
From: jivy@aeb.org [<mailto:jivy@aeb.org>]
Sent: Wednesday, December 18, 2013 8:16 AM
To: Mia Roberts
Subject: American Egg Board addresses Beyond Eggs

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Industry Friends,

I wanted to provide an update on AEB's actions 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, the media coverage has primarily 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 outpacing 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 that includes:

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

3. Using behavioral and content targeting, AEB will position links to positive egg industry information that users viewing content about Beyond Eggs will see.

Food Manufacturers

AEB's major initiative to address Beyond Egg is targeting food manufacturers such as General Mills, Unilever, Kraft, etc. Beyond Eggs is a plant-based egg replacer, and as I have already stated, egg replacers have been around for years. It is nothing new.

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

- * Convince food manufacturers to continue to use REAL eggs within their formulations and be inspired to develop new products with egg ingredients.
- * Discourage food manufacturers from considering egg replacers or, at the very least, question the viability of that option.

AEB aims to educate this market segment about the breadth and versatility of eggs' functional aspects. Food manufacturers don't always realize that eggs are multi-functional performing several roles in food formulations. Most egg replacers are single-function. Without eggs, a more complex and lengthy ingredient statement occurs.

Today's consumers demand transparency and simplicity in their food products. The number of consumers interested in the contents of ingredient labels continues to climb, and they are looking for very specific information. According to the 2013 International Food Information Council "Health and Wellness" annual survey, 93 percent of consumers prefer to see familiar ingredients, such as eggs, on food labels.

A print and digital ad campaign launched in October will continue throughout 2014 in *Prepared Foods*, *Food Processing*, and *Food Technology* ingredient trade publications and digital advertising on those publications websites as well as FoodNavigator-USA.com, BakeryandSnacks.com, Foodproductdesign.com, and Foodbusinessnews.net promoting eggs as a familiar, trustworthy ingredient that can make a difference in the quality of packaged goods and consumer buying decisions.

This campaign will generate more than 665,000 impressions with the target audience of food manufacturers. Both the print and digital ads will contain links to access the digital version of "[The Egg & Clean Labeling](#)" white paper. On social media, this target audience will read these messages through Twitter and blog posts.

Elements of this surround-sound campaign include a white paper titled "The Egg & Clean Labeling" that outlines the relevance and importance of eggs in today's marketplace and their power to build trust with consumers. The white paper has been posted on AEB.org/RealEggs.

In 2014, AEB will leverage video testimonials from food manufacturers who tried replacers but were disappointed with the results. Additional tactics for next year include:

- * Webinar showcasing how eggs contribute to clean labels
- * Web-based animated infographic
- * Press releases and social media
- * Additional white papers

All these efforts and those still in development reinforce that REAL eggs are valuable in meeting diverse formulation requirements, while providing the clean labels consumers insist on. It is important that food manufacturers understand that consumers will not purchase products made with synthetic egg replacers, and thus, they should not be considered for their food applications.

If you have any questions or comments, please do not hesitate to contact me.

Best,



President and CEO
American Egg Board

Lutton, Sara - AMS

From: Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>
Sent: Wednesday, January 08, 2014 5:41 PM
To: Joanne Ivy; Kevin Burkum; Mitch Kanter; Mia Roberts; John Howeth
Cc: Maher, Missy; Peters, Timothy; Liuzzi, Andrew; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Englert, Jenny
Subject: Just Mayo in Chicago
Attachments: Just-Mayo-ingredients.jpg; Just Mayo.jpg

Hi there,

It was great to see you all today (John, we missed you)! We thought it was a good discussion and look forward to your thoughts/feedback. Of course, please let us know if you have any questions!

On the way back into town, I stopped at my Whole Foods to see if by chance Just Mayo had hit the shelves in the new year. I spoke with a number of folks at the store, and while it is still not available for individual sale, as of Jan 1. they started using the product in their three different varieties of tuna, which are available in the prepared foods section. They were able to give me a sample to take home, which we'll taste test at the office. We checked at the Whole Foods in Park Ridge, and they have started using the product there for the tuna as well and said they'd be willing to provide a sample should any of you be close by and want to pop in to grab some!

