts on Beyond Eggs.docx](#)

Hi Mitch, per our earlier email, I put together this brief with the hopes of giving you something concise to work with. I may have missed a few points, please feel free to add to this document. Since you will probably be speaking to this at IEC, it may help us all to see your final document post-IEC so we're all preaching the same message.

Joanne, please add anything you think I've missed. Thanks.

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

From: John Howeth
Sent: Thursday, March 20, 2014 9:21 AM
To: Mitch Kanter
Subject: Beyond Eggs

Hi Mitch, I know you're real busy. I talked to Joanne and I'm putting together a write up on BE, I should have something for you tomorrow. It won't be everything you need but it should be pretty close. Let me know if you have any questions.

Sorry I missed you up here but Joanne said you had lot on your plate. Talk to you soon.

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

Thoughts on Beyond Eggs

Situation

Food manufacturers still consider eggs a staple ingredient in their product formulations because of their many functional properties; however, there are a range of egg replacer ingredients that are positioning themselves as alternatives for eggs because of price fluctuation, supply issues, allergy, and animal rights concerns. Beyond Eggs is just one of those replacers.

Objectives

AEB recognizes this threat and have implemented a strategic response campaign targeting food manufacturers, focusing on the benefits of using real eggs versus egg replacer ingredients. Our objectives are to:

- Convince food manufacturers to continue to use eggs within their formulations and be inspired to develop new products with egg ingredients.
- Drive them away from considering egg replacers, or at the very least, question the viability of that option.
- Want them to understand the breadth and versatility of eggs' functional aspects.

Strategy

Our basic strategy is to reiterate the positive qualities about eggs and to selectively utilize interviews and other media opportunities to maintain an incumbent position in the marketplace. Additionally, egg product marketing will continue to promote the Clean Label campaign.

Expert Opinions

Gil Leveille

- Focus on nutritional quality and on the emerging science, much of which ENC has sponsored.
- Their safety argument is moot from the perspective that most of the product applications would involve cooked products which would destroy any potential pathogen.

Tong Wang

- Using plant and legume proteins and protein concentrates as egg replacer formulation is not new. The use of **pea protein** products as egg replacer has been promoted by USA Dry Pea and Lentil Council (2013).
- Because of the versatile functional and nutritional properties of egg, it will be extremely difficult to fully replace egg in a food formulation without the accompanying product defect.
- By replacing egg with substitutes, only certain functionality of food may be met and the products may only be acceptable by a particular population of the consumers.

Dr. Shelly McKee

- Beyond Eggs' nutrient claims against eggs that eggs are high in sat fat, cholesterol and have a link to CVD shows lack of their knowledge in the areas they're trying to compete in.
- The nutritional profile of BE doesn't meet egg nutrition.
- Their formulation is fortified with vitamins and lecithin, and doesn't match protein quality of eggs.

Plans

Consumer Media

- Engage influential bloggers providing third-party recommendations to showcase the many benefits of eggs from nutrition, to environmental footprint, to animal care. By enlisting blogger advocates, we are able to reach consumers via outlets they implicitly trust and look to for information about foods they purchase for their families and recommend to friends, etc.
- Leveraging paid search on Google, Bing and Yahoo. When consumers search for terms related to Beyond Eggs, they will also see a link to [IncredibleEgg.org's section on the 50-Year Environmental Study](#).
- Using behavioral and content targeting, AEB will position links to positive egg industry information that users viewing content about Beyond Eggs will see.

Trade Media and Communications

AEB's strategic response campaign targets food manufacturers and highlights the benefits of using REAL eggs versus egg replacer ingredients. AEB's objectives are to:

- Educate this market about the breadth and versatility of eggs' functional aspects. Food manufacturers don't always realize that eggs are multi-functional performing several roles in food formulations. Without eggs, a more complex and lengthy ingredient statement occurs.
- Remind food manufacturers that today's consumers demand transparency and simplicity in their food products. The number of consumers interested in the contents of ingredient labels continues to climb. Ninety three percent of consumers prefer to see familiar ingredients, such as eggs, on food labels.

Specific tactics include:

- Developed a print and digital ad campaign that will continue throughout 2014 in the ingredient trade press promoting eggs as a familiar, trustworthy ingredient that can make a difference in the quality of packaged goods and consumer buying decisions.
- This campaign contains links to access the digital version of "[The Egg & Clean Labeling](#)" white paper that outlines the relevance and importance of eggs in today's marketplace and their power to build trust with consumers.
- Leverage video testimonials from food manufacturers who tried replacers but were disappointed with the results.
- Create a communication vehicle that discusses the many things to consider when thinking about changing from Real eggs to replacers (such as packaging and labeling expenses, sustainability and up to 20 additional features).

From: [Elisa Maloberti](#)
To: "Knight, Jacque"
Cc: [John Howeth \(jhoweth@ioillc.com\)](mailto:jhoweth@ioillc.com)
Subject: RE: Dates for Spring 2013 ADS Technical Conference
Date: Monday, October 29, 2012 4:57:45 PM

Thanks, Jacque for your efforts to bring our request for membership to the ADS' Board of Directors. We understand their position and look forward to exploring opportunities where our knowledge and expertise would be of benefit to the membership. When you get a chance, please share the contact person whom I need to follow-up regarding potential partnerships between AEB and ADS.

Elisa Maloberti

Director of Egg Product Marketing
American Egg Board
Box 738
Park Ridge, il 60068
emaloberti@aeb.org
224-563-3711 direct dial

From: Knight, Jacque [mailto:JKnight@kellencompany.com]
Sent: Monday, October 29, 2012 2:57 PM
To: Elisa Maloberti
Subject: RE: Dates for Spring 2013 ADS Technical Conference

Hi Alisha,

We appreciate the American Egg Board's (AEB) interest in the Association for Dressings & Sauces (ADS). As AEB represents one of our member categories, we recognize the benefits AEB brings to the industry, and we are supportive of your organization's efforts.

As noted in previous emails, the American Egg Board (AEB) does not fall into one of the ADS membership categories. However, we did raise AEB's request with ADS' Board of Directors. The Board evaluated the inclusion of trade groups and commodity check-off programs overall into ADS and confirmed that such groups are not provided for in the ADS' bylaws and would not be eligible for ADS membership. As such, the American Egg Board would not be able to join ADS or attend ADS meetings as only prospective members can attend.

However, ADS routinely partners with other organizations such as AEB for our meeting program speakers or other initiatives. If there are particular activities where you believe ADS and AEB can partner, please let us know. We are always happy to explore mutually beneficial synergies, and we will contact AEB with any ideas for the future.

We hope you understand.

Jacque Knight
Manager, Membership & Administration
The Association for Dressings & Sauces

From: Elisa Maloberti [<mailto:EMaloberti@aeb.org>]
Sent: Monday, October 29, 2012 9:01 AM
To: Knight, Jacque
Subject: Dates for Spring 2013 ADS Techncial Conference

Hello Jacque,

Hope you're doing well.

I'm working on a 2013 planning calendar for American Egg Board. At your convenience, please let me know the dates and location of the Spring 2013 ADS Technical Meeting.

