

From: [John Howeth](#)
To: [Mia Roberts](#); [Joanne Ivy](#); [Kevin Burkum](#); [Jacinta LeDonne](#); [Elisa Maloberti](#); [Mitch Kanter](#); [Tia Rains](#)
Cc: [John Howeth](#)
Subject: RE: Friday Funny
Date: Friday, October 25, 2013 10:59:00 AM

Great video. Funny you should mention that. We just got off the phone with the agency and were discussing an eggs vs. Beyond Eggs tasting throw down. Them vs. us. Yes we are going to put that on hold just a little longer.

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: Mia Roberts
Sent: Friday, October 25, 2013 9:48 AM
To: Joanne Ivy; Kevin Burkum; John Howeth; Jacinta LeDonne; Elisa Maloberti; Mitch Kanter; Tia Rains
Subject: Friday Funny

We should mimic this 'taste test' with Beyond Eggs ;)

http://m.youtube.com/watchv=cnzbZ2RA4qQ&desktop_uri=%2Fwatch%3Fv%3DcnzbZ2RA4qQ

From: [Jensen, Elizabeth \(Schreiber\)](#)
To: [Joanne Ivy](#)
Cc: [Kristin Livermore](#); [John Howeth](#); [Kristin Livermore](#); [Maher, Missy](#); [Liuzzi, Andrew](#); [Schaffner, Serena](#)
Subject: RE: Google Alert - egg products
Date: Saturday, November 23, 2013 10:02:29 PM

Hi Joanne,

Thank you for sharing this. Frustrating indeed. We do not think it's too late and feel that we should send points of clarification to the editor. We are more than happy to help you draft a note to send along.

Elizabeth

From: Joanne Ivy [mailto:JIvy@aeb.org]
Sent: Saturday, November 23, 2013 7:57 PM
To: Kevin Burkum; John Howeth; Kristin Livermore
Cc: Jensen, Elizabeth (Schreiber)
Subject: Fwd: Google Alert - egg products

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They also aggressively attack our production methods, which is out of date.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: (b) (6)
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** ...

[See all stories on this topic »](#)

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From: [John Howeth](#)
To: [Terry Schroff](#)
Cc: [John Howeth](#)
Subject: RE: Industry response to Beyond Egg
Date: Sunday, September 15, 2013 12:38:00 PM

It can wait until I see you. Not critically important, sometime Monday or Tuesday is fine.

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From: Terry Schroff [mailto:tschroff@quietlightcom.com]
Sent: Sunday, September 15, 2013 11:37 AM
To: John Howeth
Subject: Re: Industry response to Beyond Egg

You want to talk this morning?

Kind Regards,
TBS

Sent from my iPhone

On Sep 15, 2013, at 9:26 AM, "John Howeth" <JHoweth@aeb.org> wrote:

Hi Terry, we need to talk about this ASAP. I'll give you a full accounting when I see you. Following is an email exchange with Joanne. I have also attached a response from Joanne to an inquiry from a guy who writes a popular newsletter for the egg industry. The response will go to him and a variation will go to all egg producers to let them know we're aware of BE and have a plan.

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From: John Howeth

Sent: Sunday, September 15, 2013 10:02 AM
To: Joanne Ivy
Cc: John Howeth
Subject: RE: Industry response to Beyond Egg

Joanne, I read this on the plane, again last night and again this morning. There's very little I can add as I thought this was an extremely well written response to Simon. I added one bullet about clean labeled products as it is the keystone of our campaign. I added a note on your last bullet that will need to be deleted, it's just a personal thought. My addition and thought are in red.

Also, as you noted this will need to be re-written for the food ingredient trade press. I do believe the clean label and sustainability messages are important. I know we need to refute some of their misleading statements, but we might want to discuss with Edelman and/or Quiet Light as to how to do that. If we refute in a trade press release, our message may get edited and diluted and will also provide Beyond Eggs an opportunity to defend themselves with their already deep pockets. Maybe it is a series of Q&A responses for our further processors, and a few select media partners. I think we need to determine which of their statements we think we can refute with certainty. Statements like 19% cheaper will be difficult to quantify as we don't know what their cost in process is.

Part of our problem is the inability to get information. We've had outside sources try to get samples, information and pricing to no avail. BE is vetting all inquiries and just working with a few select manufacturers. We will continue to try, but that's the status right now.

Right now, any challenge to them, may be based on limited information, and will allow them to engage us in a fight we may not be able to win in an emotional public forum .

Let me know if there's anything else I can do right now. If you have any additional thoughts, please give me a call any time.

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From: Joanne Ivy
Sent: Saturday, September 14, 2013 7:48 AM
To: John Howeth
Subject: Industry response to Beyond Egg

John, I received late yesterday, 6:00 p.m. ET, the release/statement that they had been working on all day long. I was disappointed as they never mentioned food manufacturers, Beyond Egg, or AEB. Although I did not want to address the specifics of the Beyond Egg Product, I felt that the product name needed to be mentioned so that the release would make sense. Otherwise, most producers would not understand why I was putting out this statement. Plus, the major thing the industry wanted to know was **what AEB is doing** and that was not mentioned either. I had also asked if they would address some of the strong, false and misleading statements made in Beyond's Eggs article, particularly about egg production. I had recommended that they use some of our approved sustainability key messages, which they decided not to do.

Anyway, I made several changes so that it would be stronger for the "egg industry" audience. Without my additions, it sounds like I am (the statement is) "preaching to the choir" about the virtues of the egg industry. To me, it was the type of statement that would go out to our audiences – food manufacturers, etc. – not egg producers. I decided not to include the Conversation Snapshot as I did not feel it was pertinent. I am hoping with my changes that it looks like appropriate comments for the egg industry in response to the Beyond Egg publicity. So, please read it over the attached, and in red make any changes you think need to be made. I feel sure it needs tweaking. Below is their explanation for the statement they prepared:

Joanne—per our earlier discussions, please find below a draft statement for Simon. As you'll see, we made the decision to stay away from an overt sustainability message and focus more squarely on other areas (e.g. simplicity of the egg, multi-function, etc.). From our perspective, this statement also will condition the market well in advance of the upcoming clean label campaign.

Also, regarding media, please find attached a snapshot of the online conversation trends around the Daily Mail (UK) article. As you'll see, the conversation around this topic peaked on September 11th and has been declining ever since then. I think this is an important metric to gauge consumer sentiment (and show how engagement around the topic/Beyond Egg is decreasing) and should help diffuse any concerns from producers. One note: our team continues to closely monitor the conversation around Beyond Egg in case the discussion escalates or turns to focus on non-consumer areas/media (e.g. food service producers). I think it'll also be important that our teams stay closely synced up as the Clean Labeling campaign gets under way as they could provide us w/ strong actionable intelligence on stakeholder response to this issue.

However, that said, we were very happy to see this recent MSN article: <http://now.msn.com/plant-based-egg-replacement-beyond-eggs-on-sale-at-whole-foods> which was much more positive with 520 shares and 17 comments in which people are saying they like their eggs just as they are. Safe travels to Cape Town!

America's egg farmers are committed to providing nutritious, all-natural eggs, which are rich in vitamins, minerals and one of the highest quality proteins of any food available. In fact, the quality of egg protein is so high that scientists often use eggs as the standard for measuring the protein quality of other foods. While the American Egg Board (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.

As opposed to alternative options that are new to the market, all-natural eggs:

- Are a simple food that cannot be replicated by any product that is produced by scientists in a laboratory and not on a farm
- Are multi-functional and have the incredible ability to perform more than one role in food formulation while retaining taste and nutritional benefits
- Demonstrate the very latest advances in science and technology that help ensure that the quality of eggs is protected throughout the gathering, inspecting, packaging and handling process.
- Protect the livelihood of more than 270 egg farmers, their families and employees across the U.S.

In local communities across the country, egg farmers work hard to provide consumers with a variety of egg options to make a personal choice, and will continue to provide safe, fresh, locally-produced eggs, while caring for hens in accordance with the highest standards in the nation. In addition, 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.

AEB recognizes the threat of the introduction of egg replacers, such as Beyond Egg product, and have implemented a strategic response campaign targeting food manufacturers with these messages, focusing on the benefits of using real eggs versus egg replacer ingredients. This campaign will begin running in October.

Joanne Ivy
President & CEO
American Egg Board

From: [Howard Magwire](#)
To: [John Howeth](#)
Cc: [Joanne Ivy](#)
Subject: Re: Interesting Reading - Chemical Mayonnaise
Date: Monday, November 10, 2014 12:35:26 PM

Great, thanks.

Howard

On Mon, Nov 10, 2014 at 12:34 PM, John Howeth <JHoweth@aeb.org> wrote:

We did, it's also in other industry trade publications. I'll plan on addressing it at the UEA Meeting this week.

John Howeth
Senior VP, Foodservice & Egg Product Marketing
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From: Howard Magwire (b) (6)
Sent: Monday, November 10, 2014 11:00 AM
To: Joanne Ivy; John Howeth
Subject: Interesting Reading - Chemical Mayonnaise

Did you see this?

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

From: [John Howeth](#)
To: [John Howeth](#)
Cc: [John Howeth](#)
Subject: RE: My comments on Walter's concepts
Date: Tuesday, December 10, 2013 3:45:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Macaroons no problem, sauces both give me a feel of the bagna caude, torta is fine, are wontons hip enough.

You can always ask him to come up with some more ideas. From a sauce standpoint, do we need more of an egg white sauce? A béchamel or unique hollandaise over some unique noodles (helps Blair) and shows more like egg. I know hollandaise is dated, but is there another white sauce that's popular now. Re; the wontons, just wondering the same thing are they cool enough, will someone get an instant egg feel or will they wonder what does this have to do with eggs. Also for the other two shots, let's come up with some additional baked goods as that's where most of the eggs are going.

Just a couple of thoughts, do what you think is right, I would just probably ask him for some more options. One final thought, whatever he comes up with should involve a lot of eggs. It will make it a little harder for Beyond Eggs to penetrate.

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From: John Howeth
Sent: Tuesday, December 10, 2013 2:28 PM
To: Elisa Maloberti
Cc: John Howeth
Subject: RE: My comments on Walter's concepts

Before I read this remember we're still going to shoot six shots. Just wanted to make sure we were on the same page. Also, are any of these something that you would want to serve at future IFTs (Chicago or national)?

John Howeth
VP, Ingredient & Commercial Marketing
American Egg Board

From: [Jerry Smiley](#)
To: "[Garrison, Robert](#)"
Subject: RE: Plant-based Egg Substitute
Date: Monday, September 23, 2013 4:04:41 PM

Agreed.

Regards,

Jerry Smiley



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From: Garrison, Robert [<mailto:garrisonr@bnpmedia.com>]
Sent: Monday, September 23, 2013 2:47 PM
To: Jerry Smiley
Subject: RE: Plant-based Egg Substitute

Maybe ultimately depends on who's backing / what sort of big money is behind it all ... to promote, pay slotting, distribution, etc.

Don't know how far you can follow the money trail?

Chobani came out of nowhere ... with little big money behind it... but it didn't take very much (or any) money to really communicate to consumers... cause greek wasn't so mega different

This is more of an expensive paradigm shift... (I'd think)

From: Jerry Smiley [[\(b\) \(6\)](mailto:(b) (6))]
Sent: Monday, September 23, 2013 3:43 PM
To: Garrison, Robert
Subject: RE: Plant-based Egg Substitute

I think everyone is trying to understand if they are for real. What do you think?

It's a big concept.

Regards,

Jerry Smiley



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From: Garrison, Robert [<mailto:garrisonr@bnpmedia.com>]
Sent: Monday, September 23, 2013 2:37 PM
To: Jerry Smiley

Subject: RE: Plant-based Egg Substitute

Nothing... very interesting you mention them...

At our new products conference... I was just talking to marketing head for egg board... he's very curious to learn more...

From: Jerry Smiley [mailto:(b) (6)]
Sent: Monday, September 23, 2013 3:29 PM
To: Garrison, Robert
Subject: Plant-based Egg Substitute

Bob,

Do you know anything about Hampton Creek Foods?

Regards,

Jerry Smiley
Partner
Strategic Growth Partners, Inc.
760 Rosedale Avenue
Roselle, Illinois 60172
630-893-8399 ☎
630-899-9488 ■



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Plant-based Egg Substitute

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

September 12, 2013

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

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

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

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

He enlisted the help of a contestant on the TV show *Top Chef*, Chris

Jones and biochemist Joshua Klein to help him create what they call the most realistic egg-free egg product yet.

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

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

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

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From: [John Howeth](#)
To: [Joanne Ivy](#)
Cc: [John Howeth](#)
Subject: RE: President's Update on Beyond Eggs
Date: Tuesday, December 17, 2013 8:55:00 AM
Attachments: [President's Update Beyond Egg-jh.docx](#)

Joanne, attached please find the document.

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From: Joanne Ivy
Sent: Monday, December 16, 2013 7:16 PM
To: John Howeth
Subject: Re: President's Update on Beyond Eggs

Thanks.

Sent from my iPad

On Dec 16, 2013, at 6:15 PM, "John Howeth" <JHoweth@aeb.org> wrote:

Wow Joanne, this is beautifully written. I'll review again in the morning and supply the pubs and impressions.

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On Dec 16, 2013, at 6:02 PM, "Joanne Ivy" <Jlvy@aeb.org> wrote:

John, Basically, I pulled information from your article for the Incredible News! newsletter. It is rough, so do not hesitate to edit. Also, if you have any figures on trade publications, impressions, etc., you will see where I left blanks. Feel free to go at it!! Joanne

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

American Egg Board

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[<image001.png>](#)

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

[<image006.png>](#)

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<President's Update Beyond Egg.docx>

From: [John Howeth](#)
To: "[Kitty Kevin](#)"; [Nancy Harmel](#); [Patrick McDonough](#); [Terry Schroff](#)
Cc: [Jeanne Turner](#); [John Howeth](#)
Subject: RE: Pretty Bad Timing
Date: Wednesday, February 19, 2014 12:39:18 PM
Attachments: [image001.jpg](#)

Thank you Kitty and Nancy for your thoughts, I was going both ways on this. I didn't like it at first because it didn't feel right, but then I thought as Nancy said we almost look prescient with it. Just wanted to get your take. Nancy, it's icing on the cake if anything comes of this.

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From: Kitty Kevin [mailto:KKevin@quietlightcom.com]
Sent: Wednesday, February 19, 2014 11:36 AM
To: Nancy Harmel; John Howeth; Patrick McDonough; Terry Schroff
Cc: Jeanne Turner
Subject: Re: Pretty Bad Timing

From my experience with WRBM, there's no way they would hold editorial—nor frankly, do I think they should.

Although at first blush it seems like a bad placement, instead you might be considered genius because you've brought eggs into the picture and are making the argument of why they're irreplaceable, even though you weren't allowed a voice in the article itself.

Lemons, lemonade...but hey, if Nancy can wheedle some more impressions out of them—golden.

Kind regards,



From: Nancy Harmel <nharmel@quietlightcom.com>
Date: Wednesday, February 19, 2014 11:29 AM
To: John Howeth <JHoweth@aeb.org>, Patrick McDonough <pmcdonough@quietlightcom.com>, Terry Schroff <tschroff@quietlightcom.com>
Cc: Kitty Kevin <kkevin@quietlightcom.com>, Jeanne Turner <JTurner@quietlightcom.com>
Subject: RE: Pretty Bad Timing

Hi John

I will give this my best answer; Kitty, Jean, Terry, Patrick - please add your two cents as well.

Given its format as a "news" website - Food Navigator will report industry news as it breaks. Therefore, John, to your point - this may be considered a case of bad timing.

My first thought was to ask the rep if we could somehow work w/ the Food Nav editorial team to make sure these sort of stories don't "break" when AEB's high profile (and very expensive) ads are running

But then (to my point above) this is a news website - I am sure we would be told, "no" - and I guess they are just doing their job.

If I had to guess, the folks at Hampton Creek Foods can't be too happy w/ the fact that AEB's message "REAL eggs

make a REAL difference" is surrounding their "big news story".

I personally think having AEB's "REAL eggs" ads run adjacent to a story on "fake eggs" is ideal, but that's just me.

Can Hampton Creek "Eggs" make the foods shown in AEB's LH banner? To the best of my understanding the only thing they offer at this point is mayonnaise.

Please keep in mind that although the timing of the article is a bummer - AEB's wall paper ads run adjacent to EVERY article Food Navigator for an entire week... so this is just one of the potentially (hundreds) of articles that the ads will run adjacent to.

Despite my opinion on the benefit of having AEB's ads run adjacent to this article, I am going to reach out to our rep to see if Food Nav would be willing to "make good" the AEB impressions served against this article....

I will also ask Matt how he'd like to handle this moving forward:

1) Withhold "egg replacer news articles" until after our sponsorship has ended (which I DO NOT think they will agree to)

or

2) Agree to provide make good impressions against any "egg replacer" article positioning AEB's banners run adjacent to.