For those that have not seen it, we've attached a copy of the ingredient label for Just Mayo. As Mitch mentioned, it is not a clean label that's for sure! We've also included a photo of the product sample. We'll let you know our thoughts after we taste it.

Best,
Elizabeth



PRODUCT DESCRIPTION:

Just Mayo™ is an egg-free mayo made with Beyond Eggs™ an all-natural, plant-based ingredient.

INGREDIENT STATEMENT:

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

LABELING & CERTIFICATIONS:

Non-GMO	Soy-Free
Vegan	Lactose-Free
Cholesterol-Free	Gluten-Free
Egg-Free	No artificial colors or flavors
Dairy-Free	Kosher

ANALYTICAL DATA:

Titrateable Acidity (%)	0.40 - 0.45
Salt (%)	1.15 - 1.25
pH	2.7 - 3.5
Brookfield, TD spindle, 5 rpm	90,000 - 180,000 cP

PACKAGING:

12/16-oz jars, 4/1-gallon plastic jugs, 4-gallon bucket, 5-gallon pail, 200 count/12-gram portion pack*

*available Q3 2013

SHELF LIFE & STORAGE:

120 days refrigerated.

NUTRITIONAL INFORMATION: (PER SERVING)

Nutrition Facts	
Serving Size 1 Tablespoon (14g)	
Amount Per Serving	
Calories 90	Calories from Fat 90
%Daily Value	
Total Fat 11g	17%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 65mg	3%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%



Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Monday, May 05, 2014 4:52 PM
To: Joanne Ivy; Kevin Burkum; Mia Roberts; Jacinta LeDonne; Sheryl Slagle; Mitch Kanter; Anna Shlachter; Tia Rains
Cc: Maher, Missy; Jensen, Elizabeth (Schreiber); Schaffner, Serena; Liuzzi, Andrew; Burch, Kellie; McClamroch, Allison; Hayes, Katie; Wilk, Kristen; Gulvady, Apeksha
Subject: New Examiner Beyond Eggs Article

Hi all,

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

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

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

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



Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Tuesday, May 13, 2014 11:07 AM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Burch, Kellie; McClamroch, Allison
Subject: New Hampton Creek Partnerships

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

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From: jivy@aeb.org on behalf of Joanne Ivy <jivy@aeb.org>
Sent: Wednesday, January 15, 2014 9:49 AM
To: Kevin Burkum
Subject: President's Update on Beyond Eggs

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



president's update

Communicating the Value of Your Checkoff Dollars

JOANNE C. IVY, CAE

Board Members, Alternates & Advisors,

I want to provide you an update on Hampton Creek's Beyond Eggs media coverage as we were inundated with articles before and during the holidays. It appears that their coverage has peaked. I am pleased to report that Beyond Eggs coverage has remained minimal over this past weekend, with one new article hitting on the blog, [Great American Vegan](#) (1,000 unique visitors monthly). The blog is written by Susan Bird, a regular blogger on animal welfare issues at Care2.com. Susan notes that many big investors are supporting Hampton Creek Foods, indicating that a big shift away from animal-based foods is underway. She also calls out the egg industry for buying Google ads that will show up when you search for terms that mention Hampton Creek Foods.

[Food Navigator](#) continues advertising its upcoming USA Business Leaders Round Table Debate, today at 12 pm EST. CEOs from innovative U.S. food and beverage companies will be presenting during the debate, including Josh Tetrick from Hampton Creek Foods. Our team and I will tune into the session to stay informed about what is being said.

We also want to flag that total **Beyond Eggs coverage volume from mainstream and social media has decreased by 43 percent** since last week with no new stories being reported today.