Thanks so much,

Elisa Maloberti

Director of Egg Product Marketing
American Egg Board
Box 738
Park Ridge, il 60068
emaloberti@aeb.org
847-296-7043

From: [Joanne Ivy](#)
To: [Kevin Burkum](#)
Cc: [Mitch Kanter](#); [Elisa Maloberti](#); [John Howeth](#); [Mia Roberts](#)
Subject: Re: Egg Industry Campaign against Hampton Creek
Date: Thursday, December 19, 2013 2:15:13 PM

Kevin, Actually, it was a major compliment about AEB's brilliant marketing approach. I want to commend you and your team on this magnificent approach. It is pure genius! Congratulations -- and I love stepping up the search. It is too bad that the writer is a strong supporter of Hampton Creek!

Sent from my iPad

On Dec 19, 2013, at 1:55 PM, "Kevin Burkum" <KBurkum@aeb.org> wrote:

I felt the one article was positive, except for the last line. BTW, we've upped the search allocation to Beyond Eggs.

Sent from my iPhone

On Dec 19, 2013, at 11:31 AM, "Joanne Ivy" <Jivy@aeb.org> wrote:

I agree. I feel the bottom line is negative towards eggs!

Sent from my iPad

On Dec 19, 2013, at 12:25 PM, "Mitch Kanter" <MKanter@eggnutritioncenter.org> wrote:

If you read the two articles below, they both still seem to be "putting their money" on Hampton Farms. These guys have gotten a lot of mileage out of the "we love the environment & Bill Gates loves us" story- -a cynical marketing ploy, in my mind.
Mitch

From: Kevin Burkum
Sent: Thursday, December 19, 2013 11:17 AM
To: Elisa Maloberti; John Howeth
Cc: Joanne Ivy; Mitch Kanter; Mia Roberts
Subject: RE: Egg Industry Campaign against Hampton Creek

Luv it.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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<[image001.png](#)>

<[image002.png](#)> <[image003.png](#)> <[image004.png](#)> <[image005.png](#)>

<[image006.png](#)>

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From: Elisa Maloberti
Sent: Thursday, December 19, 2013 10:59 AM
To: John Howeth
Cc: Joanne Ivy; Mitch Kanter; Mia Roberts; Kevin Burkum
Subject: Egg Industry Campaign against Hampton Creek

FYI...
Elisa

December 19, 2013

<http://www.fooddive.com/news/egg-industry-fights-back-against-hampton-creek/207758/>

There's a brilliance about the Egg Board's approach that's worth noting. The board seems to have found a weakness in the media/tech/investing juggernaut that is Hampton Creek. And that weakness is that creating an egg alternative is complicated.

December 18, 2013

<http://www.buzzfeed.com/rachelysanders/egg-industry-campaign-against-hampton-creek?bftw=>

The American Egg Board is buying paid search terms against a buzzy new egg alternative company in a bid to protect its lucrative turf.

Elisa Maloberti | *Director of Egg Product Marketing*

American Egg Board

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<image007.png>

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From: [Keener, Kevin M](#)
To: [Elisa Maloberti](#)
Subject: RE: Egg Replacer Research
Date: Saturday, November 29, 2014 8:25:20 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.jpg](#)
[image006.png](#)

Elisa,

This earlier email was returned to me as too large (14 MB).
I have uploaded the documents into a shared folder. You can access at:

(b) (5)

Please let me know if you cannot access.

Thanks,
Kevin

Kevin M. Keener, Ph.D., P.E.
2014 Distinguished Fulbright Professor
Professor of Food Science and Food Process Engineering
Purdue University
Nelson Hall of Food Science, Rm 3215
745 Agriculture Mall Drive
West Lafayette, IN 47907-2009
Phone: (765) 494-6648
Fax: (765) 494-7953
kkeener@purdue.edu
www.foodsci.purdue.edu

From: Keener, Kevin M
Sent: Friday, November 28, 2014 11:38 PM
To: 'Elisa Maloberti'
Subject: RE: Egg Replacer Research

Elisa,

I have done some library searches and found some additional information on egg replacers. I am attaching these documents for your information. There are only a few that are published in refereed journals. Some are popular press articles, and I included them because they present a number of potential egg substitutes that consumers and chefs are recommending. I looked at patents and I did not include

them because a number of them, and they all suggest their process(es) of modifying food oil or food proteins may be used as an egg substitute, but I did not find any with egg comparison data. Please let me know if you have any questions. I would be happy to have a follow-up phone call at your convenience next week to discuss. I am completely open next Wednesday (12/3). Have a great weekend.

Thanks,
Kevin

Kevin M. Keener, Ph.D., P.E.
2014 Distinguished Fulbright Professor
Professor of Food Science and Food Process Engineering
Purdue University
Nelson Hall of Food Science, Rm 3215
745 Agriculture Mall Drive
West Lafayette, IN 47907-2009
Phone: (765) 494-6648
Fax: (765) 494-7953
kkeener@purdue.edu
www.foodsci.purdue.edu

From: Elisa Maloberti [<mailto:EMaloberti@aeb.org>]
Sent: Monday, November 24, 2014 2:58 PM
To: Keener, Kevin M
Subject: Egg Replacer Research

Kevin,

Hope all is well with you and the Keener family.

We are refreshing our white paper titled "[Accept No Substitutes](#)" that was completed 10+ years ago and would like to ask for your assistance. Our goal is to include more current research references and to position eggs as a valuable multifunctional label-friendly ingredient instead of replacers. We would appreciate if you could identify any research references that show the performance of eggs as superior to egg replacer ingredients. Below is a list of references compiled by Tong Wang a few months ago when she was asked to review the Hampton Creek patent that we're using as a start. Please share any references that aren't on the list. We would like to move quickly on the rewrite since we're getting many media inquiries related to the Unilever/Hampton Creek lawsuit. Any reference you can supply by Friday, December 5 would be great. We would be glad to compensate you for your time.

I'm available to chat live all day today, tomorrow, and December 2-3-4-5 to answer any questions.

Thanks,

Elisa

Anonymous. Food Engineering International, 10 (4): 43-44, 1985.

Bodor, J, Amerongen, V, Antonius, I, Antonius, M G. US patent 06878394, Egg replacer concentrate and liquid egg replacer, 2005.

Bodor, J, Petten, A M, and Petten, A. Patent WO2007054199-A1, 2007.

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 VIGILANCIA 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: [Mitch Kanter](#)
To: [Kevin Burkum](#)
Subject: RE: Egg Replacing Startup Hampton Creek Foods Raises \$23 Million From Asia's Richest Man And Yahoo Cofounder Jerry Yang - Forbes
Date: Monday, February 17, 2014 1:30:03 PM

If I had an extra 23 million bucks lying around I'd be willing to bet that I am.

From: Kevin Burkum
Sent: Monday, February 17, 2014 12:28 PM
To: Mitch Kanter
Subject: Re: Egg Replacing Startup Hampton Creek Foods Raises \$23 Million From Asia's Richest Man And Yahoo Cofounder Jerry Yang - Forbes

I hope you're right.

Kevin Burkum

On Feb 17, 2014, at 12:19 PM, "Mitch Kanter" <MKanter@eggnutritioncenter.org> wrote:

They may be smart in some areas, but not in all areas. I think these guys hear Josh talking about saving the planet, and it appeals to them. He must have a silver tongue to convince them the product is the answer.

And, for arguments sake, even if he's right and he has a product, I think when the time comes we should take the gloves off and say we're the most natural product out there, far better protein quality, simple ingredient label, etc. Even if he produces a product I don't think it would replace the egg.