Will let you know what he has to say..

Nancy Harmel

Media Director

Phone: 815-578-0414

From: John Howeth [JHoweth@aeb.org]
Sent: Tuesday, February 18, 2014 4:33 PM
To: Patrick McDonough; Terry Schroff; Nancy Harmel
Subject: Pretty Bad Timing

In what is just a bad case of timing, check the link below. Big announcement about Beyond Eggs getting more money and our banner about trends surrounding the story. Not sure if that's good or bad, would appreciate your thoughts and if we see it as a bad thing, how do we stop in the future?

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http://www.foodnavigator-usa.com/Suppliers2/Plant-egg-entrepreneur-raises-23m-in-latest-funding-round-led-by-Asia-s-richest-man-Li-Ka-shing/?utm_source=newsletter_daily&utm_medium=email&utm_campaign=Newsletter%2BDaily&c=cvrWleoMqm%2FK0BX5eiw6UA%3D%3D

From: [John Howeth](#)
To: [Elisa Maloberti](#)
Subject: RE: R&D contacts for top suppliers
Date: Friday, August 23, 2013 4:05:27 PM

I don't think Jerry would have those. Clear Seas did the work and I doubt if they'll turn names over to us. You can check with him though. Just explain what you're trying to do.

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From: Elisa Maloberti
Sent: Friday, August 23, 2013 2:24 PM
To: John Howeth
Subject: RE: R&D contacts for top suppliers

I can work with info that Jerry provided to recruit for Advisory Council and for the video testimonials.

Would it be possible to ask Jerry for the contact info for those respondents to the A&U study that had a negative experience with egg replacers? I'm thinking those folks might also be good candidates for the video testimonials. What do you think?

Elisa

From: John Howeth
Sent: Friday, August 23, 2013 1:42 PM
To: Elisa Maloberti
Subject: FW: R&D contacts for top suppliers

It's your call. I did talk to him yesterday about Beyond Eggs, He's already friended the VP of R&D.

John Howeth
VP Ingredients & Commercial Marketing
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From: Jerry Smiley [jsmiley@ameritech.net]
Sent: Friday, August 23, 2013 12:19 PM
To: John Howeth; Elisa Maloberti
Subject: R&D contacts for top suppliers

From: [John Howeth](#)
To: [Joanne Ivy](#)
Subject: RE: Report to industry
Date: Monday, December 16, 2013 11:15:45 AM

That would be perfect. Once I see what you have, I'll be able to add more to it. I'm sure we can get something together by the end of the day.

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From: Joanne Ivy
Sent: Monday, December 16, 2013 10:14 AM
To: John Howeth
Subject: Re: Report to industry

John, sorry, forgot. There is nothing there yet. Why don't I first try to pull something together when I get to office, and then you look it over to see if I need to add or change anything.
Joanne

Sent from my iPhone

On Dec 16, 2013, at 11:10 AM, "John Howeth" <JHoweth@aeb.org> wrote:

Hi Joanne, hope travels go better, I'm actually on vacation today so I won't be in at 2. I'll take a look at the Food Manufacturers section and see what I can do. I don't have access to a lot of information right now. Unfortunately Elisa is off sick today. I'll see what I can pull together.

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From: Joanne Ivy
Sent: Monday, December 16, 2013 9:55 AM
To: John Howeth
Subject: Fwd: Report to industry

Hi John, I am on a very delayed flight. I just got word that the broken plane just left Chicago, so I should make it in the office by 2:00 pm. I hope!

Below is the report to the egg industry about Beyond Eggs that I will be sending out late today or tomorrow morning. I would appreciate if you will add the section, Food Manufacturers. You can use information from existing articles, etc., but I thought it would be faster for you to pull together since you are closer to it. And, there may be some activities that we have not reported on yet. Thanks.
Joanne

Sent from my iPad

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

Sent: Thursday, December 12, 2013 10:18 AM

To: Joanne Ivy; Schaffner, Serena; Maher, Missy; Jaffe, Brad

Cc: Mitch Kanter; John Howeth; Kevin Burkum

Subject: RE: Report to industry

Good morning Joanne!

Please see below for the note we drafted for you to share with the industry regarding Beyond Eggs programming. We've included a placeholder at the bottom to include what John is doing as well. Please let us know if you have any questions.

Best,
Elizabeth

Hi everyone,

I wanted to provide an update on actions AEB is taking in response to the increased media coverage surrounding the new egg replacer from Hampton Creek Foods. AEB has been working diligently on your behalf to [respond and defend real eggs](#).

As you may have seen, much of the media coverage has been in the technology and business press. As we all know, there have been egg replacers before Hampton Creek Foods came along, and there will be egg replacers that come after them, but the media seems enamored with this company because of high-profile investors Bill Gates, Peter Thiel and Vinod Khosla. We are continually monitoring mainstream media along with social channels to keep a pulse on the coverage of Beyond Eggs. As news of Beyond Eggs increased over the past couple weeks due to two syndicated media articles, we conducted an analysis of the media landscape to compare whole shell egg coverage volume to that of Beyond Eggs. Despite the recent increase of Beyond Eggs news, [real eggs](#) remain at the forefront of overall coverage and conversations, **[being talked about 87 percent more than Beyond Eggs](#)**. Our current holiday baking

promotional campaign, featuring advertising, in-store, search, as well as traditional and social media outreach, is clearly drowning out Hampton Creek in the consumer marketplace.

However, we do expect media coverage of the company will continue to be picked up by journalists (albeit on a less frequent basis) because it is new, well-funded, and therefore interesting. But, it is untested. Our approach is to continue to tell the good news of the tried and true good egg, focusing on the 50-year environmental study along with the many benefits of real eggs to drive egg purchase and consumption. We are continually reviewing traditional media coverage/social media commentary that offers inaccurate portrayals of the natural egg industry and responding on a case by case basis with letters to the editors, media statements, and where appropriate, media interviews.

We are also utilizing online technology tools to help maintain the focus on real eggs, including:

1. Engaging a handful of influential bloggers 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.
2. Paid search on Google, Bing and Yahoo so that when consumers search for terms related to Beyond Eggs, they will also see a link to our website where they will be directed to information on the 50-year environmental study.
3. Behavioral and content targeting where users who are viewing content about Beyond Eggs will be presented with links to positive egg industry information selected by us.

Food Manufacturers

XXX

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Tuesday, December 10, 2013 8:58 AM
To: Jensen, Elizabeth (Schreiber); Schaffner, Serena; Maher, Missy
Cc: Mitch Kanter; John Howeth; Kevin Burkum
Subject: Report to industry

Elizabeth, I know Mitch has a meeting today with some of the Edelman folks, but I would like for someone at Edelman to pull together what we have been doing to address the Beyond Egg situation including that Edelman is monitoring their coverage and reporting to AEB staff on a twice daily schedule. There has been a lot going on, and it would be

great to “package” this information to show the egg industry what is being done. I receive regular calls asking what AEB is doing.

I would like to start off the report with the activities that AEB has been doing in conjunction with Edelman, which will probably be the greatest portion of this report/update. I will then add to my report what John Howeth is doing. I will also add anything that I know AEB has done that is not included in your report. If I could get your portion by end-of-day on Thursday, it would be greatly appreciated, and then I have Friday to finish it up.

I was hoping to get this out on Monday as a President’s message that goes to the full egg industry. I may also repurpose it to go to the trade press. Thanks. 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

The information provided in this email is confidential and proprietary to the American Egg Board. The unauthorized use or disclosure is prohibited.
If you have received this email in error, please advise the sender, and delete it from your computer.

From: John Howeth
To: [Joanne Ivy](#)
Cc: [Mitch Kanter](#); [John Howeth](#)
Subject: RE: Request for info for International Egg Foundation.
Date: Tuesday, September 30, 2014 8:12:40 AM

Joanne, we have placed a variety of materials in the (b) (5)

There's a lot of material so I've consolidated the best of it in the "Best of" folder. One of the best items is your President's Update Newsletter. I have included that also. Please let me know what else you need. If you care to discuss, you know where to find me.

John Howeth
Senior 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: Joanne Ivy
Sent: Tuesday, September 30, 2014 6:52 AM
To: Mitch Kanter
Cc: John Howeth
Subject: Re: Request for info for International Egg Foundation.

Don't forget about the request to the Foundation for information on plant-based protein vs eggs. Please provide today. Thanks. Joanne

Sent from my iPhone

On Sep 29, 2014, at 7:54 AM, Mitch Kanter <MKanter@eggnutritioncenter.org> wrote:

I'll be in today. Can discuss this afternoon.
Mitch.

Sent from my iPad

On Sep 29, 2014, at 6:32 AM, "Joanne Ivy" <JIvy@aeb.org> wrote:

John and Mitch, we need to provide information about egg benefits as compared to Beyond Eggs. Mitch, I think we need to talk about how plant protein is not equivalent to the quality of egg protein. John, please provide everything we have developed to address Beyond Eggs/Egg Replacers.

WWF is a very important group to have this information about eggs over egg replacers. Thanks. Joanne

From: [Singer, Jamie](#)
To: [Joanne Ivy](#); [Maher, Missy](#)
Cc: [Jaffe, Brad](#); [Schaffner, Serena](#); [Kevin Burkum](#); [Mia Roberts](#); [Kristin Livermore](#); [Jensen, Elizabeth \(Schreiber\)](#); [Liuzzi, Andrew](#); [John Howeth](#); [Byers, Kate](#)
Subject: RE: Response to Forbes
Date: Monday, November 25, 2013 1:26:33 PM
Attachments: [American Egg Board letter to Forbes editor 11.25.13 12pm.docx](#)

Joanne,

Thanks very much for your feedback. We reviewed your revised draft and agree with the changes you made. Please find attached a clean version. In addition, we think it's appropriate to send this response – pasted in an email – directly to the writer, Ryan.

Please feel free to let us know if you have any other questions.

Best,
Jamie

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

From: Joanne Ivy [mailto:JIvy@aeb.org]
Sent: Monday, November 25, 2013 12:03 PM
To: Maher, Missy
Cc: Singer, Jamie; Jaffe, Brad; Schaffner, Serena; Kevin Burkum; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Liuzzi, Andrew; John Howeth; Byers, Kate
Subject: RE: Response to Forbes

I made a few changes. I changed the order. I thought we should start the letter with reviewing the areas that were inaccurately mentioned in the article and then provide the information on nutrition and egg production. I guess it is wishful thinking that they would make the corrections before the December 16 publication is released.

I also added some wording that is more consistent with my comments in the interview. If you feel that they should not be added, I am fine with removing them.

Let me know what you think about changing the order and the additional wording.

How do you recommend sending the letter – within the email or as an attachment. Also, you left Dear (editor) blank. I assume I am writing this letter to Ryan Mac, Forbes Staff writer, since you provided email address. Or, to the editor of Forbes? Joanne

From: Maher, Missy [mailto:Missy.Maher@edelman.com]
Sent: Monday, November 25, 2013 11:31 AM
To: Joanne Ivy
Cc: Singer, Jamie; Jaffe, Brad; Schaffner, Serena; Kevin Burkum; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Liuzzi, Andrew; John Howeth; Maher, Missy; Byers, Kate
Subject: Response to Forbes

Attached please find a response to the Forbes writer. Joanne, his email address is rmac@forbes.com. We would also ask that you ask him to confirm receipt of the email. Also, our media services team who initially reached out to the WSJ regarding the environmental study is following up with the reporter today. Last, while we have followed up with the environmental study to most of the Beyond Eggs articles (and reached out originally when the study came out), we think we need to do something beyond the study to get consumer attention and we are working on a POV. Please let us know if you have any immediate questions.

Also, Serena and I are here this week (Elizabeth is out) and also Brad and Jamie will be our points on crisis while Andy is out.

-Missy

Dear Ryan,

I am writing on behalf of the American Egg Board in response to your recent *Forbes* article dated November 23, 2013: "Bill Gates' Food Fetish: Hampton Creek Foods Looks to Crack the Egg Industry." As I was interviewed and quoted as part of this article, I am disappointed that several characterizations of the natural egg industry in the article are patently false.

American Egg Board's "Accept No Substitutes" campaign

While the article suggests our campaign targets consumers, it actually focuses on highlighting the benefits of using real eggs as opposed to egg replacer ingredients for *food manufacturers*. These benefits include that eggs are a simple food that cannot be replicated by a product produced by scientists in a laboratory; are multi-functional while retaining taste and nutritional benefits; and demonstrate the latest egg production advances in science and technology to ensure high quality.

Clarification of "egg replacer"

The article inaccurately suggests that the American Egg Board acknowledges egg replacers like Egg Beaters have been around for years. However, this was a mischaracterization of my quote; Egg Beaters was never mentioned, as Egg Beaters are still an egg and not an egg replacer. Rather, I suggested in the interview that we recognize that plant-based egg replacers, such as Beyond Eggs, have been around for years.

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, food manufacturers and food service companies alike. Therefore, we are disappointed by the undeserved attacks on the natural egg industry in this article.

Ingredient comparison

We do not feel the article presented an accurate comparison of ingredients in natural eggs vs. egg replacers. America's egg farmers are committed to providing nutritious, all-natural eggs, which are rich in vitamins and minerals. Our research shows that 93 percent of consumers want a clean label with familiar ingredients. On the other hand, egg replacers – such as Hampton Creek Foods' product – have a list of unnatural ingredients.

Protein comparison

In my interview, I also compared the nutrition of plant-based protein to the protein in real eggs – a point we believe is important to share with your readers but did not surface in the article. Natural eggs provide one of the highest quality proteins of any food available. In fact, the quality of egg protein is so high that scientists often use eggs as the standard for measuring the protein quality of other foods. The notion that you can replace an egg, which is the gold standard of high-quality protein, with a combination of low quality plant protein sources, is mis-guided.

Environmental impact/animal welfare

Finally, the article presupposes environmental and animal welfare failings of the natural egg industry which are a woeful misreading of the truth. In reality, egg farmers in local communities across the country continue to provide safe, fresh, locally-produced eggs, while caring for hens in accordance with the highest standards in the nation. Egg farmers have also made great strides toward 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. In fact, in October 2013, the Egg

Industry Center released a landmark study revealing that the egg production industry has significantly reduced its environmental impact over the past 50 years. Lifecycle analysis findings of U.S. egg production from 1960-2010 found environmental efficiencies as a result of a wide range of factors:

- *Decreased pollution.* Egg production process releases significantly less polluting emissions, including 71 percent lower greenhouse gas emissions.
- *Reduction in natural resource use.* Hens now use 32 percent less water per dozen eggs produced.
- *Improved hen feed.* Today's hens use a little more than half the amount of feed to produce a dozen eggs.
- *Better disease control and advancements in hen housing systems.* Today's hens are living longer as a result of improved building ventilation, temperature control, better lighting and a more secure housing environment.

Given many of the characterizations of the natural egg industry were disparaging and my comments from the interview were inaccurately presented in the article, we request corrections be made on the points outlined above.

Sincerely,

Joanne Ivy
President & CEO
American Egg Board

From: [John Howeth](#)
To: [Mia Roberts](#)
Cc: [John Howeth](#)
Subject: RE: Why I Farm
Date: Monday, December 09, 2013 1:38:00 PM

Pls send a copy.

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

-----Original Message-----

From: Joanne Ivy
Sent: Monday, December 09, 2013 9:55 AM
To: Mia Roberts
Cc: John Howeth; Kevin Burkum; Mitch Kanter
Subject: Why I Farm

Thanks Mia for pulling together this deck as it is an excellent starting point for this project. I think we need a meeting to discuss with the Executive Marketing Committee along with Kristin and Ashley. I will schedule a 1 hour meeting for this afternoon for this project and to review what we are doing to promote the environmental footprint study and to address Beyond eggs.

Regarding the Why I Farm deck, I have just a few comments and points for consideration.

- * I would only use actual egg farmers for the interviews -- not individuals who work for an egg farmer, particularly a nonfamily company. There are a few on the list.
- * A few of the objectives are repetitive, just stated in a different way, which is okay since this document is only being used in-house.
- * It says no scripted "key messages." However, it would be an excellent opportunity to make sure they touch on some of the key messages said in their own words -- particularly info from the Environmental Footprint study and addressing Beyond Eggs.
- * We need to be careful how we 'fight back' against Beyond Eggs. I do not think we need to mention Beyond Eggs by name, but we can mention that egg farmers produce a natural, REAL food, with the highest quality protein and not a synthetic egg product that is being produced in laboratories -- or something like that.
- * Explaining modern egg farming ties in directly with the Environmental Study. Another opportunity to tell their story.
- * Another point, US egg farmers produce enough eggs to feed 100% of US consumers. (Consumers eat all US-produced eggs not eggs from Mexico, Canada, exported eggs.)
- * I think the most important point is environmental footprint study -- number 1, which can cover some points addressing Beyond Eggs. GEP/hunger relief should be secondary based on research that shows donating eggs, etc is not of top importance when consumers think about the image of an egg farmer.
- * yes! the term "factory farm" can easily be addressed to show that egg farms are not factory farms.