Please find a few graphs displaying comprehensive coverage from the last week below. As you can see, **general eggs coverage remains strong, garnering 94 percent more coverage** than Beyond Eggs in mainstream and social media. Please note, the majority of Beyond Eggs coverage to date is stemming from social media as a result of people mentioning that they'd be interested in trying Hampton Creek products. Please see graphs below for more detail.

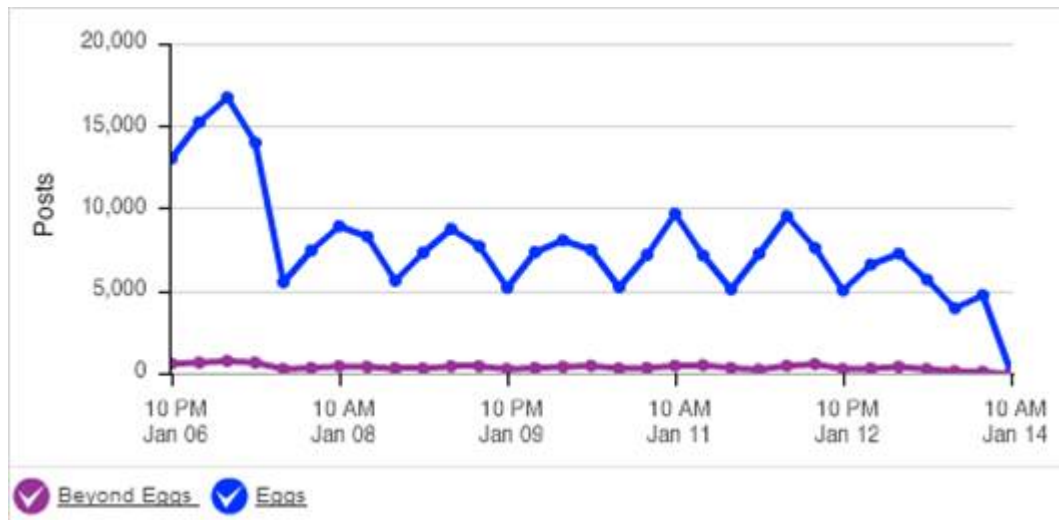
We will continue to keep an eye on coverage - both online and on social media, and will plan to provide periodic updates for your information. Please don't hesitate to reach out with any questions.