From: Kevin Burkum
Sent: Monday, February 17, 2014 12:15 PM
To: Mitch Kanter
Subject: Re: Egg Replacing Startup Hampton Creek Foods Raises \$23 Million From Asia's Richest Man And Yahoo Cofounder Jerry Yang - Forbes

I don't know. These are smart guys. They might see something we don't.

Kevin Burkum

On Feb 17, 2014, at 12:05 PM, "Mitch Kanter"
<MKanter@eggnutritioncenter.org> wrote:

This guy will either be laughing all the way to the bank, or be strung up by some very wealthy guys. I can't believe folks are making these kind of investments based on a product with little or no intellectual property, a product that has been around previously in other forms, and a product that he has not proven that he can make in large batches. I know these types of investors like getting in very early stage, but they should have someone with a food background doing their due diligence. I still see this as more a fragment of Josh's imagination than an opportunity worth investing millions on.
Mitch

From: Joanne Ivy
Sent: Monday, February 17, 2014 10:18 AM
To: Kevin Burkum
Cc: Mitch Kanter; Mia Roberts; Misha Mahar; Elizabeth Jensen; Serena Schaffner; John Howeth; Kristin Livermore
Subject: Re: Egg Replacing Startup Hampton Creek Foods Raises \$23 Million From Asia's Richest Man And Yahoo Cofounder Jerry Yang - Forbes

Well, Josh said in the webinar that he had two new benefactors to support Hampton Creek. I feel sure with this announcement there will be a new round of media coverage that we will need to keep an eye on. Joanne

Sent from my iPhone

On Feb 17, 2014, at 11:08 AM, "Kevin Burkum"
<KBurkum@aeb.org> wrote:

www.forbes.com/sites/ryanmac/2014/02/17/egg-replacing-startup-hampton-creek-foods-raises-23-million-from-asias-richest-man-and-yahoo-cofounder-jerry-yang

Hampton Creek secures a new round of VC funding.

Sent from my iPhone

From: Richard Berman
Sent: Tuesday, August 20, 2013 1:56 PM
To: Richard Berman
Reply To: berman@bermanco.com
Subject: HSUS Interviews Beyond Meat

Below is an article where HSUS interviews Beyond Meat which produces an egg replacement product. We were the first to uncover that HSUS has invested in the concept while deceptively pretending to partner with (i.e., extort under the threat of lawsuits) the egg industry. I've highlighted some specific sections of the article that warrant your attention. Ask yourself whether these people are credible partners. -Rick

<http://www.humanesociety.org/news/magazines/2013/09-10/best-laid-plans-egg-substitute-to-benefit-hens.html>

August 19, 2013

Best Laid Plans

Plant-based egg substitute could benefit millions of hens.

All Animals magazine, September/October 2013

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 cookies. Another can be used in sauces like mayonnaise.

The food industry traditionally has used processed eggs—in liquid, frozen, or powdered form—to make these products. One third of the eggs produced in the U.S. today go for this purpose. Most of those eggs are laid on factory farms by hens crammed into battery cages—stacked enclosures so small that the birds can't even spread their wings. Tetrick aims to take over much of the processed eggs market with a product he says is not only more humane, but about 20 percent less expensive, better for the environment, and healthier—it has no cholesterol and carries none of the food safety risks of eggs from factory farms.

"We want to decrease by 30 percent the number of egg-laying hens in battery cage facilities during the next five years."

This year, two major food companies will begin using Beyond Eggs. (The product will also be available to consumers through Hampton Creek's website.) In the future, Tetrick hopes to develop a liquid product that could be used to make scrambled eggs.

Based in San Francisco, Hampton Creek already has several million dollars in venture capital funds and the endorsement of Bill Gates, who has identified it as one of the top companies shaping the future of food.

Beyond Eggs could potentially spare hundreds of millions of chickens from lives in battery cages, says Josh Balk, director of corporate policy for The HSUS's Farm Animal Protection Campaign and an old friend of Tetrick's. "Hampton Creek is a great example of how the humane economy can benefit animals," says Balk, who helped the

company get started. “In order to eliminate factory farming, consumers have to continue incorporating more plant-based foods into their diets.” Beyond Eggs could pave the way to ending battery cage facilities so that the only eggs on the market come from higher welfare, pasture-based systems.

In this edited interview with senior writer Karen E. Lange, Tetrick talks about where his vision for Beyond Eggs came from and where he hopes it will lead.

How did your concern for animals lead you to develop an alternative egg product?

About 1.1 trillion eggs are laid every single year globally. Most come from places that we wouldn't be too proud of if we saw them, places that are awfully cruel, awfully unsustainable, and pretty bad for our health. And I just thought that **there's got to be a way to take the animal entirely out of the equation** when it comes to conventional egg production and do something that's better and less expensive.

Can you describe the typical commercial egg-laying facility?

It's an industrial warehouse. It's dimly lit, with row upon row upon row of cages stacked on top of each other, lining each wall. It smells of ammonia. And in each cage you have seven to 10 birds packed body to body. And you can see all the corn and soy that they're fed. They have a water drip. And they're left there for two years.

It's radical abuse, beyond-the-pale abuse. Whether we think a bird in one of those cages is equal to our dog or our cat, or to a Bengal tiger or an Asian elephant, really isn't the point for me. The point is, she's a living being.

What is Josh Balk's relationship to Hampton Creek?

He is the real inspiration behind everything that's happening every single day here. We've known each other since we were about 16 years old. He was a pitcher who used to strike me out on a regular basis on the baseball field, and we've been best friends ever since.

I was raised in Birmingham, Ala., in a lot of ways completely blind to the environmental and ethical issues around our food system. And Josh, even when I was 18 or 19 years old, has been educating me, encouraging me to eat in a more humane way, and opening my eyes to how we can really change the world through food.

How does Beyond Eggs compare to eggs in terms of nutrition?

I would say it's healthier. You're avoiding food safety issues, you're avoiding cholesterol, you're avoiding allergens that eggs have. It does provide the same kind of protein, but no one's eating a cookie for protein.

Can most people taste the difference between Beyond Eggs and powdered or shell eggs?

Usually, people can tell the difference, and they like ours better. The taste comes out a bit

more in the product. So you taste the chocolate of the cookie more, for example. And they like the taste of the mayonnaise better. It's not scary mayo; it's not mayo made in a lab. It's just really good mayonnaise that is priced competitively and doesn't have cholesterol.

Do you foresee Hampton Creek's products replacing most of the eggs produced in battery cage facilities?

All of them. **We want to decrease by 30 percent the number of egg-laying hens in battery cage facilities during the next five years.** We want to end animal suffering in the egg industry.

What are the company's other long-term goals?

Our hopes for Hampton Creek are, in seven years, that when people think about food, we're one of the companies they mention that are moving our system forward, that are creating millions of pounds—thousands of products—of food that respects animals and respects the environment. We'll be outside the U.S., on the subways of Beijing, and on the streets of Lagos, Nigeria, and Birmingham, Ala., where I was raised. We want to be the world's most valuable company.