I think this is an excellent project. It just needs some discussion and work to maximize effectiveness. Hold 2:30 pm today. I will send meeting invite when I get to office.

Sent from my iPad

From: [Jerry Smiley](#)
To: [Elisa Maloberti](#); [John Howeth](#)
Subject: Startup Scrambles to Replace Eggs
Date: Monday, November 25, 2013 3:07:55 PM
Attachments: [image001.jpg](#)

Regards,

Jerry Smiley
Partner
Strategic Growth Partners, Inc.
760 Rosedale Avenue
Roselle, Illinois 60172
630-893-8399 📞
630-899-9488 📠



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Startup Scrambles to Replace Eggs

Hampton Creek Foods Serves Up Plant Alternatives for Cookie Dough, Mayo

Farhad Manjoo | Wall Street Journal | Nov. 24, 2013 8:05 p.m. ET

The ordinary chicken egg is one of the world's most perfect foods. Eggs are a cheap, abundant, delicious source of protein. They're also extremely flexible, capable of performing as many as 22 different culinary functions in a wide array of foods.

In cakes, eggs trap gasses in the batter, creating a light, airy texture. In mayonnaise, egg yolks stabilize an emulsion of oil and an acid. In a meatloaf, they bind disparate ingredients together. In a custard, they thicken liquids to form a gel.

There's only one problem with eggs. "They are fantastically inefficient," said Josh Tetrick, the founder of a San Francisco food-technology startup called Hampton Creek Foods, only he uses an F-word other than "fantastically."

Egg production is the fastest-growing segment of intensive agriculture as demand skyrockets in emerging economies. Mr. Tetrick points out that 1.8 trillion eggs are laid globally each year, and chicken feed—much of it soy and corn, which require vast amounts of land, water, and fossil fuels to grow—accounts for 70% of the cost of an egg.

Mr. Tetrick thinks he can do better. He has secured financing from some of the tech industry's largest venture backers to do what most egg-loving foodies, myself included, consider both sacrilegious and impossible: He wants to replace the chicken egg with plant-based protein sources. Actually, that's underselling the goal: Hampton Creek wants to "surpass" the egg, to make eggless foods that taste better, are free of cholesterol, last longer on the shelf, are more ecologically sustainable and humane, and are far cheaper than their eggy counterparts.

This is a gargantuan goal, and Mr. Tetrick concedes that the company isn't close to achieving it. But Hampton Creek is far enough along to illustrate the power of what you might call "food engineering."

To create its eggless products, the company's battalion of biochemists, food scientists, and software engineers are modeling their efforts on processes first used in drug companies and the tech industry. If their plan works—and my taste buds suggest it might—Hampton Creek may show how the software and biotech industries' innovation techniques might alter sectors far beyond.

Take Hampton Creek's cookie dough, which will go on sale in February. In a blind test, I was able to tell the difference between Mr. Tetrick's cookies and those containing eggs.

The eggy ones were slightly browner. Yet I preferred the eggless cookie's taste and texture. They weren't too sweet, were slightly salty, and achieved just the right balance between crunchy and chewy.

And the cookies are almost a side-benefit of the dough. Because the dough has no eggs, you don't even have to bother baking it. Indeed, Hampton Creek's product is called Eat the Dough. It comes in a carton with a spoon set in the lid, like something you'd buy from the ice-cream man.

Mr. Tetrick grew up in Birmingham, Ala., on a diet of "chicken wings and gristle." He's now a vegan and, while animal welfare was part of his motivation for founding Hampton Creek, he has been careful to play down that goal for his company. "That's a losing proposition in the marketplace," he said.

For Mr. Tetrick there are many more hard-nosed reasons for creating a better egg substitute. To borrow a favorite tech-industry slight, eggs can't scale.

He argues that they require too many resources for their production to grow indefinitely. And he has persuaded several tech luminaries to join his mission. Hampton Creek's investors include Khosla Ventures, [Bill Gates](#), and Peter Thiel's Founders Fund.

Altogether, Hampton Creek has raised \$6 million, with which Mr. Tetrick believes it can eventually render eggs "obsolete" across every dimension, including price. At the moment, Hampton Creek's egg replacement costs about 39 cents a pound, about half the price of a pound of liquid eggs.

"We want to drive the price through the floor so radically that it would be silly to consider anything else," he said.

How can Hampton Creek do that? Josh Klein, its director of biochemistry R&D, likens the company's egg-replacing strategy to the process a drug company might use to fight disease. Every day, the lab screens dozens of new plant species in search of applications that might be similar to those of eggs. Armed with the database, they mix and match plants to create new, eggless foods. Then, they prototype, taste, and repeat.

In a way, Hampton Creek is treating food like software, borrowing various bits of code from different kinds of plants.

It's a novel, mathematical way to think about food—one that confounds the sensibilities of those who reject "processed foods" but may ultimately realize the dream of providing sustainable, tasty, healthy and affordable food for the entire planet.

So far the results are quite good. Hampton Creek discovered a specific kind of yellow pea that has fantastic powers of emulsion, leading to a mayonnaise that the firm claims beats leading brands in taste tests.

I found the texture exquisitely creamy and, compared with eggy store-bought mayo, Hampton Creek's mayo had a cleaner, less aggressive flavor profile.

Mr. Tetrick says that, in large quantities, he can make eggless mayo 10% cheaper than conventional egg mayo. Driven by price, many [Whole Foods WFM +0.36%](#) stores across the country have switched to Hampton Creek's mayo in their store-prepared foods (like the potato salad). But at retail, Hampton Creek's mayo isn't very cheap: It sells for \$3.50 or \$4.49 a jar at most Whole Foods stores. That's about the same price as egg-based mayo, but Mr. Tetrick says that Hampton Creek has room to cut its prices substantially.

The company's next goal is to make an eggless liquid that, when fried, turns into scrambled eggs. Right now, the product is in the prototype stage. One of Hampton Creek's scientists cooked up a plate for me, and I found the fake scramble slightly rubbery and grainy, more like a spongy crepe than an egg.

But Mr. Tetrick says he believes that it won't be long till the company creates the perfect eggless scramble. "The chicken is great, but it isn't getting any better," he said. In other words, it's a sitting duck.

2) Which of the following are you familiar with? [Choose all that apply]

		<u>Men</u>	<u>Women</u>	<u>18 to 24</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 to 64</u>	<u>65+</u>	<u>N-East</u>	<u>S-Atl</u>	<u>N-Cen</u>	<u>S-Cen</u>	<u>West</u>
BASE: Total	1043	438	605	144	201	226	221	150	101	236	204	252	146	205
Beyond Eggs	13%	17%	12%	29%	19%	17%	9%	10%	9%	16%	15%	10%	11%	13%
Just Mayo	10%	14%	9%	21%	16%	13%	8%	7%	8%	11%	13%	9%	9%	11%
Hampton Creek	5%	9%	4%	8%	12%	7%	3%	4%	3%	8%	5%	3%	4%	4%
Josh Tetrick	2%	2%	1%	5%	5%	2%	0%	1%	0%	2%	2%	1%	2%	1%
None of the above	81%	74%	83%	63%	75%	77%	84%	85%	86%	77%	78%	85%	84%	80%

*Totals exceed 100% due to multiple responses

3) Have or would you consider purchasing plant-based egg replacers over natural eggs?

		<u>Men</u>	<u>Women</u>	<u>18 to 24</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 to 64</u>	<u>65+</u>	<u>N-East</u>	<u>S-Atl</u>	<u>N-Cen</u>	<u>S-Cen</u>	<u>West</u>
BASE: Total	1043	438	605	144	201	226	221	150	101	236	204	252	146	205
Yes	11%	13%	9%	13%	13%	14%	9%	5%	9%	12%	13%	7%	8%	11%
Maybe	28%	29%	28%	29%	34%	25%	31%	24%	26%	29%	27%	28%	28%	29%
No	36%	38%	36%	32%	31%	37%	37%	41%	36%	31%	39%	38%	38%	37%
Not sure	25%	20%	27%	26%	22%	24%	23%	30%	29%	28%	21%	27%	26%	23%

The Association for Dressings & Sauces
Application for Membership

Please check the appropriate membership category/categories:

- Manufacturing Membership: The undersigned officer of said company/corporation certifies that membership dues paid to The Association for Dressings & Sauces have been calculated using the annual gross sales of dressing and sauce products sold by said company/corporation during the last fiscal year.
- Supplier Membership: The undersigned officer of said company/corporation certifies that dues paid to The Association for Dressings & Sauces have been based on gross sales of said company/corporation to all manufacturers of dressing and sauce products including non-members.
- Companies that Manufacture AND Supply: If said company/corporation is engaged in the manufacturing of dressings and sauces and in supplying products or services to other dressings and sauces manufacturers, the undersigned officer certifies that the primary membership category has been determined by comparing the accompanying dues schedules (Manufacturer and Supplier) and paying dues in the membership category in which their dues are the highest.
- Combined Membership (*available to companies that manufacture AND supply ONLY*): If an additional membership has been purchased for \$500 by a company that manufactures AND supplies under the Combined Membership option, please provide to the ADS secondary company information (e.g., as seen below) on a separate piece of paper.

Company Name: American Egg Board

Phone: 847-296-7043 Fax: 847-296-7007

Address: 1460 Renaissance Dr, Box 738

City/State/Province: Park Ridge IL

Postal Code: 60068 Country: USA

Official Representative: Elisa Maloberti

Title: Dir. of Egg Product Marketing E-Mail Address: emaloberti@aeb.org

Technical Contact: _____

Title: Same as above E-Mail Address: _____

Referred by: _____

Official Representative Signature: (b) (6) Date: Aug 3, 2012

Amount of Membership Dues Paid: \$ 1206⁰⁰

- Check here if the \$500 for an additional membership (*see Combined Membership above*) is included in the above-noted dues payment.

A check for a full year's dues must accompany all applications for membership. This will be applied to the quarter in which the application is made and the next three successive quarters. (Any amount that is in excess of the current fiscal year's dues will be applied to the following year.)

All company declarations relating to sales and dues will be kept in strict professional confidence by the management of the Association.

Note: Contributions or gifts to this Association are not tax deductible as charitable contributions. However, they might be deductible as an ordinary and necessary business expense.

Complete and submit with check to:
The Association for Dressings & Sauces P.O. Box 102654 Atlanta, GA 30368-2654



The Association For Dressings & Sauces
Supplier Member - Dues Schedule
Period: 1/1/2011 - 12/31/2011

Dues are based on sales to manufacturers of dressings and sauces as define below:

Category I Sales to \$1,000,000	\$1,206
Category II Sales \$1,000,001 to \$5,000,000	\$2,229
Category III Sales \$5,000,001 to \$10,000,000	\$4,401
Category IV Sales \$10,000,001 to \$20,000,000	\$6,608
Category V Sales \$20,000,001 to \$50,000,000	\$8,871
Category VI Sales over \$50,000,001	\$11,042

Products represented by ADS:

- * Mayonnaise and all salad dressings, (spoonable type, pourable and dry mix, regular and reduced calorie), including sandwich spreads and tartar sauce.
- * Condiment sauces, including horseradish sauce, barbecue sauce, soy sauce, Worcestershire sauce, seafood sauce, steak sauce, Mexican sauce, other ethnic and miscellaneous sauce products.
- * Salad products and flavorings.
- * Mustard.
- * Dips (refrigerated and non-refrigerated).

Note: For Federal Income Tax purposes, membership dues and contributions to this Association are deductible as business expenses, not as charitable contributions.

American Egg Board
Check Request Form

Date:

August 02, 2012

Voucher Number:

Issue Check To:

Association for Dressings & Sauces

Check Stub Description

Annual Membership Dues

Check Detail:

Amount

Check Detail:	Amount
Annual membership dues for Association of Dressings & Sau...	\$1,206.00
Total \$	\$1,206.00

Account Name:

MEMBERSHIPS & SUBSCRIPTIONS

Account Number:

38-830-10

Vendor Name:

Vendor Number:

New Vendor:

Association of Dressings & Sauces

Return Check To:

Elisa Maloberti

MINUTES
Egg Product Marketing / Foodservice Committee
The Westin Savannah Harbor Golf Resort & Spa
November 7, 2013

Committee Members

Brian Joyer, Chairman
Roy Patterson
John Puglisi
Lee Regensburger
Alex Simpson
Tom Stoller
Lisa Timmerman
Blair Van Zetten

State Representative

Steve Olson

USDA

Emily DeBord (part time)

Presenters

Laurel Brown, NPD
Veronica Diaz, NPD
Steve Solomon, FSInsights

Egg Product Advisor

Elliot Gibber

AEB Staff

Roger Deffner (*part time*)
John Howeth
Joanne Ivy (*part time*)
Elisa Maloberti
Gwen Ramirez

Chairman Brian Joyer called the meeting to order at 1:00 p.m.

A motion was made by Blair Van Zetten, seconded by Lisa Timmerman, to accept the minutes of the July 10, 2013 Committee Meeting. Motion carried unanimously.

Egg Product Marketing Program report began with a presentation by Elisa Maloberti. She reported on AEB's Marketing and Communications programs, specifically AEB's presence at the International Baking Industry Exposition as well as the Clean Label Conference. Trade events planned for 2014 include American Institute of Baking in February; IFT Wellness in March; Protein Trends & Technologies in April; and Institute of Food Technologists Annual Expo in July. AEB will conduct workshops for Batory Foods in November 2013 and Entenmann's Bakery in January 2013. John Howeth mentioned that we are looking for more opportunities to present customized educational workshops to food manufacturers and encouraged committee members to submit names of companies that would be interested. Maloberti reviewed retail liquid egg data provided by Nielsen. Both Elliot Gibber and Blair Van Zetten believe the information presented as the volume of liquid eggs sold at retail was way too low. It is suspected that the figures presented as annual figures might have been for 12 weeks. Maloberti will double-check figures and provide committee an updated set of data.

Maloberti discussed the egg product nutrient analysis project. As recommended at the July committee meeting, four bids were obtained from labs to conduct a nutrient analysis of egg products. Maloberti recommended Covance Laboratories due to their experience conducting the 2006 egg product nutrient analysis for AEB. A conference call was held in October 2013 amongst Brian Joyer, Blair Van Zetten, Howard Magwire, Dr. Glenn Froning, Elisa Maloberti and John Howeth to discuss the specifics of the

project. Gibber was invited to participate on the call; however, he had a prior commitment. It was agreed that solids content for samples submitted to the lab be as follows: whole eggs at 24.2; egg white solids at 11.0; and egg yolk solids at 43%. Joyer suggested a Sample Analysis Request Form be developed and presented to the group on another conference call prior to requesting samples from five egg product processors. **A motion was made by Blair Van Zetten, seconded by Alex Simpson, to approve the proposed nutrient analysis project using Covance Laboratories. Motion carried unanimously.**

Maloberti gave a progress update on the Egg Replacer Response Campaign. “The Egg and Clean Label” white paper, “Real Eggs or Egg Replacers” print ad, web updates and other electronic media was discussed. Beyond Eggs was discussed at length. In 2014, AEB plans to produce video testimonials of food manufacturers that have haven’t been satisfied with the results of replacer ingredients, functionality testing of egg replacers, and a question and answer document for use by egg producers when discussing egg replacers with customers.

Committee discussed the current supply/demand of egg whites which leaves egg processors a disproportionate supply of egg yolks. Howeth mentioned that the results of the recently completed analysis by Frost & Sullivan will identify other uses for both egg yolk and egg whites (should the currently supply/demand reverse), and an executive summary will be presented to the egg processing industry via webinar during Q1 2014.

Maloberti discussed the proposed 2014 Egg Product Marketing Strategies & Objectives. **A motion was made by Blair Van Zetten, seconded by Lee Regensburger, to approve the proposed 2014 Egg Product Marketing Strategies & Objectives. Motion carried unanimously.**

The Foodservice Program began with Veronica Diaz of NPD reporting on 2013 breakfast trends. Diaz explained that while breakfast is outperforming other dayparts, it is smaller in sales volume than lunch and dinner. She pointed out that breakfast sandwiches account for over half of egg servings and have increased versus a year ago, specifically breakfast burritos/wraps (grab-n-go) continued to grow. Though some chains are offering egg whites, the majority of consumers are opting for eggs. Van Zetten asked how many eggs are included in a standard breakfast sandwich at these chains. Diaz responded that because their data is collected from consumers, they do not know. Lee Regensburger asked if NPD’s presentation and data can be shared. Diaz responded that we must ask them which slides can be shared prior to distributing. Regensburger felt that NPD’s data was generalized and did not consider regional trends i.e. smoked sausage doing well in south but not in other areas such as Minnesota.

Foodservice Marketing and Communications programs were next reviewed by Howeth. The marketing program was covered with focus on National Accounts, Schools, and Foodservice Distributors.