Best,

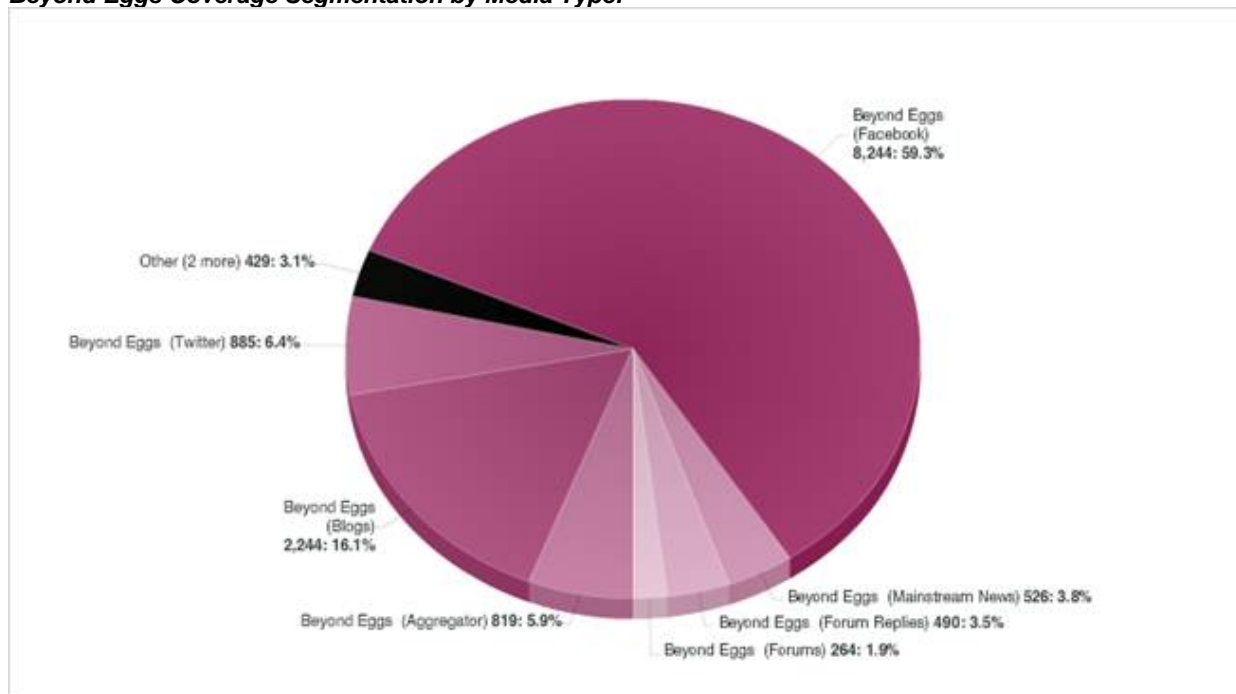
President and CEO
American Egg Board

(1/7 - 1/14) - Beyond Egg vs. Egg Coverage Volume

(Please note, this includes mainstream media coverage and social media conversation totals)



Beyond Eggs Coverage Segmentation by Media Type:



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 American Egg Board | 1460 Renaissance Drive | Park Ridge | IL | 60068

Lutton, Sara - AMS

From: Elisa Maloberti
Sent: Tuesday, July 22, 2014 9:57 AM
To: Serena Schaffner
Subject: Press release from Association of Dressings and Sauces
Attachments: Egg board.doc; infographic #1 June 2014.jpg; infographic #2 June 2014.jpg

Hi Serina,

Association of Sauces and Dressings sent me their latest press release and infographics about mayonnaise. This content isn't appropriate for my audience, but perhaps it may have a use with your audience.

Elisa

From: Bennett, Katherine [<mailto:KBennett@kellencompany.com>]
Sent: Tuesday, July 15, 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



Contact: Katherine Bennett
Phone: 770-365-0768
kbennett@kellencompany.com

JUST FOR FUN: WHAT MAYONNAISE REVEALS ABOUT YOU!

ATLANTA, Ga. (June 20) – When planning your summer picnic menu, don't hold the mayonnaise! In addition to its great taste, this popular condiment is a health-friendly product you can bring to your next event.

Mayonnaise can reveal a lot about your personality as well! A survey¹ commissioned by The Association for Dressings and Sauces reveals some interesting facts about mayonnaise devotees. For instance:

-Half of consumers who named mayonnaise as their favorite condiment are less likely to be competitive, athletic, or risk takers, while the other half rated themselves as the most ambitious of all condiment devotees.

-Mayonnaise buffs are equally split between being social butterflies and leisure lovers.

-25% of those surveyed used mayonnaise more often than any other condiment.

-Overall, mayonnaise devotees represent a wide range of interesting people who enjoy adding its great flavor to foods like salads, sandwiches, and more.

With so many varieties available, mayonnaise can be part of a well-balanced diet, meeting anyone's dietary needs. The *2010 Dietary Guidelines for Americans* recommends increased use of oils to replace solid fats, where possible. Mayonnaise was highlighted as a food that contains oil. Mayonnaise is made with healthy oils such as soybean, canola and olive. In addition, commercial mayonnaise is free of *trans* fats.

###

¹The omnibus survey was conducted by Synovate for the Association for Dressings & Sauces.

The Association for Dressings & Sauces is an international trade association representing salad dressing, mayonnaise, and condiment sauce manufacturers and suppliers to this industry. Visit www.dressings-sauces.org to learn more about the health, safety and fun facts of mayonnaise.