Lutton, Sara - AMS

From: Serena Schaffner
Sent: Monday, July 28, 2014 6:11 PM
To: Joanne Ivy; Mitch Kanter; John Howeth; Elisa Maloberti; Mia Roberts; chaduep@unitedegg.com
Cc: Kevin Burkum; Maher, Missy; Jensen, Elizabeth (Schreiber); Waltz, Allison; Burch, Kellie; Englert, Jenny; Sheryl Slagle
Subject: Buzzfeed Mayo and Animal Welfare Article

Hi all –

You may recall, we were contacted by a BuzzFeed reporter a couple of weeks ago to help clarify the mayonnaise making process. The article was published under the headline, "[12 Facts About Mayonnaise that May Surprise You.](#)" As suspected from her resulting questions, the article is a one-sided perspective of the egg laying industry, graphically covering perceived egg hatching and beak trimming processes. Chad Gregory is quoted responding to these practices, I was quoted talking about the liquid eggs process. Just Mayo is offered up as a plant-based solution.

Interestingly, a lot of comments reprimand BuzzFeed for misleading readers with the article. Because the article is so one-sided in nature and we've already provided Deena with positive facts and information about the egg industry, including offering a chance to speak with an egg farmer, we don't recommend responding to this as it's not likely she'll reconsider retracting the article. Let us know if you have any questions or concerns.

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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Lutton, Sara - AMS

From: Anna Shlachter
Sent: Wednesday, November 19, 2014 4:31 PM
To: Serena Schaffner
Subject: FW: New Examiner Beyond Eggs Article

Hope this helps!

Anna Shlachter, MS, RDN, LDN | *Program Manager Nutrition Education & Communications*

Egg Nutrition Center

O 224.563.3721 | C (b) (6) F 847.768.7055

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EggNutritionCenter.org



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From: Mitch Kanter
Sent: Monday, May 05, 2014 4:09 PM
To: Englert, Jenny; Joanne Ivy; Kevin Burkum; Mia Roberts; Jacinta LeDonne; Sheryl Slagle; Anna Shlachter; Tia Rains
Cc: Maher, Missy; Jensen, Elizabeth (Schreiber); Schaffner, Serena; Liuzzi, Andrew; Burch, Kellie; McClamroch, Allison; Hayes, Katie; Wilk, Kristen; Gulvady, Apeksha
Subject: RE: New Examiner Beyond Eggs Article

Like the fact that we got the last word.

From: Englert, Jenny [Jenny.Englert@edelman.com]
Sent: Monday, May 05, 2014 3:51 PM
To: Joanne Ivy; Kevin Burkum; Mia Roberts; Jacinta LeDonne; Sheryl Slagle; Mitch Kanter; Anna Shlachter; Tia Rains
Cc: Maher, Missy; Jensen, Elizabeth (Schreiber); Schaffner, Serena; Liuzzi, Andrew; Burch, Kellie; McClamroch, Allison; Hayes, Katie; Wilk, Kristen; Gulvady, Apeksha
Subject: New Examiner Beyond Eggs Article

Hi all,

We wanted to quickly share the anticipated Beyond Eggs article that appeared on Examiner.com today incorporating Mitch's statement made on behalf of the Egg Nutrition Center. The article states that while Hampton Creek might be able to eventually reengineer the egg, it still remains unclear as to how receptive consumers will be of the product.

Overall, we were happy with the objectivity of the article. We will continue to provide updates as necessary, but please don't hesitate to reach out with any questions.

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

Lutton, Sara - AMS

From: Humbel, Leslie <Leslie.Humbel@edelman.com>
Sent: Tuesday, November 11, 2014 11:17 AM
To: Kevin Burkum; Serena Schaffner
Cc: Englert, Jenny; Waltz, Allison; Maher, Missy; Burch, Kellie
Subject: FYI: Unilever Sues Hampton Creek Over Just Mayo

Hi Serena and Kevin,

We just wanted to give you a heads up of a *New York Times* article we saw this morning about [Unilever suing Hampton Creek](#) on the grounds that it can't be mayo if it doesn't contain eggs, with claims for false advertising and fraud, based on FDA's definition of mayonnaise. This action of course has its naysayers – Michele Simon, notorious anti-industry food lawyer, is quoted in the article saying, "It's not Hampton Creek's fault if its innovation is outpacing federal regulations...That's par for the course in almost any technology-driven industry." Unilever is asking the court to require Hampton Creek to stop using the egg on its label; recall all products, ads and promotional materials that might confuse consumers; and stop claiming that Just Mayo is superior to Hellmann's or Best Foods.

Let us know if you have any questions. Have a great Veteran's Day!

Thanks,
Leslie

Lutton, Sara - AMS

From: Serena Schaffner
Sent: Wednesday, August 13, 2014 2:57 PM
To: Joanne Ivy; Kevin Burkum; Mia Roberts; John Howeth; Mitch Kanter
Subject: Just Mayo in Walmart

FYI: In case you didn't see, Just Mayo will hit [Walmart's shelves](#) on September 24.

-Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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Lutton, Sara - AMS

From: Burch, Kellie <Kellie.Burch@edelman.com>
Sent: Wednesday, June 18, 2014 5:27 PM
To: Kevin Burkum; Joanne Ivy; Serena Schaffner; Mitch Kanter; Tia Rains; Anna Shlachter
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Waltz, Allison; Englert, Jenny; Gulvady, Apeksha; Hayes, Katie; Wilk, Kristen
Subject: New Gut Bacteria + Beyond Eggs News

Hi all,

We wanted to flag two new articles on topics we've been watching that hit online in top-tier outlets today. The first is a [CNN article](#) resurfacing the findings of last year's gut bacteria research that suggested that components of egg and meat produce a compound that aids in the clogging of arteries. The article doesn't offer up any new research findings, but does bring the issue back to top of mind, receiving 200+ social shares today.

The second article is a new [CNBC article](#) about Hampton Creek and Josh Tetrick. This article also doesn't offer up any new information, but again is top-tier coverage. Additionally, Tetrick makes a pointed comment directed at the egg industry, saying that his goal is to take over factory farmed eggs indefinitely. This article has only received 91 social media shares to date – which is a significantly less amount of shares than we were seeing a few months ago.

We will continue to monitor, and as always, please shout with any questions.

Best,
Kellie

Kellie Burch

200 East Randolph Drive | Chicago, IL 60601

Tel: 312.240.2833 | Cell: (b) (6)

kellie.burch@edelman.com | www.edelman.com



Deskside Reference Guide

Paul Sauder

September 30-October 2

Egg Farmer Story

- I've been an egg farmer here in Pennsylvania for more than XX years. Sauder's Eggs has been a family business since the 1930's, so I know pretty much everything there is about eggs and hens.
- We work really hard to maintain the health of our hens and make sure our hen houses are run with the highest standards of health and safety.
- We're always working to improve our processes in areas like hen health and safety and our environmental footprint. I know at Sauder's Eggs, we're also proud of our commitment to the community and the environment.
- There seems to be a lot of confusion about what types of environments hens live in and where eggs come from, what goes into eggs and what certain egg labels mean. I'm hoping to clear some of that up for you today.
- Whether you prefer conventional, cage-free, free-range or organic eggs, egg farmers believe in consumer choice and work hard to provide the best quality, nutrition and variety to our customers.

FACTS FOR REFERENCE: Potential Issues and Environmental Footprint Study

ENVIRONMENTAL FOOTPRINT

- A recent study was published investigating the environmental impact of egg farms and we were excited to see the results showed egg farmers have been able to support the demands of a growing population, while at the same time, ensuring hens are living longer, using fewer resources and producing less waste.
- Better nutrition, higher quality feed and an increased focus on disease prevention have allowed the egg industry to feed more people more efficiently.
- With the growing population and egg demand on the rise, egg farmers are positioned to help fulfill the need for an affordable and nutritious source of protein in an environmentally responsible manner.