The success of Denny’s and The Good Egg Project was discussed. Results were 100,000,000+ impressions—just TV. Same store sales were up 1% (1.5% above forecast). Traffic was even (2% above forecast). Five hundred thousand eggs were donated to five food banks and the cost to America’s egg farmers was \$25,000. Howeth played the TV commercial and Instagram video. Susan Joy asked because of the overwhelming success, will the program be repeated next year? Howeth said at best every other

From: [Englert, Jenny](#)
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
Date: Monday, May 05, 2014 4:52:03 PM
Attachments: [image001.png](#)

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: [Burch, Kellie](#)
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
Date: Wednesday, June 18, 2014 5:26:41 PM
Attachments: [image001.png](#)

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



From: [Englert, Jenny](#)
To: [Kevin Burkum](#); [Joanne Ivy](#); [John Howeth](#); [Mia Roberts](#); [Kristin Livermore](#); [Mitch Kanter](#)
Cc: [Jensen, Elizabeth \(Schreiber\)](#); [Maher, Missy](#); [Luzzi, Andrew](#); [Singer, Jamie](#); [Schaffner, Serena](#); [Burch, Kellie](#); [McClamroch, Allison](#)
Subject: New Hampton Creek Partnerships
Date: Tuesday, May 13, 2014 11:07:02 AM
Attachments: [image001.png](#)

Hi all,

We wanted to quickly flag a new [Hampton Creek article](#) that appeared in Forbes today announcing that the company will be launching new partnerships with AmazonFresh and Kroger later this month. The article notes that Hampton Creek will also begin selling Just Mayo in one of Hong Kong's largest supermarkets, ParkNShop, beginning in June. These announcements ride on the heels of partnerships with Costco and Safeway that were launched earlier this month.

Kroger rolled out Hampton Creek's mayonnaise in stores on Monday and AmazonFresh will begin stocking Beyond Mayo in about two weeks. To date, AmazonFresh's service is only available to consumers in Seattle, Los Angeles and San Francisco. The article only references the Just Mayo product and does not mention when Hampton Creek's other products will be available in stores. We will continue to monitor coverage of new partnerships closely and provide updates as necessary. 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



Josh Tetrick's mission was to create a low carbon footprint, sustainable, plant-based, healthy, and truly authentic egg replacer.

The goal of Beyond Eggs—and all Hampton Creek products—is to create an egg alternative that is compassionate, eco-friendly, and cholesterol free. So far, this sounds like something all of us do with flax eggs or Ener-G. But here's where the interview got interesting: Josh's focus is not only on products for the home cook. In fact, his primary target consumers are not individuals, but corporations. Josh wants to persuade large food manufacturers—think General Mills, or Frito Lay—to consider using an egg replacer. He dislikes the idea that right now, it's cheaper to use conventional eggs, which are produced with tremendous cruelty, than it is to use a replacer. So his goal is to make Beyond Eggs cheaper for the companies who rely on eggs in baked goods, Mayo, and so forth. They'll get the same results without the cages, the feed, the greenhouse gases, or the transportation cost.

Joshua Tetrick

From: [Kevin Burkum](#)
To: [Mitch Kanter](#); [John Howeth](#); [Joanne Ivy](#); [Tia Rains](#); [Mia Roberts](#); [Serena Schaffner \(serena.schaffner@edelman.com\)](#)
Subject: Protein is the New Black
Date: Friday, April 25, 2014 9:26:08 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

I encourage you all to read this story about protein, which an expert in the story calls, “The new black.”

For instance, “After years of peddling sugar, salt and fat, companies in the \$1 trillion **food industry** are on a protein binge to capture the health-conscious consumers whose distaste for conventional packaged foods has resulted in anemic growth for household staples like Kellogg’s cereals and Campbell’s soups.”

The reporter even suggests this move towards protein is “part of the reordering of the world’s food supply, thanks to shifting consumer tastes, Chinese demand and global warming. There’s more corn in [Canada](#), vineyards in Scotland -- and a shortage of peas in [North America](#).”

<http://www.bloomberg.com/news/2014-04-23/you-will-eat-your-peas-now-as-big-food-binges-on-protein.html>

This article is all about plant proteins, and while it mentions Hampton Creek, seems to suggest that the challenge to eggs in the food ingredient world is far greater than Josh Tetrick.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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Lutton, Sara - AMS

From: John Howeth
Sent: Wednesday, October 30, 2013 3:03 PM
To: Mia Roberts
Subject: Re: AEB Launches Results from Landmark Study on Egg Production

Thanks Mia. I'll call you between 2:30 - 2:45. I'm catching a plane at 3:15.

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

On Oct 30, 2013, at 11:55 AM, "Mia Roberts" <MRoberts@aeb.org> wrote:

John, this is probably something we need to talk about going forward, but for now, is there any way we can help with this? Feel free to ring if you have the time, I'll be back at my desk at 2:30...

From: Ashley Richardson
Sent: Wednesday, October 30, 2013 1:43 PM
To: Mia Roberts
Cc: John Howeth
Subject: RE: AEB Launches Results from Landmark Study on Egg Production

No ... this is my (b) (5) [REDACTED]
[REDACTED] minus maybe five contacts without emails. Karen spent some time on the phone earlier this week to track down emails.

Ashley

Ashley G. Richardson | *Industry Communications Director*

American Egg Board

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<image001.png> <image002.png> <image003.png> <image004.png> <image005.png> <image006.png>

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From: Mia Roberts
Sent: Wednesday, October 30, 2013 1:28 PM
To: Ashley Richardson
Subject: Fwd: AEB Launches Results from Landmark Study on Egg Production

Hi -- are John's people included I the industry press list?

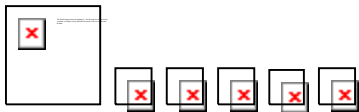
Sent from my iPhone

Begin forwarded message:

From: Joanne Ivy <Jivy@aeb.org>
Date: October 30, 2013 at 1:16:47 PM CDT
To: John Howeth <JHoweth@aeb.org>
Cc: Mia Roberts <MRoberts@aeb.org>
Subject: RE: AEB Launches Results from Landmark Study on Egg Production

John, I believe it will be up to you to get the study out to your trade press, but I am copying Mia to make sure. Joanne

Joanne C. Ivy, CAE | *President & CEO*
American Egg Board
O 847.296.7043 | D 224.563.3701 | C 847.606.3166
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From: John Howeth
Sent: Wednesday, October 30, 2013 9:04 AM
To: Joanne Ivy
Subject: Re: AEB Launches Results from Landmark Study on Egg Production

Good morning I'll call you soon about Beyond Eggs. Just a quick question on your email. I'm assuming that this announcement has not gone to the Ingredient or Foodservice press and that is our responsibility, is that correct?

John Howeth
VP, Ingredient & Commercial Marketing
American Egg Board
[1460 Renaissance Drive](http://1460RenaissanceDrive.com)
[Park Ridge, IL 60068](http://ParkRidgeIL60068.com)
Office: [847.296.7043](tel:847.296.7043)
Direct: [224.563.3705](tel:224.563.3705)
www.AEB.org

On Oct 30, 2013, at 6:50 AM, "American Egg Board" <jivy@aeb.org> wrote:

Having trouble viewing this email? [Click here](#)

From: [Joanne Ivy](#)
To: [Kevin Burkum](#)
Cc: [Maher, Missy](#); [Kristin Livermore](#); [John Howeth](#); [Liuzzi, Andrew](#); [Schaffner, Serena](#); [Jaffe, Brad](#); [Jensen, Elizabeth \(Schreiber\)](#)
Subject: Re: Google Alert - egg products -- resending. It looks like you did not receive!
Date: Monday, November 25, 2013 10:11:06 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Definitely! Very upsetting article.

Yes, once we receive the points for the editor's clarification, we can add whatever we see is missing. The key messages of study were provided even though he did not use anything that was discussed. And, what he did include was incorrect. We mainly discussed Beyond Eggs as an egg replacer for food manufactures compared to REAL eggs. He specifically asked about the campaign We also compared egg protein. Joanne

Sent from my iPad

On Nov 25, 2013, at 10:00 AM, "Kevin Burkum" <KBurkum@aeb.org> wrote:

He should also get our environmental study stuff. The article was very one-sided in my opinion.

Kevin Burkum | Senior Vice President of Marketing
American Egg Board
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<image001.png> <<http://www.incredibleegg.org/>> <image002.png> <<https://www.facebook.com/IncredibleEdibleEgg>> <image003.png>
<<https://twitter.com/IncredibleEggs>> <image004.png> <<http://pinterest.com/incredibleeggs/>> <image005.png>
<<http://www.youtube.com/americaneggboard>> <image006.png> <<http://www.linkedin.com/in/kevinburkum/>>

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From: Maher, Missy [<mailto:Missy.Maher@edelman.com>]
Sent: Monday, November 25, 2013 8:56 AM
To: Joanne Ivy
Cc: Kristin Livermore; John Howeth; Liuzzi, Andrew; Schaffner, Serena; Kevin Burkum; Jaffe, Brad; Jensen, Elizabeth (Schreiber)
Subject: RE: Google Alert - egg products -- resending. It looks like you did not receive!

I mean, I don't understand where some reporters – for Forbes no less -- get their creds, we would be fired by now... I think it is "confusion" (which is a nice way of saying it)!

From: Joanne Ivy [<mailto:Jivy@aeb.org>]
Sent: Monday, November 25, 2013 8:54 AM
To: Maher, Missy
Cc: Kristin Livermore; John Howeth; Liuzzi, Andrew; Schaffner, Serena; Kevin Burkum; Jaffe, Brad; Jensen, Elizabeth (Schreiber)
Subject: Re: Google Alert - egg products -- resending. It looks like you did not receive!

Yes, I think that covers it. Thanks. I would like to think he was confused rather than deliberately twisting my words. Mentioning Egg Beaters was totally bizarre!

Sent from my iPad

On Nov 25, 2013, at 9:48 AM, "Maher, Missy" <Missy.Maher@edelman.com> wrote:

Hi there, I'll connect with Andy this morning and we'll get this going asap – also we'll think about other ideas to combat this. One point, Andy's wife is due to have a baby tomorrow so if he is not avail, we have his co-worker SVP Brad Jaffe looped in!

Joanne, I just want to make sure the points we are clarifying:

-Campaign target

- Ingredients
- Plant based protein vs. real eggs
- What an egg replacer is (clarification)
- Highlight points from environmental study

We can hop on the phone if needed, but was there anything else from your perspective that he misquoted or represented?

From: Joanne Ivy [<mailto:Jivy@aeb.org>]
Sent: Monday, November 25, 2013 7:48 AM
To: Jensen, Elizabeth (Schreiber)
Cc: Kristin Livermore; John Howeth; Maher, Missy; Liuzzi, Andrew; Schaffner, Serena
Subject: Re: Google Alert - egg products -- resending. It looks like you did not receive!

That would be great. I would welcome your assistance. He also said that the campaign targets consumers, which I specifically said food manufacturers. The only connection to consumers was the statement that 93% of consumers want a clean label with familiar ingredients. And egg replacers, such as Beyond a Eggs, have a list of unnatural ingredients. Basically everything

I said was twisted.

I also compared the nutrition of plant-based protein to the protein of REAL eggs.

Just frustrated. Thanks for your help. Let's try to get something to editor today if you do not think it is too late. I did a phone interview, so I don't have his email address. Joanne

Sent from my iPad

On Nov 23, 2013, at 10:02 PM, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com> wrote:

Hi Joanne,

Thank you for sharing this. Frustrating indeed. We do not think it's too late and feel that we should send points of clarification to the editor. We are more than happy to help you draft a note to send along.

Elizabeth

From: Joanne Ivy [<mailto:Jivy@aeb.org>]
Sent: Saturday, November 23, 2013 7:57 PM
To: Kevin Burkum; John Howeth; Kristin Livermore
Cc: Jensen, Elizabeth (Schreiber)
Subject: Fwd: Google Alert - egg products

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 ... <<https://www.google.com/url?q=http://www.forbes.com/sites/ryanmac/2013/11/22/bill-gates-food-fetish-hampton-creek-foods-looks-to-crack-the-egg-industry/&ct=ga&cd=NDUwNjQ3Njg5MjM2NDg2NzE1NA&cad=CAEYAA&usg=AFQjCNFgONev0FIkm9aFegOFDBWNYtO81w>> 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 ...

See all stories on this topic » <<https://www.google.com/url?q=http://news.google.com/news/story%3Fnc%3Dhttp://www.forbes.com/sites/ryanmac/2013/11/22/bill-gates-food-fetish-hampton-creek-foods-looks-to-crack-the-egg-industry/%26hl%3Den%26geo%3DUS&ct=ga&cd=NDUwNjQ3Njg5MjM2NDg2NzE1NA&cad=CAEYAA&usg=AFQjCNEd2kdnplUOnk88CfpsTOPDnnS4og>>

Unsubscribe <<http://www.google.com/alerts/remove?cd=NDUwNjQ3Njg5MjM2NDg2NzE1NA&cad=CAE&source=alertsmail&hl=en&gl=US&s=AB2Xq4ihNLUQivIM-InnzAAzr5VtL6sO9-c01EM>> from this alert.

Create <<http://www.google.com/alerts?cd=NDUwNjQ3Njg5MjM2NDg2NzE1NA&cad=CAE&source=alertsmail&hl=en&gl=US&s=AB2Xq4ihNLUQivIM-InnzAAzr5VtL6sO9-c01EM>> another alert.

Manage <<http://www.google.com/alerts/manage?cd=NDUwNjQ3Njg5MjM2NDg2NzE1NA&cad=CAE&source=alertsmail&hl=en&gl=US&s=AB2Xq4ihNLUQivIM-InnzAAzr5VtL6sO9-c01EM>> your alerts.

From: Elisa Maloberti
To: ["Bennett, Katherine"](#)
Subject: RE: please review draft: Greetings from the Association for Dressings and Sauces
Date: Tuesday, July 22, 2014 10:01:36 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.jpg](#)
[image006.png](#)

Hi Katherine,

Thanks for sharing the press release and infographic developed for mayonnaise. I passed your content along to my colleague Serina Schaffner who handles our consumer communications.

Elisa

Elisa Maloberti | *Director of Egg Product Marketing*

American Egg Board

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From: Bennett, Katherine [mailto:KBennett@kellencompany.com]
Sent: Tuesday, June 24, 2014 12:34 PM
To: Elisa Maloberti
Subject: FW: please review draft: Greetings from the Association for Dressings and Sauces

Greetings Elisa,

The Association for Dressings and Sauces recently produced a press release and two infographics highlighting “Just for fun: What mayonnaise reveals about you.”

We want to share our content and infographics with you, since we share similar messages regarding eggs.

I hope you’ll find this content useful for your organization.

Sincerely,
Katherine

Katherine D. Bennett

The Association for Dressings and Sauces

1100 Johnson Ferry Road, Suite 300

Atlanta, GA 30342

P (678) 303-2969

F (404) 252-0774

E kbennett@kellencommunications.com

From: [Mitch Kanter](#)
To: [Joanne Ivy](#)
Subject: RE: Rebuttal to Hampton Creek Foods Misstatements about Eggs
Date: Thursday, February 27, 2014 6:17:30 PM

Very good. Hopefully this gets conveyed publically, though I doubt it will have the impact that Tetric's initial statements did when he made them.

From: Joanne Ivy
Sent: Thursday, February 27, 2014 4:59 PM
To: Andrew Liuzzi; Missy Maher; Elizabeth (Schreiber) Jensen; Mitch Kanter; John Howeth; Mia Roberts; Kevin Burkum
Subject: Fwd: Rebuttal to Hampton Creek Foods Misstatements about Eggs

FYI. Joanne

Sent from my iPhone

Begin forwarded message:

From: Ken Klippen [\(b\) \(6\) @gmail.com](#)>
Date: February 27, 2014 at 5:52:22 PM EST
To: <JIvy@aeb.org>
Subject: Fwd: Rebuttal to Hampton Creek Foods Misstatements about Eggs

Hi Joanne,
I thought you might find this interesting.
All the best,
Ken

--

Ken Klippen
Klippen & Associates, LLC
Office Tel: 610-415-1055
Email: [\(b\) \(6\) @gmail.com](#)

February 27, 2014

Mr. Eric Schonfeld, Editor
Digits/WSJ
1211 Avenue of the Americas
New York, NY 10036

Dear Mr. Schonfeld:

Yesterday, Digits/WSJ aired the interview "Eating an Egg Not Made of Egg" by Ms. Deborah Kan, Digits/WSJ and Hampton Creek

Foods founder Josh Tetrick on Digits/WSJ explaining the development of his new plant-based product that has the looks, consistency, and mouth-feel of naturally-produced eggs. Here is the website of that video.

http://live.wsj.com/video/eating-an-egg-not-made-of-egg/4B022EA2-8081-46D9-9B13-B3D275D501F6.html?mod=djemTECH_h#!4B022EA2-8081-46D9-9B13-B3D275D501F6

While Hampton Creek Foods is enterprising in the development of this new product, and the interview was entertaining, we feel it is incumbent on us to correct the misstatements from Mr. Tetrick that "99% of the eggs produced today have chickens crammed into cages and must be fed antibiotics". Certainly the viewers of Digits/WSJ deserve to know the other side of the story.