ANIMAL WELFARE

- Contrary to some perceptions, growth hormones are never given to chicks or egg-laying hens. Antibiotic usage is only considered for treatment when hens are sick. The lifespan of hens has increased due to improvements in hen health, nutrition, disease prevention and their environment.
- Egg farmers place a high priority on ensuring the health and well-being of their hens.
- We've made advancements in hen housing such as improved building ventilation, temperature control, better lighting, and a more secure housing environment to ensure that hens are protected and cared for.
- Beak trimming is practiced when it's necessary to prevent feather pecking and cannibalism and is only carried out by experts who are monitored regularly for quality control.

- Scientific studies have shown that beak trimming may contribute to less fearfulness, less nervousness, less chronic stress and decreased mortality in egg-laying hens.
- We are continuing to explore methods and technology that can help identify male chicks from females earlier in the process. In the meantime, egg farmers remain committed to following strict steps, safeguards and practices that have been studied and mandated by animal experts when it comes to every aspect of the egg industry.

BEYOND EGGS

- We've found that our customers aren't interested in egg replacers and prefer real eggs and the benefits that come along with them.

Lutton, Sara - AMS

From: Joanne Ivy
Sent: Friday, November 21, 2014 10:01 AM
To: Serena Schaffner
Cc: John Howeth; Kevin Burkum
Subject: Re: American Egg Board Follow Up

Serena, I have to say that I did not reread your response after we talked, and I said the word, synthetic, should be removed. I thought we agreed to take out the word. I was surprised that it was still there. Anyway, I guess with John's confirmation that synthetic should be removed, I guess it will. Joanne

Sent from my iPhone

On Nov 21, 2014, at 9:35 AM, Serena Schaffner <sschaffner@aeb.org> wrote:

Hi John –

My apologies, I sent this response along, however, I'll be sure, if we need to respond again, that we take synthetic out of it all-together.

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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From: John Howeth
Sent: Friday, November 21, 2014 8:33 AM
To: Serena Schaffner; Joanne Ivy
Cc: Kevin Burkum
Subject: RE: American Egg Board Follow Up

Sorry I haven't responded sooner, trend tour and late night travel. You're right Accept No Substitutes was written ten years ago, we're actually working on a revision, but it won't be ready for awhile. The only thing I would like to change if it's not too late is use of the word synthetic. Our battle is against all replacers, both natural and synthetic. Many replacers are gums and starches which are natural for the most part. In fact, the ingredient label of Beyond Eggs is a natural label I believe. So if we could delete that one word, I would appreciate it.

John Howeth
Senior VP, Foodservice & Egg Product Marketing
American Egg Board
1460 Renaissance Drive
Park Ridge, IL 60068

Office: 847.296.7043

www.AEB.org

From: Serena Schaffner
Sent: Friday, November 21, 2014 8:18 AM
To: Joanne Ivy
Cc: John Howeth; Kevin Burkum
Subject: RE: American Egg Board Follow Up

Thanks, Joanne, I think we have what we need for her. I just wanted to make sure that [this version of Accept No Substitutes](#) is the only version available and there isn't a longer version of it, etc. I'll send this response along and see if she continues to come back to us. Stay tuned!

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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From: Joanne Ivy
Sent: Thursday, November 20, 2014 8:07 PM
To: Serena Schaffner
Cc: John Howeth; Kevin Burkum
Subject: Re: American Egg Board Follow Up

Serena, I think your response sounds fine. It is accurate.

I am not sure if I understand the question ... confirm that this version is what there is? Do you mean is there an updated version of the piece or a campaign to go with it. I don't remember what campaign we ran at that time. John may remember. More recently, we never developed a specific campaign to address Beyond Eggs. We already developed or had plans to develop a campaign focusing on clean label, natural, real eggs, etc. We have never singled out Beyond Eggs. It has been positioned as one of many egg replacers.

John, can you provide additional information based on Serena's question?

Joanne

Sent from my iPhone

On Nov 20, 2014, at 4:26 PM, Serena Schaffner <sschaffner@aeb.org> wrote:

Hi all –

I wanted to pass along Candice's response to our answers about the Accept No Substitutes white paper. Candice clearly wants more of a connection as to whether or not we've revived the campaign to specifically address beyond eggs. I recommend that we continue to press the point that this is not novel and we've continued to work with

manufacturers and food service people over the years to realize the benefits of all-natural eggs. I've drafted below, a response for your review – please let me know if there's any more historical background I should be adding.

In the meantime, *Joanne*, can you shed more light and confirm that [this version](#) of the Accept No Substitutes White Paper is what there is?

Thanks for the help!

-Serena

=====

Hi Candice –

Thanks for your follow up. The Accept No Substitutes white paper is available in its entirety [online](#). As mentioned previously, synthetic plant-based substitutes have been around for a long time and therefore, we've continually worked with manufacturing and food service companies to answer their questions about all-natural eggs vs. replacers throughout the years. We're still committed to the viewpoint that all-natural eggs offer many benefits that other replacers, on their own, can't achieve.

Please let us know if you need anything else.

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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From: Choi, Candice [<mailto:CChoi@ap.org>]
Sent: Thursday, November 20, 2014 8:35 AM
To: Serena Schaffner
Subject: RE: American Egg Board Follow Up

Thanks, Serena. Do you have a copy of the original white paper?

Also, the "Accept No Substitute" campaign was recently revived, right?

Candice Choi
Associated Press
(212) 621-7267
450 W. 33rd St.
New York, NY 10001

From: Serena Schaffner [<mailto:sschaffner@aeb.org>]
Sent: Wednesday, November 19, 2014 9:33 PM

To: Choi, Candice
Subject: American Egg Board Follow Up

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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Lutton, Sara - AMS

From: John Howeth
Sent: Friday, July 25, 2014 12:27 PM
To: Joanne Ivy
Cc: Mitch Kanter; Englert, Jenny; Kevin Burkum; Serena Schaffner; Mia Roberts; Jacinta LeDonne; Ashley Richardson; Sheryl Slagle; Maher, Missy; McClamroch, Allison; Jensen, Elizabeth (Schreiber); Waltz, Allison; Burch, Kellie
Subject: Re: Beyond Eggs Article 7.25

Follow Up Flag: Follow up
Flag Status: Completed

Let me reach out to several of our contacts, to see if we can pick some up. I'll keep you posted.

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

On Jul 25, 2014, at 11:22 AM, "Joanne Ivy" <Jlvy@aeb.org> wrote:

We can try to get it, but as far as I know we don't have it. John, can you get it? Joanne

Sent from my iPhone

On Jul 25, 2014, at 12:09 PM, "Mitch Kanter" <MKanter@eggnutritioncenter.org> wrote:

Does anyone know the nutritional composition of his scrambled egg product?

From: Englert, Jenny [Jenny.Englert@edelman.com]
Sent: Friday, July 25, 2014 10:50 AM
To: Joanne Ivy; Kevin Burkum; Serena Schaffner; Mia Roberts; Jacinta LeDonne; Ashley Richardson; Sheryl Slagle; Mitch Kanter; John Howeth
Cc: Maher, Missy; McClamroch, Allison; Jensen, Elizabeth (Schreiber); Waltz, Allison; Burch, Kellie
Subject: Beyond Eggs Article 7.25

Hi all –

We want to flag a new [article](#) featuring Hampton Creek Foods in Business Insider entitled, “A San Francisco Startup Has Plans To Blow Up The Egg Industry.” The article gives an overview of the company as well as quotes Tetrick saying, “The cost of an egg comes from feed. Unless egg makers are willing to lose money, they don’t have a structure to compete with us.”