Egg Farmers of America is a coalition of farmers from coast to coast who take pride in the eggs they produce and the way they care for their chickens. Chickens producing eggs for the nation's consumers have progressed from the backyard flocks to today's modern conventional cage systems where nearly 90% of all the eggs are produced in this manner for safe and wholesome eggs sold to the consuming public. No longer are eggs from these modern conventional cages laid on the floor materials mixed with feces from the chickens reducing the microbial contamination of the egg shells. Chickens in today's modern conventional cage system produce (1) more grade A eggs, (2) larger eggs, (3) use less feed, (4) have higher antibody levels to protect them from sickness, (5) have lower mortality rates than chickens roaming freely on the ground (research published by Dr. Kenneth Anderson, NC State University 2010).

Mr. Tetrick stated that chickens are fed "lots of corn and soy [soybean meal]" which is correct, but he added that it is "energy inefficient". The truth is just the opposite of his statement. Chickens producing eggs in today's modern conventional systems have the lowest carbon footprint of any animal production system demonstrating this is energy efficient.

Concerning the implications that chickens must be fed antibiotics is false and misleading. Today's modern conventional cage operators do not routinely feed antibiotics to their egg-laying chickens. The Food & Drug Administration oversees the use of antibiotics in food-producing animals.

CFR Title 21 Part 510 Section 510.110 was published August 23, 1966 providing clear guidance from the Food & Drug Administration requiring drug manufacturers that manufacture antibiotics for use in animals producing food for human consumption, must provide data demonstrating whether any residues of antibiotics or their metabolites are present in the food-producing animals. Eggs produced from today's modern conventional cage systems do not need to routinely provide antibiotics to their chickens as stated by Mr. Tetrick, and only do provide antibiotics to cure

sickness much as any parent would provide antibiotics to cure sickness in a child. When antibiotics are administered to cure sickness, there is a withdrawal time ceasing the use of the antibiotic as specified by the manufacturer for the removal of any residues, before those eggs are sold to the public.

We respectfully request that the corrections be made so that viewers on Digits/WSJ do not erroneously conclude that naturally-produced eggs from today's modern conventional systems are inferior for the reasons stated by Mr. Tetrick.

Sincerely,
Egg Farmers of America

--

Ken Klippen

Klippen & Associates, LLC (Consultant to Egg Farmers of America)

Office Tel: [610-415-1055](tel:610-415-1055)

Email: [\(b\) \(6\) @gmail.com](mailto:(b) (6) @gmail.com)

Beyond Eggs



American Egg Board



Are you aware of Beyond Eggs?

Have you tried their products?

What can we do better to get our messaging out?

Environmental Footprint Study #2



American Egg Board

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

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

50-Year Environmental Footprint Study



American Egg Board

- Published in peer-reviewed journal, *Poultry Science* in January 2014
- Re-issued press release and followed up with media
- Continue to weave messaging through partnerships and initiatives
- Response to media on Beyond Eggs
- Generated 21+ million media impressions to date



Hampton Creek



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ATTORNEY: UNILEVER NEEDS TO PROVE 'JUST MAYO' MISLEADS REASONABLE CONSUMER

Unilever sues Hampton Creek Foods for false advertising: Just Mayo is masquerading as a mayonnaise and stealing market share from Hellmann's



By Elaine Watson+

09-Nov-2014

Last updated on 10-Nov-2014 at 23:39 GMT

4 comments



Related tags: Hampton Creek Foods, Just Mayo, Unilever

Related topics: Sustainable sourcing, R&D, Manufacturers, People, Prepared Foods, Emulsifiers, stabilizers, hydrocolloids, Fats & oils, Proteins, non-dairy, Views

Quiet Light and American Egg Board Status Meeting

Meeting Agenda - February 24th, 2014

Quiet Light Communications, Rockford, IL



Where Do We Go From Here?

1. Assess what has been effective since we started working together.
2. What are other organizations doing that has strategically been effective?
3. How do we move forward?

AEB Issues/Concerns/Opportunities

AEB:

1. Communication Strategy for California production law.
2. Beyond Eggs 23M and what that means for AEB.

Egg Product Marketing:

1. Food Technology Advisory Council
2. Egg products in sporting/health world
3. Workshops as a strategy for reaching our targets
 - a. Best way to present info for workshops and trade shows
 - i. Communicate Trends
 - ii. Identify top 10 businesses
 - iii. Budget
 - iiii. Any additional PR initiatives
4. Next Steps for EPM Social Media Strategy

Foodservice:

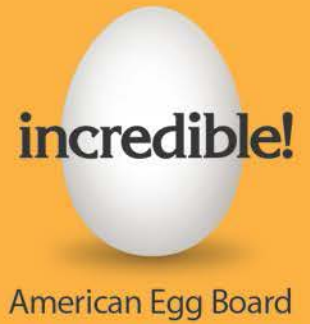
1. DSR Strategy – next steps
2. Thoughts on National Accounts program

Presentation Outline: (then delete)

1. How AEB operates
2. AEB's continuous effort to promote eggs and educate consumers and industry
3. AEB marketing strategies
4. Some specific programs like Good Egg Project, Easter Project.
5. Beyond Eggs was already appeared in Hongkong market and got a lot of attention, maybe share with us how AEB fights against this egg replacer?



Beyond Eggs



Beyond Eggs

HAMPTON CREEK[®]
BEYOND EGGS[™]



A multifunctional, plant-based ingredient.

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



APPLICATION RANGE

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



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



PASTA

Time eggs out and add Beyond Eggs in. The result? A product that enhances the formation of protein networks during cooking and assisting to improve the coating quality of pasta. Additionally, pasta with Beyond Eggs retains the rich and warm yellow color seen in fresh pasta.

FOOD SERVICE

Scratchin' eggs? Check. Omigod and anything else? Check. Beyond Eggs is a 100% replacement for those product formulations, and one that is significantly healthier and less expensive. It's better for the environment, too.



BAKED GOODS

You get functional equivalence and cost savings in one package. Functionally, Beyond Eggs mimics the foaming, emulsification, coagulation and color the traditional found in eggs. It's simple. Your baked goods don't change – but you definitely do. And, it's much better for the environment.

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

Visit www.hamptoncreekfoods.com/beyondeggs for more information



just
MAYO

Your favorite sandwich.
 With a spoonful of joy.

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

BEYOND EGGS
for cookies

Don't just bake cookies. Bake better cookies.

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

Best Laid Plans

Plant-based egg substitute could benefit millions of hens.
All Animals magazine, September/October 2013

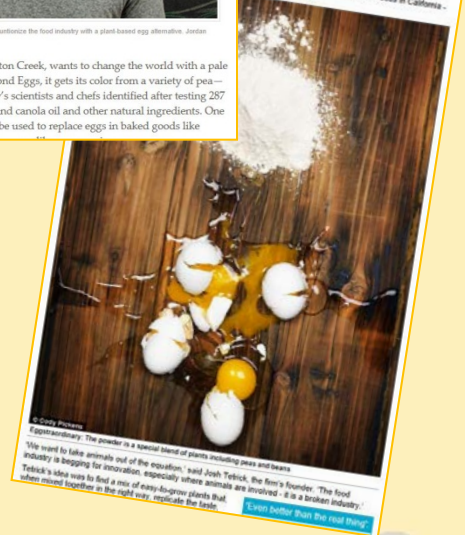


Hampton Creek CEO Josh Tetrick aims to revolutionize the food industry with a plant-based egg alternative. *Justin Viola/Hampton Creek*

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

made from PLANTS backed to revolutionize cooking Whole Foods

UPDATED: 04-15 09:11:11 September 2013
 14,040 shares
 266 likes
 In everything from cakes to mayonnaise – without a chicken and egg, called Beyond Eggs in Whole Foods in California – permeates worldwide.



Extraordinary. The powder is a special blend of plants including peas and beans. "We want to take animals out of the equation," said Josh Tetrick, the firm's founder. "The food industry is begging for innovation, especially where animals are involved. It is a broken industry." Tetrick's idea was to find a mix of easy-to-grow plants that, when mixed together in the right way, replicate the taste. *Even better than the real thing!*



incredible!

Beyond Eggs



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



Beyond Eggs

Overview

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

Technology

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



Beyond Eggs

Management

- Joshua Tetrick, CEO, has no experience with commercializing food products or even scaling a start-up to an ongoing venture.
- Mr. Tetrick's partner is a college buddy and was formerly a principal officer in HSUS.
- Johann Boot, chief technical officer and COO, is essentially running the show, but he is based in Holland and is onsite 1 week per month.
- Jackie Fera, VP Sales & Marketing, is ex-Unilever, but her career is in foodservice, not retail or food ingredients – the two areas that are critical for the success of the venture.
- The former advisor referred to the venture management as “amateur hour”.



Beyond Eggs

Production

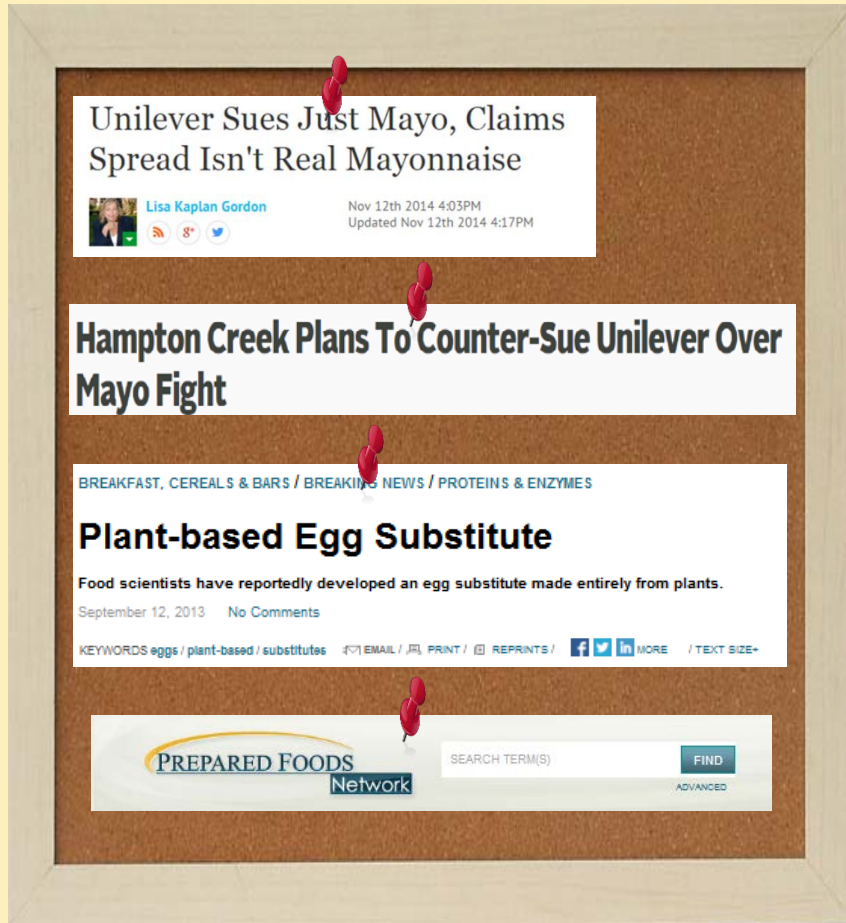
- Management was originally going to build a blending facility, but chose instead to have ingredients co-packed.
- The egg-free mayo, Just Mayo, is likely being co-packed by Ventura Foods (California).

Potential

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



Implications for the Industry



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



Review: Can *Beyond Egg* products fully substitute eggs?

Dr. Tong Wang, Professor of Food Science and Human Nutrition

Iowa State University

Dec 21, 2013

Request (e-mail) from Dr. Mitch Kanter:

- Review the patent, and give some general thoughts on what you find (state composition)
- Is it any different from any other egg replacer that's out there? Is there real novelty here (what others have not used)?
- Due diligence on the product and the prospects for its success
- Any insights would be helpful

Patent (WO 2013067453A1): Plant-based egg substitute and method of manufacture

Claim: A multifunctional whole egg substitute with similar functional and nutritional profiles as egg

Background: Hampton Creek Foods (CEO Josh Tetrick, culinary director of innovations and a former contestant on Bravo TV's Top Chef Chris Jones) recently released a new product, *Just Mayo* mayonnaise, and justified for creating a new egg replacer as low cholesterol and saturated fat; relieved the allergic to eggs problem; suitable for vegans, better for hen-handling and environment/humanitarian concerns; and better safety. A host of other products may be released and produced based on the *Beyond Egg's* patent claims and its wide range of product and formulation scopes. However, scientifically, can eggs be fully replaced without compromising the food functionality (composition, texture, sensory, and nutritional qualities)? This review attempts to cover these topics through a thorough literature review.

1. The Patent (WO 2013067453A1, Tetrick et al, 2013) composition claims to provide binding, moisturizing, leavening, creaminess, and/or emulsifying properties similar to an egg. The egg substitute comprises plant proteins, emulsifiers, oil, gum, polysaccharides, and many other ingredients, as listed below:

- Up to 80% protein; from various beans and peas (garbanzo, fava beans, yellow pea, sweet brown rice, rye, golden lentil, chana dal, soybean, sorghum, sprouted green lentil, du pung style lentil, and/or white lima bean), proteins from wheat, corns, peanut and canola;
- 5-15% fat; from garbanzo and fava beans (which contain very low level of lipids, 5 and 1.5%, respectively) and other beans, and from typical oilseeds;
- Bean flours;
- Choline;
- Lecithin – from various **plant** sources;
- Acids and bases: also serve as leavening agent;
- High fiber up to -15%, micronized corn bran;
- Gum (Ticalose of TIC gums, xanthan, or acacia gum) and starch (can be modified);
- Gypsum – coagulation and thickening;
- Egg taste (not by adding any chemical);
- Enzymes, similar or dissimilar (such as papain) to what are in eggs
- Coloring and flavoring agents

2. Composition and nutritional qualities of egg replacers compared to whole egg:

Egg replacers are generally divided to 3 categories: **plant protein based** (soy, wheat, pea, etc.), **wehey protein based**, and **carbohydrate or gum based**. Soy protein-based replacers are generally unacceptable because of the strong beany flavor. Gum/fiber-based replacers typically have poor functionalities due to the weak binding properties. Whey protein-based replacer may be most acceptable from the functionality point of view but it is an animal source protein.

From protein nutrition point of view, egg and dairy proteins have the highest quality. Proteins from egg, milk, soy and wheat have the Protein Digestibility Corrected Amino Acid Score (PDCAAS) of 118, 121, 91 and 42, respectively (Schaafsma, 2000). If legume flours are used as egg substitutes, the PDCAAS will be much lower. PDCAAS is a method of evaluating protein quality based on both the amino acid requirements of humans and their ability to digest it. The PDCAAS rating has been used by the US Food and Drug Administration (FDA) and the Food and Agricultural Organization of the United Nations/World Health Organization (FAO/WHO) as "the preferred 'best'" method to determine protein quality.

For the egg lipid component and quality, yolk lipid has unique nutritional properties. Although various egg replacer formulations contain lecithin (most likely soy or plant lecithin) and choline, if the lipids are not from marine and unique sources, they will most likely not contain docosahexanoic acid (DHA, 22:6, omega-3) and arachidonic acid (ARA, 20:4, omega-6). DHA and ARA are contained in egg yolk and they are extremely important and essential for infant or adult neural development and maintenance (Wijendran et al, 2002; Gibson et al, 1997). Egg phospholipid supplementation in preterm infants significantly reduces necrotic enterocolitis. The phospholipid vector seems to be the best vehicle for DHA transfer via brain-blood barrier, and lyso-PC form of DHA is 12-fold more actively taken up when compared to nonesterified DHA (Carlson et al., 1998). It has been suggested that Infant formula be supplemented with AA in amounts of at least the DHA quantity and be at 0.2 % - 0.5% of total fatty acids; and yolk lecithin seems to be an ideal choice to provide these unique essential nutrients.

3. Texture and sensory properties

Eggs are used as an ingredient in baked foods for several important functional properties, such as binding, leavening, tenderizing, volume, texture, stabilization, emulsification, foaming, coagulation, flavor, color and nutritional value. Texture and sensory qualities are the key parameters. Commercial egg replacers are promoted as capable of replacing egg "up to 100%" in the formulations. Such claims are potentially unrealistic considering the unique compositions and all the functionalities egg can provide.

Geera et al. (2011) used three egg replacers in making muffin and compared their performance to liquid and dried whole egg. The three egg replacers are representative of the 3 classes of replacers on the market: a replacer containing a mixture of soy flour, wheat gluten, corn syrup solids, alginate; a fiber type of replacer containing sugar cane fiber, xanthan gum and guar gum; and a whey protein concentrate replacer. These replacements are done at a level of 75% replacement for whole egg, because the researchers found that none of the egg replacers used could produce acceptable quality muffins at 100% replacement. The formula containing soy flour produced muffins with the highest off-flavor, least desirable overall flavor and most intense aftertaste, which were all considered to be unfavorable for desired product quality. Many others (Brewer et al. and Klein et al.) also reported the negative effects of incorporating soy flour into baked products (Geera, 2011). Ratnayake et al. (2012)

used the same set of treatments (3 replacers at 70 to 75% of replacement of the egg and two egg controls) in making yellow cake. It was again found that egg is critical to obtain the desired product quality characteristics. Partial replacement of egg with commercial egg replacers changed product characteristics, altering moisture retention, bulk density, color, texture and flavor. Again, among the five formulations of yellow cakes evaluated, the soy/wheat gluten-based egg replacer resulted in a less acceptable product, mainly due to the high levels of off flavor. These studies suggest that egg, as an ingredient, plays a critical role in determining the overall quality of baked goods.

Egg replacers composed of whey protein isolate, wheat starch, guar gum, xanthan gum or their blends were used to replace egg in making yellow cake (Kohrs et al, 2010). These replacers were used at the levels of 50% and 100% of the dried whole eggs. It was found that the blends containing whey protein performed the best, having the closest volume and texture measurement compared to the control. Even at 100% replacement, the 6 attributes of cake (crust stickiness, crumb color, springiness, moistness, firmness, and egg flavor) with the whey-based replacements were comparable to the control. Egg replacer from whey (Anonymous, 1985), Vari-Dairy Plus, was also used as egg white substitute that may replace up to 100% of the egg used in pancake waffle mixes, salad dressing or sherbet.

In reviewing the research efforts to reduce fat and cholesterol contents in salad dressing and mayonnaise, Ma and Boye (2013) reported the possibility of using plant-based ingredients or reduced-cholesterol egg yolk in the formulation of mayonnaise. They suggested that many other ingredients with different functional roles, such as gums, starches, emulsifiers, stabilizers, and fat replacers have to be used to maintain the original viscoelastic properties of dressing and mayonnaise. The studies examined by the authors evaluated the behavior of using plant-based proteins as emulsifiers to replace yolk. These proteins include soybean, lupin, pea, and wheat proteins as extensively summarized by Ma and Boye (2013). However, many ingredients have to be used to compensate egg's functionalities, and such use of additives creates a non-desirable labeling problem that is in direct conflict of "Clean Label" consumer trend.

4. Is this new patent any different from other egg replacers, and is there real novelty?

The main components in the WO 2013067453A1 patent have been used elsewhere, except for the oils from garbanzo and fava beans and other beans that are not oilseed materials. Typical non-oilseed beans contain very low level of oil (<5%) compared to about 22% in soybeans.

Several patents from Bodor et al. as listed in reference section describe egg replacers that are mainly **soy protein based** and are for preparing bakery products. Their replacer may contain 35-85% protein (soy protein at >50% of total protein, and egg white), 10-50% vegetable oil, 0.5-5% stearyl lactylate, 0.5-15% carbohydrate and, optionally vegetable lecithin (Bodor, 2008). Bodor et al. (2005) and Bodor (2005) also patented egg replacers that are made of 35-85% protein (soy protein at >50% total protein, milk protein, and optionally egg white protein). Bodor et al. (2007) further patented egg-free mayonnaise product that has specified amount of oil and combined soy (SPI) and whey proteins.

A whole egg replacer could be prepared by combining protein material, i.e. **sesame flour**, oil and salt, food grade emulsifier, pre-gelatinized starch, gum, and texturizing agents (alginates and/or carrageenan) to form a whole egg replacer (Lynn, 1977). An egg yolk substitute by Jowett (1986) is composed of undenatured functional **proteins of dairy and soybean** of at least 88% purity and an oil. An egg substitute formulation based on **wheat protein isolate** and emulsifier was reported by Elmusa et al. (2012). Egg replacer with **full-fat soybean flour** and an emulsifying agent was reported by Satou et al.

(2011). A patent from Roca (2012) illustrates an egg replacer comprises egg albumen, **vegetable protein isolate**, egg flavor, dye colorant etc. A patent by Li (2013) revealed an egg substitute comprising **wheat protein**, emulsifiers, oil with 20-50°C melting point, and polysaccharides as egg yolk substitute. Supplementary proteins, such as milk, soybean, **peanut, sunflower**, wheat protein isolate and **hydrolyzed wheat protein** can be used.

Therefore, 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).

5. Competitors - commercial products:

Fiber based: Ener-G egg is formulated strictly for baking and it is free of gluten, wheat, casein, dairy, yeast, egg, soy, nut with low or no sodium. Its carbohydrate-based composition (potato starch, tapioca flour, leavening, cellulose gum, modified cellulose) makes it have poor performance for binding. This egg replacer may have used a patented fiber composition (Lungberg and Huppert, 2013) that is used as an ingredient in making dairy-containing products, especially cheeses, cheese spreads, etc. This highly refined cellulosic material (e.g., cellulose, modified celluloses, derivatized celluloses, hemicellulose, lignin, etc.) may replace shortenings and fats and oils.

Plant protein based: Pea protein egg replacer has been introduced in making bakery products by the USA Dry Pea and Lentil Council (www.pea-lentil.com). Natural Products, Inc's **Scotsman Mills** products (Blue 100 Whole Egg Replacer) is a soy-based egg replacement system designed to maximize savings and deliver equivalent functionality as whole eggs (powder or liquid) in a variety of sweet baked products. **Honeyville's Powdered Gold Egg Substitute** provides a low cost alternative for baking. This is a wheat and soy-based egg replacement used for baked goods including waffles, cookies, cake donuts, brownies, pancakes and more. **Bob's Red Mill egg Replacer** contains whole soy flour, wheat gluten, corn syrup solids, etc.

Dairy protein based: Eggstend 220 and 300 (Parmalat Ingredients, Ontario, Canada) are claimed as new egg replacer products but their composition information is very limited. From indirect literature, Eggstend 300 seems to contain 57% whey protein concentrate.

6. Final comments:

Because of the versatile functional and nutritional properties of egg, it will be extremely difficult or impossible 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.

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From: [Jerry Smiley](#)
To: [Amanda Ferencz](#); [Elisa Maloberti](#); [John Howeth](#)
Subject: Unilever sues Hampton Creek Foods for false advertising
Date: Monday, November 10, 2014 2:29:54 PM

I am surprised it took this long.

Regards,

Jerry Smiley

Partner

Strategic Growth Partners, Inc.

760 Rosedale Avenue

Roselle, Illinois 60172

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Unilever sues Hampton Creek Foods for false advertising

Just Mayo is masquerading as a mayonnaise and stealing market share from Hellman's

By [Elaine Watson+](#) | 09-Nov-2014

Unilever has filed a lawsuit against Hampton Creek Foods accusing it of falsely advertising its egg-free Just Mayo spread and causing “irreparable harm” to Unilever's Hellman's mayonnaise brand and the category as a whole.

In the lawsuit*, filed in New Jersey on October 31, Unilever says the federal standard of identity for mayonnaise ([21.CFR.169.140](#)) stipulates that it must contain “one or more... egg yolk-containing ingredients”. Under the section entitled ‘nomenclature, it says: “The name of the food is ‘Mayonnaise’.”

It adds: “Under federal regulations, common dictionary definitions and as consumers understand it, mayonnaise or ‘mayo’ is a product that contains eggs.”

But Just Mayo - made from canola oil, yellow pea protein and other ingredients - is “not mayonnaise at all”, says the lawsuit, which accuses Hampton Creek of false advertising under the Lanham Act, violation of the New Jersey Fraud Act, and breaching unfair competition laws in multiple states.

Just Mayo already is stealing market share from Hellman's

Moreover, Just Mayo, which features an egg-shaped image on its label, and is referred to as ‘mayo’ and ‘mayonnaise’ in some marketing materials, does not taste or perform like ‘real’ mayonnaise, claims Unilever.

The false and deceptive product name, packaging and advertising “damages the entire[mayonnaise] product category”, and has “already caused consumer deception and serious irreparable harm to Unilever”, alleges the lawsuit, which is seeking an injunction to block the sale of the product, along with damages.

“On information and belief, Just Mayo already is stealing market share from Hellmann's.”

Josh Tetrick: I have a ton of respect for [Unilever CEO] Paul Polman as a leader

So what does [Hampton Creek Foods](#) make of the lawsuit?

Speaking to FoodNavigator-USA on Saturday, CEO Josh Tetrick said he had taken legal advice when developing the Just Mayo name and noted that the standard of identity explicitly refers to 'mayonnaise', not 'mayo', which, he noted, is also used by other vegan spreads such as Boulder Brands' Earth Balance egg-free '[Mindful Mayo](#)'.

Given that he greatly admired Unilever CEO Paul Polman and had received positive feedback about his business from senior executives at Unilever as recently as this week, the lawsuit was dispiriting, said Tetrick, who said he was not clear if Polman had personally sanctioned it.

He added: *"I have a ton of respect for Paul as a leader. He's also been very public about how sustainable food will 'require completely new business models', so I find this a bit odd.*

"Unilever itself has tried to make egg-free mayo, without much success, and maybe I'm being naïve, but I feel sure that if Paul were aware of this lawsuit that he would pause for a moment and ask, is this who we really are?"

It's not that eggs are bad, it's the industrial scale production of them is the problem

As for consumer deception, while Just Mayo does not shout about its egg-free credentials on the front of pack, few consumers familiar with the brand or with Hampton Creek were probably unaware that it was egg-free, given that the whole rationale behind the product stemmed from Tetrick's well-publicized dislike of industrialized egg production, he said.

"It's not that eggs are bad, it's the industrial scale production of them is the problem. I would encourage people to buy free range eggs. But they are significantly more expensive, and if we want to feed 9.3bn people by 2050, switching to free-range eggs is not the answer to the problem.

"It's about land, water, and animal welfare. Today, in the US, if you are using chicken egg in an industrial food product its origin will have been in a hatchery; you cannot make an industrial-scale mayo without participating in that process. And I think folks are pretty aware of our views on this."

But why didn't he just call his product 'vegan spread' or something else?

He said: *"We like the way Just Mayo rolls off the tongue and we believe we are on the straight and narrow, legally. But this isn't about legal technicalities. The bottom line is we do not solve big problems in the food industry unless we get out of these antiquated boxes we have stuck ourselves in."*

Corporate bullying?

From a PR perspective meanwhile, the case has already prompted a backlash against Unilever, which is being painted as a "corporate bully" in a [petition](#) on change.org endorsed by the Travel Channel's Andrew Zimmern urging it to "focus more on creating a better world rather than preventing others from trying to do so".

Unilever, adds the petition, is "relying on an archaic standard of identity regulation that was created before World War II" while Hampton Creek is using plants to "reduce greenhouse gas emissions" and "end the cruel treatment of animals".

One commentator supporting the petition said: *"Unilever, don't be silly. This lawsuit just makes you look foolish."*

Ivan Wasserman, partner in the Washington DC office at law firm Manatt, Phelps and Phillips, told FoodNavigator-USA: *"Even if they are right, big companies have to think of the potential PR ramifications before suing smaller ones. In David and Goliath battles, generally very few root for Goliath."*

Legal questions

David Biderman, a partner in Perkins Coie's Consumer Class Action Defense practice, told us that aside from whether Hampton Creek is violating the standard of identity (is mayo distinct from mayonnaise?) Unilever "is going to need to show the Just Mayo product is misleading to a reasonable consumer".

And he added: *"And because the terms 'mayo' and 'mayonnaise' are used interchangeably, Unilever is going to say this is indisputable. Hampton Creek will argue that its name is so closely*

associated with being an egg free company that consumers are not confused. I would expect a battle of the consumer survey experts in bringing this to the judge."

'Using plants to make food better'

San Francisco-based Hampton Creek Foods, which has attracted a significant amount of venture capital, talent and publicity in the past 18 months, has been systematically screening thousands of plants with a 'laser-like focus on functionality' to identify those with properties from coagulation, emulsification and aeration to coloring and sweetening.

However, it is best-known for Just Mayo, which has secured shelf-space at a number of leading retailers including Walmart, Dollar Tree, Costco, Safeway, Kroger and Whole Foods.

Its second retail product, 'Just Cookie Dough' - a sorghum-based refrigerated cookie dough - has just launched in Whole Foods and Costco, while 'Just Scrambled' (like Egg Beaters - minus the egg) will follow next year. It is also in talks with a clutch of tier one food manufacturers about using its plant-based products as ingredients in a wide range of foods.

But its ambitions go far beyond egg substitutes, communications director Morgan Oliveira told FoodNavigator-USA in a [recent interview](#) .

"It's about using plants to make food better, in a totally unique way from any other company out there today. We're screening 400,000+ plants from around the world to [help us make] food tastier, more sustainable, more convenient, more affordable, and healthier. Today it may be mayo and cookie dough, but we're also looking at food dyes, trans fats, and even sugar."

FoodNavigator-USA has reached out to Unilever and will add its comments when it receives a response.

*The case is Conopco Inc (doing business as Unilever) vs Hampton Creek, Inc, 14-cv-06856.

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From: Hayes, Katie
To: [Mitch Kanter](#); [Tia Rains](#); [Anna Shlachter](#)
Subject: Unilever Sues Hampton Creek Over Just Mayo
Date: Wednesday, November 12, 2014 11:34:09 AM

Hi all – You may have already seen this article, but wanted to make sure you were in the loop as well. Thanks!

From: Humbel, Leslie
Sent: Tuesday, November 11, 2014 10:17 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

From: [Jerry Smiley](#)
To: [John Howeth](#); [Elisa Maloberti](#)
Subject: "We're not in business just to sell products to vegans in Northern California"
Date: Friday, September 13, 2013 10:59:01 AM
Attachments: [image007.jpg](#)
[image008.jpg](#)
[image009.jpg](#)

FYI.

Regards,

Jerry Smiley
Partner

Strategic Growth Partners, Inc.
760 Rosedale Avenue
Roselle, Illinois 60172
630-893-8399 (
630-899-9488 È

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'We're not in business just to sell products to vegans in Northern California'

By Elaine Watson+ <<https://plus.google.com/100831392931992601871?rel=author>> | Food Navigator
| 13-Sep-2013

Egg replacers have been around for years, acknowledges the entrepreneur who has persuaded everyone from Bill Gates to the co-founder of PayPal to part with some serious cash to fund his plant-based alternatives. "But wait till you try ours."

Press coverage of the 'plant egg' developed by start-up Hampton Creek Foods has focused on 33-year-old founder Josh Tetrick's belief that industrialized egg production is cruel and environmentally unsustainable.

It has to be affordable, as well as better and more sustainable

But Tetrick did not set up Hampton Creek Foods "just to sell products to vegans in Northern California", he told FoodNavigator-USA. "It has to be affordable."

Josh Tetrick: We have a laser-like focus on functionality. We're not obsessed with eggs, we're obsessed with coagulation, emulsification or aeration

His mission is simple: Make plant-based egg replacers (the b2b and b2c brand is 'Beyond Eggs') so effective that the world's leading food manufacturers will come to adopt them as standard in everything

from salad dressings to cookies, mayo, muffins and pound cakes.

And these firms won't buy his products unless they are better and cheaper than eggs, distressing though pictures of battery chickens and concerns about feeding the planet in 2050 might be, acknowledges Tetrick, who has a degree in sociology & government from Cornell and a graduate degree in law from the University of Michigan Law School.

"The reason we've got agreements from two Fortune 500 companies [to use it] is because it's better than what's already out there, and it's cheaper. Manufacturers were telling us that existing egg replacers for bakery in particular were not up to the mark."

The reason we've already got agreements from two Fortune 500 companies is because our products are better than what's already out there

A retail product coming to the market shortly is Beyond Eggs for Cookies. This comes in a powder. You add water and then use instead of egg in cookie recipes

And while the PR buzz right now is about forthcoming retail products coming to a Whole Foods store near you such as 'Just Mayo' (mayo alternative in a jar), 'Beyond Eggs for Cookies' (a powder you can mix with water), 'Eat the Dough' (a refrigerated cookie dough) and 'Just Scrambled' (like Egg Beaters - minus the egg), Tetrick's primary goal is targeting industrial users of egg.

"Our product is cheaper than egg, and just as good, if not better at replicating its functionality. It's 18% cheaper, and as volumes increase, it's going to get even cheaper than battery eggs.

"Ultimately I want it to be 40-50% cheaper and my customers to be in rural China, Nigeria and Birmingham Alabama as well as New York City and San Francisco."

We're not obsessed with eggs, we're obsessed with coagulation, emulsification, aeration...

So what's the recipe? And how come Tetrick - who has no background in food science - has managed to come up with something better than food giants from Tate & Lyle to Arla, Kerry, Penford and Glanbia, who have been selling egg replacers for years?