Additionally, we want to flag that Hampton Creek has also released an infographic (featured in the article) explaining how to make scrambled eggs with Just Scramble, their plant based egg substitute.

Please let us know if you have any questions, and we will continue to monitor for any updates.

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

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Lutton, Sara - AMS

From: Serena Schaffner
Sent: Wednesday, November 19, 2014 10:22 PM
To: Joanne Ivy; Kevin Burkum
Subject: Re: Egg Replacer Messaging

Good plan! I'll let you know what I hear back, if anything and we can mobilize if we need to. Stay tuned!

-Serena

On Nov 19, 2014, at 9:06 PM, Joanne Ivy <Jlvy@aeb.org> wrote:

Serena, Actually, John Howeth, Sr. VP of Egg Product Marketing, is more familiar about the white paper and this topic than Mitch. And he is good at working with media. If they really want to talk with someone, John could handle it, but you probably should get him on the phone to review key messages, etc. Joanne

Sent from my iPhone

On Nov 19, 2014, at 8:17 PM, Serena Schaffner <sschaffner@aeb.org> wrote:

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

☎ 847.296.7043 | 📠 224.563.3710 | 📠 847.296.7007
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
IncredibleEgg.org AEB.org

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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.

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*

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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

☎ 847.296.7043 | 📠 224.563.3701 | 📠 (b) (6)

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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

☎ 847.296.7043 | 📠 224.563.3710 | 📠 847.296.7007
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Lutton, Sara - AMS

From: Joanne Ivy
Sent: Monday, December 22, 2014 10:27 PM
To: Englert, Jenny
Cc: Serena Schaffner; Kevin Burkum; John Howeth; Mitch Kanter; Ashley Richardson; Jacinta LeDonne; Mia Roberts; Maher, Missy; Wilk, Kristen; Waltz, Allison; Burch, Kellie
Subject: Re: Hampton Creek Article

Thanks Jenny for flagging this article. Obviously, keep us posted if there are any follow up articles. Joanne

Sent from my iPhone

On Dec 22, 2014, at 10:21 PM, Englert, Jenny <Jenny.Englert@edelman.com> wrote:

Hi All,

We wanted to quickly flag a new [Newsweek](#) article about Hampton Creek, stating the company's mission is no less than to abolish the chicken egg from the American diet. The article goes on to profile the chefs that are helping Hampton Creek to create their new products and provides a detailed overview of the financial backing that Hampton Creek has received to date – stating that the company has met some opposition in the form of The American Egg Board, specifically citing last year's BuzzFeed article about the paid support that the American Egg Board was running against Hampton Creek as a source.

While it is disappointing to see how biased this article is in favor of Hampton Creek, we feel encouraged that the reporter has no other source to quote than an article from a year ago. Overall, coverage of Hampton Creek has been minimal since that time, but we will keep you apprised of any new coverage that comes of this piece. Please let us know if you have any questions.

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

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An Eggless Egg You Can Fry

BY [ANDREW ZALESKI](#) / DECEMBER 22, 2014 3:45 PM EST

<image002.jpg>

If you were going to reinvent food from scratch with people's health in mind, the first thing you'd do is abolish the chicken egg. JAMES BURGER/GETTY

•

Chris Jones remembers well the meals he made for himself in the earliest days of his cooking career as a poor journeyman apprentice, long before he achieved any fame as a contestant on *Top Chef*: ramen soup with an egg on top, washed down with a can of Pabst Blue Ribbon. While the ramen and PBR still fit harmoniously with Jones's life today working for a San Francisco-based startup, the egg doesn't. As the [director of culinary innovation](#) at Hampton Creek Foods, Jones is one of about 70 employees working for a company whose mission is no less than abolishing chicken eggs from the American diet.

It's not a wholly original idea. An egg replacement derived [from chia seeds and garbanzo beans](#) exists, as does another [created from potato and tapioca starch](#). But Hampton Creek Foods has arguably attracted the most attention. Since its founding almost three years ago, the company has sought to reinvent popular foods such as mayonnaise and cookie dough that require the gelling, binding and emulsifying properties of eggs. It does this by substituting proteins extracted from plants for chicken eggs. Co-founders Josh Balk and Josh Tetrick came to their plant-based egg solution after extensive trials extracting and analyzing the proteins of over 4,000 different plants worldwide. They found about a dozen plants—the Canadian yellow pea was the best of them—that mimicked egg emulsion, without any of the environmental effects of the caged-chicken industry—[fecal matter, dust and ammonia, to name some](#)—or any of the high costs associated with the free-range chicken business. Investors, among them Microsoft billionaire Bill Gates, have put \$30 million into the startup so far, and the company recently [announced](#) an additional \$90 million in venture capital funding from investors including Marc Benioff of Salesforce and Eduardo Saverin, co-founder of Facebook. Hampton Creek's current line of products—Just Mayo, Just Cookies and Just Cookie Dough—can now be found in stores like Whole Foods and Wal-Mart.

“The deep, deep *why* behind everything we're doing is this recognition that the food that we feed ourselves today is explicitly shitty for our body and for the planet,” says Tetrick, a 34-year-old Alabama native who worked in Africa for seven years, including a stint with the United Nations Development Programme in Kenya. “Food that is better for the body and the world—what if it's more delicious and more affordable?”

At the core of Hampton Creek's philosophy is the belief that the environmental footprint of global egg production—the land, water, and fossil fuels required—

is unsustainable. It takes about [39 calories of energy](#) to farm one calorie's worth of egg protein. And in 2007, 59 million tons of eggs were produced, [according to the U.N.'s Food and Agriculture Organization](#), a number expected to dramatically increase by 2030. All that farming is rendering huge amounts of environmental damage: [Excess nitrogen and phosphorous](#) from chicken manure [contaminate rivers](#), and [ammonia ventilated from henhouses](#) pollutes the soil.

Eggs are clearly bad for the health of the planet. As for our health, [disagreement abounds over](#) any association between eating eggs and heart disease, but egg yolks are high in cholesterol and can lead to [buildup of carotid plaque](#) in the arteries, especially if you already have high cholesterol or other heart health risks.

Hampton Creek's products might be cholesterol-free and safe for those with egg allergies, but what Tetrick is really after is a reimagination of the entirety of food production. If Hampton Creek can figure out how to replace eggs with the proteins of plants that don't use much land or water, are relatively inexpensive and could be grown by farmers around the globe, it might figure out a way to better feed the world's catastrophically increasing population.

Leading this effort is an elite lineup of trained chefs. Along with Jones, who [left the restaurant world in 2012](#) for his job at Hampton Creek, there's [pastry chef Ben Roche](#) and [Trevor Niekowal](#), the startup's two research-and-development chefs. All three used to work together at Moto, the Chicago restaurant once routinely featured on the Discovery Channel show Future Food. (Roche was [a co-host with Moto owner Homaro Cantu](#).) In a former time, the three chefs, who are all in their early 30s and have more than 50 years of restaurant experience among them, lived for the Saturday night dinner shift, when recipes and dishes they had perfected and prepared were given their final test: the plate of a hungry patron. Those days are gone, traded in for a 9-to-5 in which the goal is to create Just Scramble, a liquid scrambled egg made wholly from plant proteins and set for release in 2015.

The greatest moments of discovery for these chefs are often bittersweet; their optimism surrounding a startup poised to disrupt your morning plate of over-easy eggs wears thin when they realize how removed they are from your breakfast experience. "As a chef, a lot of things are instant gratification," Jones says. "If you have a great service or a bad service, you know right away. In the

lab, you're working on a formula months on out, and you have to take the victories as they come."

The present version of uncooked Just Scramble looks as if a person took an egg and whisked it up with a fork—a big victory, according to Roche, who says that at one point it had the viscosity of pancake batter. Now it's more watery and cooks almost instantly when dropped into a sizzling skillet, just as a chicken egg would. "It's definitely heading in a positive direction," says Roche. "It cooks up more like an egg. It looks like an egg. It has a very similar mouth-feel to an egg."

The experimentation goes down inside the spacious, garage-like kitchen-laboratory-office of Hampton Creek Foods, where Jones and his cooking compatriots are huddled over stoves and pans and seated beside bioengineers, food scientists and data analysts. "We're that intuitive tool that these scientists need," says Jones. "A lot of the times we're answering the question 'What works?' as opposed to why it works."

Indeed, while the bioengineers and food and data scientists are busy picking apart plants—the goal is to create a database of the [more than 400,000 plants known to man](#) for their potential applicability in food—analyzing proteins, and determining which have certain properties more amenable to coagulation or emulsion, Hampton Creek's chefs have the grand task of figuring out how all of Hampton Creek's food products are functional and flavorful. In other words, they are responsible for figuring out if they've got a product your grandmother would put in her kitchen cabinet.

"I don't like when people think these innovative new food companies are making science-food or growing weird things in test tubes," Roche says. "We're making real food."

Hampton Creek's opponents beg to differ. Unilever, the \$60 billion multinational food corporation behind Hellmann's mayonnaise, had filed a lawsuit against [Hampton Creek Foods in U.S. federal court](#) for, Unilever claimed, falsely advertising Just Mayo—whose label features an egg shooting up from a plant stalk—as, well, mayo. Unilever eventually dropped the suit, "so that Hampton Creek can address its label directly with industry groups and

appropriate regulatory authorities,” said Mike Faherty, vice president for foods of Unilever North America, in a statement.

Hampton Creek’s efforts to replace eggs pit the company against a very powerful industry. They’ve already started to see some pushback: Late last year, for example, BuzzFeed [reported](#) that, in an effort to steer consumers away from egg replacements, the American Egg Board—a large egg marketing organization whose members are all egg producers—was purchasing advertisements that ran whenever someone performed a Google search for Hampton Creek products.

But Hampton Creek is focusing on the frying pan test at hand instead of possible courtroom battles. “People cook eggs thousands of different ways with different fats in the pans, with different heats, with different pans, with different style stoves,” Niekowal says. “The true test is when we can have 50 people walk through and cook our egg off and it turns out perfectly.”

It’s a tall order. An egg produced from plant proteins might gel, but if the gel doesn’t hold any water once it’s in the pan, the egg will evaporate the instant it touches the pan’s hot oils. Discovering complementary foods that react well with plant proteins to drive and mimic egg emulsion—something Jones, Roche and Niekowal are tight-lipped about—took six months. Niekowal recalls being overwhelmed leaving his post at Portland, Oregon’s Le Pigeon restaurant—a two-time James Beard Award recipient—taking his first step into Hampton Creek Foods, and being told to create an egg from a plant.

“Here you might have two weeks where you’re not hitting very well. Things are just not going well. Your experiments aren’t turning out the right way,” says Niekowal. “But you’re also not just serving 100 people. Instead of touching 120 people a night who are paying upward of \$200 a head, we can do this for millions of people every single day of our lives.”

Chad Gregory

President and CEO

United Egg Producers

(b) (6)

770-360-9220 - work

From: Joanne Ivy [<mailto:Jivy@aeb.org>]
Sent: Wednesday, August 06, 2014 2:46 PM
To: Chad Gregory
Cc: Serena Schaffner; Kevin Burkum
Subject: Re: Harpers Media Inquiry

Chad, are you saying that his figure using UK space guidelines is correct - 445 square miles for US? Joanne

Sent from my iPhone

On Aug 6, 2014, at 1:37 PM, "Chad Gregory" <chaduep@unitedegg.com> wrote:

Apparently he already has the information.

Chad Gregory, CEO
United Egg Producers

On Aug 6, 2014, at 11:40 AM, "Serena Schaffner" <sschaffner@aeb.org> wrote:

Hi Chad –

Hope you're well! I left you a voicemail, but wanted to reach out via email since you're not at the office. We received a request from *Harper's Magazine* from a reporter who is trying to calculate how much space it would take to feed the entire U.S. population if we went to a free range system. Currently, he's using EU space guidelines for the calculation, which would not be accurate – for the record, he came up with 445 square miles, which seems small.

The reporter writes the "Index" column, which lists out random statistics in each issue. He confirmed that there is a larger egg piece in the works that this will accompany, but was not able to tell me what it was about as he's separate from the editorial department. My guess is that it may have something to do with Beyond Eggs or potentially the rising cost of food.

Joanne recalls that there may have been some research like this when prop 2 first happened, looking specifically at feeding the California population. Do you know of any research or statistics available that we could send that would be accurate?

Look forward to your thoughts.

Best,
Serena

Lutton, Sara - AMS

From: Mitch Kanter
Sent: Wednesday, August 13, 2014 3:56 PM
To: Serena Schaffner; Joanne Ivy; Kevin Burkum; Mia Roberts; John Howeth
Subject: RE: Just Mayo in Walmart

Sounds like he's changed his tune a bit. It used to be about the dirty egg industry. Now he's saying it's not about eggs. "It may be eggs today, sugar tomorrow...". I suspect he's having trouble creating the egg/omelet replacement he promised. And I'd challenge his statement that he's making a healthier product. Why is his product healthier than real mayo? Nutritionally their virtually identical: 90 kcals; 10 gms of fat. So if his new claim is "healthier", I'd like to know his rationale for that.

Mitch

From: Serena Schaffner
Sent: Wednesday, August 13, 2014 1:57 PM
To: Joanne Ivy; Kevin Burkum; Mia Roberts; John Howeth; Mitch Kanter
Subject: Just Mayo in Walmart

FYI: In case you didn't see, Just Mayo will hit [Walmart's shelves](#) on September 24.

-Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

O 847.296.7043 | D 224.563.3710 | F 847.296.7007

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

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Lutton, Sara - AMS

From: Serena Schaffner
Sent: Friday, October 24, 2014 9:30 AM
To: Sheryl Slagle
Subject: RE: tweet approval -slow egg news day...

Let's pass on this one since Josh Tetrick is also in the article talking about being anti-egg industry.

No problem if news is slow today. I feel like we've gotten a lot of tweets out recently. Perhaps we do 1-2 of our brunch recipes if we can't find anything else?

-Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

☎ 847.296.7043 | 📠 224.563.3710 | 📠 847.296.7007

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

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From: Sheryl Slagle
Sent: Friday, October 24, 2014 8:21 AM
To: Serena Schaffner
Subject: tweet approval -slow egg news day...