The secret to the firm's success, says Tetrick - who recruited former Unilever Food Solutions global R&D director Johan Boot to his team early last year - has been the systematic analysis of hundreds of varieties of plants to identify those that can replicate the function of egg in any given application.

The net result is a suite of products that are custom-designed for specific applications, adds Tetrick, who has assembled a crack team of food scientists, chemists, molecular biophysicists, biochemists and Chris Jones, the former Chef de Cuisine at Homaru Canto's Moto restaurant in Chicago, to create the ultimate egg replacer.

"We have a laser-like focus on functionality. We're not obsessed with eggs, we're obsessed with coagulation, emulsification or aeration."

We weren't blindly walking through the forest to see what works

So some products will have just one ingredient - notably an undisclosed 'bean' native to Asia that coagulates with heat and 'scrambles' just like an egg, while others may have a combination of plant proteins, starches and gums, he says.

And while what he's doing is very much a science experiment, the ingredients label of his products won't look like one, he stresses.

"The ingredients will be recognizable, peas, beans, sorghum and some others. We've been exploring more than 1,500 ingredients, and found 11 that are really powerful, but they are sub-species of sub-species that when processed in a particular way have the functionality we want.

"Take green peas. There are so many varieties and each has a radically different impact on the end product, but we've identified one type that is unbelievably functional and a species of sorghum that works in a very particular way.

"We've mostly had to develop new supply chains to source [some of our ingredients]. And develop novel manufacturing techniques to process them, mostly around heat and pressure."

The R&D approach has been systematic, he added: "We weren't blindly walking through the forest to see what works. We looked at the molecular weight of these different plant proteins and processed them using heat and pressure to get the functionality we wanted."

It's not that eggs are bad, but the industrial scale production of them is the problem

One of the first retail products will be Just Mayo, debuting in Whole Foods stores this month

Tetrick, who gave Bill Gates and former UK Prime Minister Tony Blair a blind taste test of muffins made with real eggs vs. his Beyond Eggs ingredient (neither could tell the difference) at a Khosla Ventures conference for investors last year, says convincing investors to give him a chance was not as tough as he feared it might be.

"It's not that eggs are bad, but the industrial scale production of them is the problem. I would encourage people to buy free range eggs. But they are significantly expensive, and if we want to feed 9.3bn people by 2050, switching to free range eggs is not the answer to the problem."

And investors - as well as big industrial buyers of egg - get this, he says, because anyone that has done the math can see that the economics of animal protein production are only going to get more challenging, and plant-based proteins that can deliver are where the smart money is.

Nevertheless, walking out of a meeting with Vinod Khosla (the founder of Sun Microsystems) with \$500,000 to pump into his start-up was still pretty thrilling, says Tetrick: "I still have to pinch myself sometimes."

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From: [Mitch Kanter](#)
To: ["Joanne Ivy"; Kevin Burkum](#)
Subject: RE: just mayo
Date: Friday, September 20, 2013 3:50:43 PM

Interesting. The plot thickens.

From: Joanne Ivy [mailto:(b) (6)@aol.com]
Sent: Friday, September 20, 2013 2:49 PM
To: Mitch Kanter; Kevin Burkum
Subject: Re: just mayo

FYI

Sent from my iPad

On Sep 20, 2013, at 4:03 PM, Dean Hughson (b) (6)@gmail.com> wrote:

You probably know that Michael Shevi (formerly Primera) owns the pea protein company up in Minnesota. They have failed to get it to sell well..basically pea protein is limited. Our mutual friend Simon Shane (who i kidded about being quoted by Hampton) thinks they are a scam and I believe it also.....just hustling the 'green people' for development money. Their product won't stand up.

I am coming in to S. Africa on monday...sorry I am late. Japanese threw a meeting on me for saturday this week. See you soon friend. Dean

On Fri, Sep 20, 2013 at 8:57 AM, Joanne Ivy (b) (6)@aol.com> wrote:
Thanks for forwarding. They still have not provided a full nutrient label. I want to see for myself how natural is the product. Joanne

Sent from my iPad

On Sep 20, 2013, at 3:44 PM, Dean Hughson (b) (6)@gmail.com> wrote:

<http://www.pymnts.com/news/businesswire-feed/2013/september/20/hampton-creek-named-by-bill-gates-as-one-of-three-companies-shaping-the-future-of-food-debuts-first-product-at-whole-foods-market-20130920005149>

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Dean Hughson, COO
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fax 801-846-2314

<https://www.facebook.com/pages/Henningsen-Foods-Inc/132331130144818>

From: [Howard Magwire](#)
To: [Joanne Ivy](#)
Cc: [Elisa Maloberti](#)
Subject: Re: mayonnaise/salad dressing standards of identity
Date: Thursday, November 20, 2014 10:57:33 AM
Attachments: [image007.png](#)
[image006.png](#)
[image001.png](#)
[image012.png](#)
[image011.jpg](#)
[image002.png](#)
[image005.png](#)
[image009.png](#)
[image008.png](#)
[image004.png](#)
[image003.png](#)
[image010.png](#)

Joanne,

Great response! UEP probably is not interested in any more lawsuits, but they could approach FDA. Have you brought it up with Chad? Randy and Oscar have good contacts at FDA, including with Mike Taylor.

Howard

On Thu, Nov 20, 2014 at 10:52 AM, Joanne Ivy <Jlvy@aeb.org> wrote:

Howard: I just got off the phone with a guy working with the Unilever case with Hampton Creek. He wanted me to say that we supported Unilever in this lawsuit against Hampton Creek, but I told him that we could not take a position. However, since the regulation requires egg in mayo and their product does not, I said that they should make sure that FDA is aware to address this situation. I feel sure they are aware, but maybe they need to be pushed. He also asked for a spokesperson and I said that we are not able to provide a spokesperson, but he may want to contact his egg supplier, because possibly someone with that company would be willing to talk about the benefits of real egg in mayo and false advertising with a none egg product. Just a thought. Joanne

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

American Egg Board

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From: Howard Magwire [mailto:(b) (6)]
Sent: Thursday, November 20, 2014 9:41 AM
To: Elisa Maloberti

Cc: Joanne Ivy
Subject: Re: mayonnaise/salad dressing standards of identity

Elisa,

These products should not be called mayonnaise nor should it be implied that they are mayonnaise by shortening the the identity to just "mayo." I was pleased to see that Unilever is taking them on in this regard.

Howard

On Wed, Nov 19, 2014 at 3:18 PM, Elisa Maloberti <EMaloberti@aeb.org> wrote:

Hi Howard,

While looking at the standard of identity for Mayonnaise & Salad dressings, I noticed that they now both require egg ingredients.

Am I reading that correctly? We're trying to figure out how egg-less mayonnaise products are getting away with calling themselves mayonnaise.

Here's the link to CFR for Mayo & Salad Dressings. <http://www.ecfr.gov/cgi-bin/text-idx?SID=ae5cb085b3ead834b5034f8e22e80a3e&node=21:2.0.1.1.41&rqn=div5#21:2.0.1.1.41.2.1.2>

Thanks in advance,

Elisa

Elisa Maloberti | *Director of Egg Product Marketing*

American Egg Board

☎ [847.296.7043](tel:847.296.7043) | 📠 [224.563.3711](tel:224.563.3711)

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From: [Mitch Kanter](#)
To: [Jensen, Elizabeth \(Schreiber\)](#)
Cc: [Joanne Ivy](#); [Kevin Burkum](#); [Anna Shlachter](#); [Kristin Livermore](#); [Maher, Missy](#); [Grosshandler, Jennifer](#); [Byers, Kate](#); [Torvik, Erika](#); [Englert, Jenny](#); [Liuzzi, Andrew](#)
Subject: RE: Media request Mitch
Date: Thursday, December 12, 2013 10:05:00 PM

Reads well. I think you can add something about the 13 vitamins and minerals in an egg. That it is called out in the 2010 Dietary Guidelines as an excellent nutrient dense food; that it provides great nutrition for only 70 kcals and 15 cents per egg. That it is a food source that is being employed in third world countries to nourish people who are protein malnourished. That no egg replacer we're aware of can do that. Also that egg farmers have worked to improve the environment of the hens to the extent that hens are now as productive as they've ever been. That they produce more eggs and remain healthier longer than at any time in the past.

Also, don't know that you want to go this route, but there is nothing particularly new about egg replacers. They have been around for quite some time. So other than the PR spin that BE has employed there does not seem to be anything particularly novel about this egg replacer.
Mitch

From: Jensen, Elizabeth (Schreiber) [elizabeth.jensen@edelman.com]
Sent: Thursday, December 12, 2013 8:55 PM
To: Mitch Kanter
Cc: Joanne Ivy; Kevin Burkum; Anna Shlachter; Kristin Livermore; Maher, Missy; Grosshandler, Jennifer; Byers, Kate; Torvik, Erika; Englert, Jenny; Liuzzi, Andrew
Subject: RE: Media request Mitch

Thank you Mitch. Joanne – let us know your thoughts. In the meantime, we went ahead and drafted the attached statement from Mitch to share with the show's producer. He is hoping to hear back as soon as possible so if we can get back to him tomorrow that would be great.

Thank you!

From: Mitch Kanter [mailto:MKanter@eggnutritioncenter.org]
Sent: Thursday, December 12, 2013 6:02 PM
To: Jensen, Elizabeth (Schreiber)
Cc: Joanne Ivy; Kevin Burkum; Anna Shlachter; Kristin Livermore; Maher, Missy; Grosshandler, Jennifer; Byers, Kate; Torvik, Erika; Englert, Jenny; Liuzzi, Andrew
Subject: Re: Media request Mitch

I'm ok with whatever you suggest. I like street fights myself. Would love to talk a little nutrition with Josh. But I understand the risks.

Please have Joanne weigh on with a perspective, and I'll do whatever you suggest.

Sent from my iPhone

On Dec 12, 2013, at 4:26 PM, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com> wrote:

Hi Mitch,

Kate shared the email below, and we followed up on the opportunity with Aljazeera America, which is a TV news show that airs on Current TV. We spoke with the producer and learned that they would like to conduct a live interview with you, a moderator and

Hampton Creek Foods guest who is to be determined (potentially Josh Tetrick himself). The interview would be focused on the topic of nutrition, comparing Beyond Eggs to shell eggs, but also a discussion of the industry as a whole (i.e., if Beyond Eggs takes off, how it could change distribution, demand etc.).

We recommend declining on this interview opportunity as there is too much risk involved – this could be the “street fight” Tetrick is looking for. In its place, we recommend providing the reporter with a written statement outlining our position. There is always the chance that not participating and providing a statement could be used against us but it’s the lesser of two evils. Please let us know if you have any questions or if you’d like to hop on the phone to further discuss.

Best,
Elizabeth

From: Mitch Kanter [<mailto:MKanter@eggnutritioncenter.org>]
Sent: Thursday, December 12, 2013 9:16 AM
To: Anna Shlachter; Grosshandler, Jennifer; Byers, Kate
Cc: Joanne Ivy
Subject: FW: Media request Mitch

Thanks for forwarding Anna.

Jennifer/Kate-is this something you could/should vet for us? I'm happy to talk to them. Maybe having you get back to them first would give us a chance to see what kind of interview they have in mind.

Who says I didn't learn anything at media training the other day?
Mitch

From: Anna Shlachter
Sent: Thursday, December 12, 2013 7:57 AM
To: Mitch Kanter
Subject: Media request Mitch

Someone from Aljazeera America called yesterday about the Egg Replacers and Egg Nutrition. Laurenz Peter # 646-706-2747 is his number. He was wondering if you would be on a segment (that would also have a second person but he wouldn't say who just that the person would have another view)...which sounds fishy. http://america.aljazeera.com/?utm_source=google&utm_medium=cpc&utm_campaign=MS&utm_term=al%20jazeera%20america

Just passing the info along

Anna Shlachter, MS, RDN, LDN | *Program Manager Nutrition Education & Communications*
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[<image001.jpg>](#) [<image002.jpg>](#) [<image003.png>](#) [<image004.png>](#)

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From: [Maher, Missy](#)
To: [Joanne Ivy](#); [Jensen, Elizabeth \(Schreiber\)](#)
Cc: [Mitch Kanter](#); [Kevin Burkum](#); [Anna Shlachter](#); [Kristin Livermore](#); [Grosshandler, Jennifer](#); [Byers, Kate](#); [Torvik, Erika](#); [Englert, Jenny](#); [Liuzzi, Andrew](#)
Subject: RE: Media request Mitch
Date: Friday, December 13, 2013 11:44:31 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

I like it because it sounds so plastic :)

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

From: Joanne Ivy <Jlvy@aeb.org>
Date: 12/13/2013 10:02 AM (GMT-06:00)
To: "Maher, Missy" <Missy.Maier@edelman.com>, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com>
Cc: Mitch Kanter <MKanter@eggnutritioncenter.org>, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com>, Kevin Burkum <KBurkum@aeb.org>, Anna Shlachter <AShlachter@eggnutritioncenter.org>, Kristin Livermore <KLivermore@aeb.org>, "Grosshandler, Jennifer" <Jennifer.Grosshandler@edelman.com>, "Byers, Kate" <Kate.Byers@edelman.com>, "Torvik, Erika" <Erika.Torvik@edelman.com>, "Englert, Jenny" <Jenny.Englert@edelman.com>, "Liuzzi, Andrew" <Andrew.Liuzzi@edelman.com>
Subject: RE: Media request Mitch

Missy, The more I think about it I would assume that the audience is not going to know the term/definition of an egg replacer for food manufacturing. This is common language for manufacturers to refer to an ingredient that is sold to emulate the functionalities of REAL eggs. So maybe for this statement, we should just stick to the term "synthetic" or "synthetic egg replacer." The term, egg replacer, would probably be confusing and not have the same impact on the audience. Joanne

Joanne C. Ivy, CAE | *President & CEO*
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From: Maier, Missy [mailto:Missy.Maier@edelman.com]
Sent: Friday, December 13, 2013 9:18 AM
To: Joanne Ivy; Jensen, Elizabeth (Schreiber)
Cc: Mitch Kanter; Jensen, Elizabeth (Schreiber); Kevin Burkum; Anna Shlachter; Kristin Livermore; Grosshandler, Jennifer; Byers, Kate; Torvik, Erika; Englert, Jenny; Liuzzi, Andrew
Subject: RE: Media request Mitch

Are we not calling them synthetic eggs? I kind of liked that too.

From: Joanne Ivy [mailto:Jlvy@aeb.org]
Sent: Friday, December 13, 2013 9:16 AM
To: Jensen, Elizabeth (Schreiber)
Cc: Mitch Kanter; Jensen, Elizabeth (Schreiber); Kevin Burkum; Anna Shlachter; Kristin Livermore; Maier, Missy; Grosshandler, Jennifer; Byers, Kate; Torvik, Erika; Englert, Jenny; Liuzzi, Andrew
Subject: Re: Media request Mitch

Thanks. I look forward to seeing the revised statement. As Mitch suggested, I think it is important to note that plant-based egg replacers, like Beyond Egg, have been around for years. Nothing really new!

Sent from my iPhone

On Dec 13, 2013, at 9:12 AM, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com> wrote:

Thank you. Sounds good. We will make Mitch's suggested tweaks and send back for one final look before sharing with

the producer. Thank you!

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

From: Joanne Ivy <Jivy@aeb.org>

Date:

To: Mitch Kanter <MKanter@eggnutritioncenter.org>

Cc: "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com>, Kevin Burkum <KBurkum@aeb.org>, Anna Shlachter <AShlachter@eggnutritioncenter.org>, Kristin Livermore <KLivermore@aeb.org>, "Maher, Missy" <Missy.Maher@edelman.com>, "Grosshandler, Jennifer" <Jennifer.Grosshandler@edelman.com>, "Byers, Kate" <Kate.Byers@edelman.com>, "Torvik, Erika" <Erika.Torvik@edelman.com>, "Englert, Jenny" <Jenny.Englert@edelman.com>, "Liuzzi, Andrew" <Andrew.Liuzzi@edelman.com>

Subject: Re: Media request Mitch

Mitch, I got the impression that you would wanted to take on Josh, but since you are not advocating to do an on air interview, I think we all agree that it is best not to engage Josh in a debate particularly since we know they will be concentrating their discussion around egg production and animal cruelty.

Elizabeth, we will just send the statement. Joanne

Sent from my iPad

On Dec 12, 2013, at 11:41 PM, "Mitch Kanter" <MKanter@eggnutritioncenter.org> wrote:

Ok. I can talk most any time tomorrow. Agree that it is probably safer to not engage in an on air debate. So I'm not advocating for that. But I can speak to you most any time tomorrow
Mitch
Sent from my iPhone

On Dec 12, 2013, at 9:52 PM, "Joanne Ivy" <Jivy@aeb.org> wrote:

Mitch, if anyone could take on a Josh comparing the nutrition value of Real eggs compared to Beyond Eggs, you could. You would definitely win! However, I feel sure the interview would concentrate on egg production and animal welfare. This is a very controversial and emotional area, and I feel sure Josh would welcome this as an opportunity to pick a public fight. Do you feel comfortable debating Josh on this sensitive topic?