US #egg consumption highest it's been in 7 years. #protein bit.ly/1z44x7N @FoodNavigatorUS

Lutton, Sara - AMS

From: Serena Schaffner
Sent: Friday, November 14, 2014 10:55 AM
To: Sheryl Slagle
Subject: RE: Tweet approval

No worries. We're going to be pretty heavy up on content these next few weeks. For the tweet below, how about:
The versatile #egg! Check out these album covers paying homage to our fave time of day <http://bit.ly/1BoYBlt>

Serena Schaffner | Director of Marketing Communications American Egg Board O
847.296.7043 | D 224.563.3710 | F 847.296.7007 PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
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-----Original Message-----

From: Sheryl Slagle
Sent: Friday, November 14, 2014 9:53 AM
To: Serena Schaffner
Subject: Tweet approval

Wow, egg news is all about Just Mayo and freezing eggs (human). I'll keep looking throughout the day and we can tweet our recipes for the weekend

Apparently #eggs are a part of complete album cover breakfast, too - ha! <http://bit.ly/1BoYBlt>

Beyond Eggs
2013 Budget Estimate

	Fee	Expense	Total	Notes
Beyond Eggs Outreach	\$46,000.00	\$16,500.00	\$62,500.00	
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	\$15,000.00	\$0.00	\$15,000.00	Fee includes real-time response to Beyond Eggs coverage; following up with top 25 print food, features and health reporters (75+ reporters); monitoring and reporting.
Blogger Relations	\$18,000.00	\$15,000.00	\$33,000.00	Fee includes research and negotiations with key influential bloggers in food, tech and health/nutrition space, drafting key messaging and coordinating posts. OOPs include 10 sponsored post partnerships with bloggers
Ongoing Strategic Counsel	\$7,500.00	\$1,500.00	\$9,000.00	Fee includes ongoing strategic counsel (approx. 2,500 per month for 3 months - should funds not be used, we can work to apply it to future programming/opportunities) OOPS includes miscellaneous administrative expenses

Lutton, Sara - AMS

From: Joanne Ivy
Sent: Wednesday, December 04, 2013 11:05 AM
To: 'Maher, Missy'
Cc: Schaffner, Serena; Jensen, Elizabeth (Schreiber); Grosshandler, Jennifer; Kevin Burkum; Mia Roberts
Subject: RE: Beyond Eggs Scope

Missy, Thanks for taking another look at the Beyond Eggs budget. This looks a lot better. I am approving the revised budget. Kevin's budget will cover the WSJ and HuffPo letters of \$5,500. I will find a place to handle the remainder of the budget. Joanne

From: Maher, Missy [mailto:Missy.Maher@edelman.com]
Sent: Tuesday, December 03, 2013 3:35 PM
To: Joanne Ivy
Cc: Schaffner, Serena; Jensen, Elizabeth (Schreiber); Grosshandler, Jennifer; Kevin Burkum; Mia Roberts
Subject: RE: Beyond Eggs Scope

Sorry for the delay Joanne – we've revised the budget, let me know your thoughts or happy to jump on the phone!

-Media relations – you are right we have been reaching out to many reporters regarding the Environmental study and responding real time. Please know we have invested additional hours to get our message out there to the right folks. That said, we are planning to make another round of calls and also look at some additional writers (especially in the technology space which is where we are seeing some of the coverage). We have cut this down to 5K.

-Blogger outreach – while we are also reaching out to bloggers, this is actually a different approach as we are recommending paid, sponsored posts which can be highly affective. We would reach out to some of the same, but some new bloggers with high reach and more targeted messaging. We can cut costs here by scaling down the number of bloggers.

-In terms of ongoing crisis support, let's hold on that until Tim and I sit down with you – that is one of the topics we wanted to talk about along with broader outreach, so a discussion would be great and then we can take it from there.

-Letters to the editor and support did not change.

Thanks so much, talk to you soon!

	Fee	Expense	Total	Notes
Beyond Eggs Outreach	\$19,500-\$28,500	\$7,500-\$15,000	\$27,000-\$43,500	

WSJ and HuffPo Letters to the Editor	\$5,500.00	\$0.00	\$5,500.00	Fee includes strategic counsel submitting and follow up of (2) submissions to WSJ and HuffPo
Media Relations, Monitoring and Follow-Up	\$5,000.00	\$0.00	\$5,000.00	Fee includes real-time response coverage; following up with top and health reporters (75+ reporters)
Blogger Relations	\$9,000-\$18,000	\$7,500-\$15,000	\$0.00	Fee includes research and outreach to influential bloggers in food, tech space, drafting key messaging OOPs include 5-10 sponsored bloggers

From: Joanne Ivy [<mailto:Jlvvy@aeb.org>]
Sent: Monday, December 02, 2013 12:20 PM
To: Maher, Missy
Cc: Schaffner, Serena; Jensen, Elizabeth (Schreiber); Grosshandler, Jennifer; Kevin Burkum; Mia Roberts
Subject: RE: Beyond Eggs Scope

Hi Missy, Thanks for pulling together a Beyond Eggs Scope. I know you are referring to it as Beyond Eggs budget, but I really see the approach as more Environmental Study PR outreach. I would have assumed that some of those concepts would have or should have been covered in the \$100,000 Environmental Study PR campaign. We have the \$5,500 media letters covered, but would like for you to see if there is a way that some of these costs can be reduced as they seem a little on the high side. Joanne

From: Maher, Missy [<mailto:Missy.Maher@edelman.com>]
Sent: Wednesday, November 27, 2013 1:07 PM
To: Kevin Burkum; Joanne Ivy
Cc: Schaffner, Serena; Jensen, Elizabeth (Schreiber); Grosshandler, Jennifer; Maher, Missy
Subject: Beyond Eggs Scope

Here's a little something for your inbox for when you return from Thanksgiving. We've pulled together the attached Beyond Eggs budget that scopes out programming and counsel for the next three months. In the budget, we've provided estimates on work to date (LTE's), recommended media outreach/follow-up, a robust blogger/influencer program and ongoing strategic counsel. Unfortunately, the Environmental study budget is tapped at this point (and we are continuing to follow up and wrap up the influencer coverage).

We look forward to your thoughts and getting started with media outreach asap, once we receive approval. We can connect on Monday with any questions. Happy Thanksgiving!!

Missy

=====

	Fee	Expense	Total	Notes
Beyond Eggs Outreach	\$46,000.00	\$16,500.00	\$62,500.00	
WSJ and HuffPo Letters to the Editor	\$5,500.00	\$0.00	\$5,500.00	Fee includes strategic counsel to date, drafting, submitting and follow up of (2) Letters to the Editor submissions to WSJ and Huffington Post
Media Relations, Monitoring and Follow-Up	\$15,000.00	\$0.00	\$15,000.00	Fee includes real-time response to Beyond Eggs coverage; following up with top 25 print food, feed and health reporters (75+ reporters); monitoring reporting.
Blogger Relations	\$18,000.00	\$15,000.00	\$33,000.00	Fee includes research and negotiations with key influential bloggers in food, tech and health/nutrition space, drafting key messaging and coordinating OOPs include 10 sponsored post partnerships with bloggers
Ongoing Strategic Counsel	\$7,500.00	\$1,500.00	\$9,000.00	Fee includes ongoing strategic counsel (approx \$3,000 per month for 3 months - should funds not be used we can work to apply it to future programming/opportunities) OOPS includes miscellaneous administrative expenses