My only concern is by not participating it would give a more negative impression for egg industry.

Mitch, it may be safer to send the statement of our position. If you have time tomorrow let's talk before we make a final decision. Joanne

Sent from my iPad

On Dec 12, 2013, at 9:55 PM, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com> wrote:

Thank you Mitch. Joanne – let us know your thoughts. In the meantime, we went ahead and drafted the attached statement from Mitch to share with the show's producer. He is hoping to hear back as soon as possible so if we can get back to him tomorrow that would be great.

Thank you!

From: Mitch Kanter [<mailto:MKanter@eggnutritioncenter.org>]
Sent: Thursday, December 12, 2013 6:02 PM
To: Jensen, Elizabeth (Schreiber)

Cc: Joanne Ivy; Kevin Burkum; Anna Shlachter; Kristin Livermore; Maher, Missy; Grosshandler, Jennifer; Byers, Kate; Torvik, Erika; Englert, Jenny; Liuzzi, Andrew
Subject: Re: Media request Mitch

I'm ok with whatever you suggest. I like street fights myself. Would love to talk a little nutrition with Josh. But I understand the risks.
Please have Joanne weigh in with a perspective, and I'll do whatever you suggest.

Sent from my iPhone

On Dec 12, 2013, at 4:26 PM, "Jensen, Elizabeth (Schreiber)"
<elizabeth.jensen@edelman.com> wrote:

Hi Mitch,

Kate shared the email below, and we followed up on the opportunity with Aljazeera America, which is a TV news show that airs on Current TV. We spoke with the producer and learned that they would like to conduct a live interview with you, a moderator and Hampton Creek Foods guest who is to be determined (potentially Josh Tetrick himself). The interview would be focused on the topic of nutrition, comparing Beyond Eggs to shell eggs, but also a discussion of the industry as a whole (e., if Beyond Eggs takes off, how it could change distribution, demand etc.).

We recommend declining on this interview opportunity as there is too much risk involved – this could be the “street fight” Tetrick is looking for. In its place, we recommend providing the reporter with a written statement outlining our position. There is always the chance that not participating and providing a statement could be used against us but it's the lesser of two evils. Please let us know if you have any questions or if you'd like to hop on the phone to further discuss.

Best,
Elizabeth

From: Mitch Kanter [<mailto:MKanter@eggnutritioncenter.org>]
Sent: Thursday, December 12, 2013 9:16 AM
To: Anna Shlachter; Grosshandler, Jennifer; Byers, Kate
Cc: Joanne Ivy
Subject: FW: Media request Mitch

Thanks for forwarding Anna.

Jennifer/Kate-is this something you could/should vet for us? I'm happy to talk to them. Maybe having you get back to them first would give us a chance to see what kind of interview they have in mind.

Who says I didn't learn anything at media training the other day?
Mitch

From: Anna Shlachter
Sent: Thursday, December 12, 2013 7:57 AM
To: Mitch Kanter
Subject: Media request Mitch

Someone from Aljazeera America called yesterday about the Egg Replacers and Egg Nutrition. Laurenz Peter # 646-706-2747 is his number. He was wondering if you would be on a segment

(that would also have a second person but he wouldn't say who just that the person would have another view)...which sounds fishy. http://america.aljazeera.com/?utm_source=google&utm_medium=cpc&utm_campaign=MS&utm_term=al%20jazeera%20america

Just passing the info along

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

Egg Nutrition Center

☎ 224.563.3721 | ☎ (b) (6) | ☎ 847.768.7055

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

EggNutritionCenter.org

<image001.jpg>

<image002.jpg> <image003.png> <image004.png>

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<Aljazeera America statement 12 12 13.docx>

From: [Elisa Maloberti](#)
To: ["Knight, Jacque"](#)
Subject: RE: Membership with The Association for Dressings & Sauces (ADS)
Date: Wednesday, September 26, 2012 2:25:18 PM

Jacque,

American Egg Board is interested in learning more about ADS, specifically the format and content of the technical meeting. We would like to develop a partnership with ADS so that we may be able to share egg educational opportunities with your membership.

Elisa

From: Knight, Jacque [<mailto:JKnight@kellencompany.com>]
Sent: Wednesday, September 26, 2012 1:16 PM
To: Elisa Maloberti
Subject: RE: Membership with The Association for Dressings & Sauces (ADS)

Thanks Elisa. Out of curiosity, can you share your thinking on why you want to attend the Technical Meeting rather than the Annual Meeting?

Just for consideration, the Board of Directors will be evaluating whether the Egg Board is eligible for ADS membership at their October meeting. As noted before, we do not currently have a provision in the ADS Bylaws for trade groups/associations. The Executive Committee previously approved your attendance at the Annual Meeting. If it is determined that the Egg Board is not eligible for ADS membership, a representative of the Egg Board would not be able to attend the Technical Meeting. I just wanted you to be aware.

J.

From: Elisa Maloberti [<mailto:EMaloberti@aeb.org>]
Sent: Wednesday, September 26, 2012 12:51 PM
To: Knight, Jacque
Subject: RE: Membership with The Association for Dressings & Sauces (ADS)

Hi Jacque,

Based on our earlier conversations, we'll pass up the annual meeting and plan to attend the 2013 spring technical conference.

Thanks for checking in.

Elisa

American Egg Board

From: Knight, Jacque [<mailto:JKnight@kellencompany.com>]
Sent: Wednesday, September 26, 2012 11:26 AM
To: Elisa Maloberti
Subject: RE: Membership with The Association for Dressings & Sauces (ADS)

Hi Elisa,

Just thought I would check in to see if you were still considering attending the upcoming Annual Meeting?

Best regards,

Jacque

From: Elisa Maloberti [<mailto:EMaloberti@aeb.org>]
Sent: Friday, August 17, 2012 9:40 AM
To: Knight, Jacque
Cc: Milewski, Jeannie; Smith, Donna; John Howeth (jhoweth@ioillc.com)
Subject: RE: Membership with The Association for Dressings & Sauces (ADS)

Hello Jacque,
Thanks for your thorough reply.
Would it be possible for me to attend the October 2012 meeting as a guest?

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: Tuesday, August 14, 2012 11:02 AM
To: Elisa Maloberti
Cc: Milewski, Jeannie; Smith, Donna
Subject: Membership with The Association for Dressings & Sauces (ADS)

Good morning, Elisa,
I hope this finds you well!
I was surprised to see your membership application and dues submission come through late last week! Unfortunately, as I noted to you in our phone conversation, because you don't actually fall into either category of membership (Manufacturer or Supplier), a conversation needed to be held with our Executive Director and possibly our Board. It has been determined that further input from our Board will be required and that discussion won't take place until October. Depending on how the Board wants to accommodate this potential new category of membership, it may be as late as the new year before we have resolution. As such, I have put in a check request to refund your payment.
I understand you are out of the office this week, but wanted you to be aware of the situation upon your return. I will circle back around when I have news for you.
Best regards,
Jacque Knight
Manager, Membership & Administration
The Association for Dressings & Sauces
1100 Johnson Ferry Road, Suite 300
Atlanta, GA 30342

Direct Phone: 678/303-2973

Fax: 404/252-0774

Email: jknight@kellencorpany.com

From: [Mitch Kanter](#)
To: [Kevin Burkum](#)
Subject: RE: More Beyond Eggs Love
Date: Tuesday, December 03, 2013 5:08:37 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

In the meantime, you want me to contact some of my old buddies in Brooklyn to pay Mr. Tetrick a visit?

From: Kevin Burkum
Sent: Tuesday, December 03, 2013 3:53 PM
To: 'Singer, Jamie'; Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jensen, Elizabeth (Schreiber); Kristin Livermore
Cc: Joanne Ivy; Mia Roberts; John Howeth; Mitch Kanter; Liuzzi, Andrew; Jaffe, Brad
Subject: RE: More Beyond Eggs Love

Thanks Jamie. Can't wait to start playing offense.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

O 847.296.7043 | D 224.563.3702 | F 847.296.7007
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IncredibleEgg.org AEB.org



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From: Singer, Jamie [<mailto:Jamie.Singer@edelman.com>]
Sent: Tuesday, December 03, 2013 3:47 PM
To: Kevin Burkum; Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jensen, Elizabeth (Schreiber); Kristin Livermore
Cc: Joanne Ivy; Mia Roberts; John Howeth; Mitch Kanter; Liuzzi, Andrew; Jaffe, Brad
Subject: RE: More Beyond Eggs Love

Kevin,

Thanks for sharing this link. We anticipate Beyond Eggs will continue to receive mainstream news coverage like this Bloomberg TV piece given the newness of the technology as well as its association with big names like Mr. Tetrick and Mr. Gates.

From this Bloomberg TV segment, it's clear to us that Mr. Tetrick is looking to picking a fight with the egg industry – he explicitly states he is going after the “inefficient” and “unsustainable” egg industry and criticizes the cage conditions of hens. That said, our recommendation is that AEB should not engage Mr. Tetrick in this forum. Rather, AEB should continue to focus on proactive opportunities to tell its story (i.e., identifying key reporters to go back to, pitch the environmental study, etc.) as opposed to being reactive to each individual story that focuses on Beyond Eggs.

Please feel free to let us know if you have any questions.

Best,
Jamie

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

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

Sent: Tuesday, December 03, 2013 3:22 PM

To: Maher, Missy; Grosshandler, Jennifer; Singer, Jamie; Schaffner, Serena; Jensen, Elizabeth (Schreiber); Kristin Livermore

Cc: Joanne Ivy; Mia Roberts; John Howeth; Mitch Kanter

Subject: More Beyond Eggs Love

See link below to yet another love letter to our friend Josh, this one from Bloomberg TV. He continues to kick our a__ in PR.

<http://www.bloomberg.com/video/the-ceo-obsessed-with-making-eggs-without-chickens-pwIZGz1NRcO2hhul3iFTAQ.html>

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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From: [Liuzzi, Andrew](#)
To: [Mitch Kanter](#); [Englert, Jenny](#); [Joanne Ivy](#); [Kevin Burkum](#); [Mia Roberts](#); [Jacinta LeDonne](#); [Sheryl Slagle](#); [Anna Shlachter](#); [Tia Rains](#)
Cc: [Maher, Missy](#); [Jensen, Elizabeth \(Schreiber\)](#); [Schaffner, Serena](#); [Burch, Kellie](#); [McClamroch, Allison](#); [Hayes, Katie](#); [Wilk, Kristen](#); [Gulvady, Apeksha](#)
Subject: RE: New Examiner Beyond Eggs Article
Date: Monday, May 05, 2014 5:13:59 PM
Attachments: [image001.png](#)

I also think its interesting that HC actually says that they purposely stay away from “vegan” in their messaging as it’s a turn-off of sorts to mainstream consumers—could be an opportunity there for us as we continue to refine our messaging in response to discussion around BE (similar to how we use ‘synthetic’ to imply its origin in a lab)

-Andy

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

From: [Grosshandler, Jennifer](#)
To: [Joanne Ivy](#); [Englert, Jenny](#)
Cc: [Kevin Burkum](#); [John Howeth](#); [Mia Roberts](#); [Kristin Livermore](#); [Mitch Kanter](#); [Jensen, Elizabeth \(Schreiber\)](#); [Torvik, Erika](#); [Maher, Missy](#); [Liuzzi, Andrew](#); [Singer, Jamie](#); [Schaffner, Serena](#)
Subject: Re: Next Steps - Beyond Eggs 12.2
Date: Monday, December 23, 2013 4:59:03 PM

Joanne thank you for your response. We will follow up with Mitch to facilitate the invite. Andrew happens to live in Minneapolis ... Terrific that he and Mitch live in the same state!

Have a wonderful holiday !

Jennifer

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

Subject: Re: Next Steps - Beyond Eggs 12.2
From: Joanne Ivy <Jlvy@aeb.org>
To: "Englert, Jenny" <Jenny.Englert@edelman.com>
CC: Kevin Burkum <KBurkum@aeb.org>, John Howeth <JHoweth@aeb.org>, Mia Roberts <MRoberts@aeb.org>, Kristin Livermore <KLivermore@aeb.org>, Mitch Kanter <MKanter@eggnutritioncenter.org>, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com>, "Torvik, Erika" <Erika.Torvik@edelman.com>, "Maher, Missy" <Missy.Maher@edelman.com>, "Grosshandler, Jennifer" <Jennifer.Grosshandler@edelman.com>, "Liuzzi, Andrew" <Andrew.Liuzzi@edelman.com>, "Singer, Jamie" <Jamie.Singer@edelman.com>, "Schaffner, Serena" <Serena.Schaffner@edelman.com>

Jenny, Thank you for your team's recommendations for the short term and long term. For now, I think the two short term recommendations are good. Possibly Mitch could reach out to Andrew at the end of this week or the first of next week to see if they can find some time to connect after the first of the year.

I will give some thought about an interesting farm for Andrew to visit and talk with an egg farmer. I know he does not mind traveling based on your comment, but where he is located? As you know, we have several locations that would be excellent. Since Beyond Egg is an egg replacer, maybe Andrew would be interested in visiting an egg farmer who has egg production and also breaks eggs for ingredients.

Regarding your long term recommendations, I plan to have a meeting with my executive marketing team during the week of January 6. We can discuss those recommendations at that meeting.

Thank you for being proactive and offering short term and long term recommendations to address the situation.

I hope everyone has a wonderful holiday! Joanne

Sent from my iPhone

On Dec 23, 2013, at 3:59 PM, "Englert, Jenny" <Jenny.Englert@edelman.com> wrote:

Hi All,

Before heading into the holidays, we wanted to share a recommendation for responding to Andrew Zimmern's blog post along with a POV and recommendation for overall next steps for Beyond Eggs response as we forge ahead into 2014. Below, please find a recommendation for short and long-term action including both proactive and reactive tactics.

Short-Term

- Reach out to Andrew Zimmern on a personal level:
 - Capitalize on Andrew's love for traveling the globe and exploring the historical roots of food by providing the opportunity to dive deeper into the long-standing history of the egg industry (i.e., invite him to visit an egg farm of our choosing, talk to farmer personally etc.)
 - Mitch Kanter to reach out to Andrew Zimmern via email to introduce himself, and start discussion about getting to know the egg industry better
 - Recommended email:
 - "I've been following the discussion around Hampton Creek and, as Executive Director of the Egg Nutrition Center, I wanted to reach back out to introduce myself and see if you had a few minutes to connect after the holidays. Clearly, there continues to be a lot of passionate discussion around eggs and egg replacers, such as Beyond Eggs, and I thought it might be helpful to touch base to provide you with some additional background on the industry."

Long-Term

- Offense
 - Conduct primary research to gain qualitative AND quantitative metrics on the impact of Beyond Eggs to both consumers and food manufacturers in order to better inform the following:
 - Development of actionable intelligence to inform decision making on future media requests
 - Strategic focus for future campaigns (e.g. do we need to focus on food service and consumers equally?)
 - Identify influencers that we can rally in support of eggs (e.g. Dr. Oz)
- Defense
 - Identify the major egg communities and egg industry representatives in

the U.S. and determine if they have any relationships to build upon (our team is happy to help in the development of this list at an incremental cost)

- o Develop a direct comparison of eggs versus Beyond Eggs to understand where eggs outpace the product in terms of cost, consistency etc.

We would like to regroup after the holidays to have a larger discussion on our overall approach for 2014. In the meantime, we will continue to assess each media request individually, working together to craft the response that we deem most appropriate. Please let us know if you are aligned with our recommendation for engaging with Andrew Zimmern, or if you'd like to jump on the phone to chat – we are happy to discuss.

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

<image003.png>

From: [Elisa Maloberti](#)
To: [John Howeth](#)
Cc: [Joanne Ivy](#); [Mitch Kanter](#); [Mia Roberts](#); [Kevin Burkum](#)
Subject: Egg Industry Campaign against Hampton Creek
Date: Thursday, December 19, 2013 11:59:07 AM
Attachments: [image013.png](#)
[image014.png](#)
[image015.png](#)
[image016.png](#)
[image017.png](#)
[image018.png](#)

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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From: [Mitch Kanter](#)
To: [Tia Rains](#)
Subject: FW: Beyond Eggs Coverage Update 12.17 - PM
Date: Thursday, December 19, 2013 4:11:14 PM
Attachments: [image002.jpg](#)
[image003.png](#)
[Am J Clin Nutr-2003-Pimentel-660S-3S.pdf](#)

Article and Sally's review attached. Since you enjoyed Ken's article so much, here's another one you might learn something from. If you have a chance to review, anything to add to Sally's thoughts below?
Mitch

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@01CEFCC5.40E37B50



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

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: [Joanne Ivy](#)
Subject: FW: Beyond Eggs
Date: Wednesday, August 21, 2013 10:53:06 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)

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?


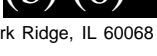
Mitch

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*
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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,