What mayonnaise reveals about you...

► Half of consumers who named mayonnaise as their favorite condiment are less likely to be competitive, athletic, or risk takers, while the other half rated themselves as the most ambitious of all condiment devotees.



► Mayonnaise buffs are equally split between being social butterflies and leisure lovers.

► 25% of those surveyed used mayonnaise more often than any other condiment.



(Survey commissioned by
The Association for Dressings & Sauces)

The Goodness of Mayonnaise

► With so many varieties available, mayonnaise can be a part of a well-balanced diet, meeting anyone's dietary needs.

► Mayonnaise contains Vitamin E and healthy oils such as soybean and canola, which are natural sources of an essential omega 3 fatty acid, alpha-linolenic acid.

Mayonnaise also is free of *trans* fat.

► This health-friendly condiment adds great flavor to your favorite foods.



Lutton, Sara - AMS

From: Joanne Ivy
Sent: Monday, September 16, 2013 10:53 AM
To: 'sshane@nc.rr.com'
Cc: 'dbaker@cmfoods.com'; 'Roger Deffner'; John Howeth; Elisa Maloberti; Kevin Burkum; Mitch Kanter; Mia Roberts
Subject: RE: AEB addresses Beyond Egg

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

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

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

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

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

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

Joanne Ivy
President & CEO
American Egg Board

From: sshane@nc.rr.com [<mailto:sshane@nc.rr.com>]
Sent: Thursday, September 12, 2013 12:43 PM
To: Joanne Ivy
Cc: dbaker@cmfoods.com
Subject: Document1

Joanne,

I have a portfolio of items and press releases about Hampton Creek and am investigating the Company and its principal. I believe that it is up to the AEB to refute.

Glad to help,

Simon

Lutton, Sara - AMS

From: Joanne Ivy
Sent: Monday, December 16, 2013 12:34 PM
To: Missy Maher; Kevin Burkum; Mitch Kanter
Subject: Beyond Egg Budget

Missy, The Executive committee has approved this morning the \$59,500 Beyond Eggs budget from the Administrative Special Projects budget. I will have invoices sent to Kevin for his review first and then he will forward to me for my review and add account number. Okay, let's proceed! Joanne

Sent from my iPhone

Lutton, Sara - AMS

From: Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>
Sent: Wednesday, December 04, 2013 7:14 PM
To: Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore
Cc: Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Englert, Jenny; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie
Subject: Beyond Eggs

Hi everyone,

We are moving full steam ahead on the Beyond Eggs outreach. Please see below for the plan of action:

- Starting tomorrow, we'll send over coverage monitoring reports twice daily – one in the morning and one towards the end of the day.
- We'll evaluate coverage and determine if a response or any next steps, etc. are needed.
- We'll ramp up our pitching efforts tomorrow and will keep you posted on progress.
- We have compiled an initial list of potential blog partners. We're taking a closer look at the blogs and will provide partner recommendations by Friday at the latest.
- In the meantime, we will start to reach out to bloggers to gauge interest along with fees/rates. Once we have AEB feedback, we can negotiate final fees with the bloggers.
- The goal is to have the sponsored posts go live as soon as possible next week.

Please let us know if you have any questions. Of course, we are available to hop on the phone to discuss as well!

Best,
Elizabeth

Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Tuesday, December 10, 2013 9:23 AM
To: Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Torvik, Erika; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate
Subject: Beyond Eggs Coverage 12.10 - AM

Hi all,

Since our last report on Beyond Eggs coverage yesterday afternoon, we have seen coverage volume decrease. Syndication of the AP story has slowed, with only two new outlets picking up the story since our last report. In addition, there have only been two new unique stories, one of which is from a blog.

The Mother Nature Network article below reports on Beyond Eggs in a very neutral manner, saying natural foods with minimal processing have been the gold standard for nutrition- and sustainability-minded eaters ever since the advent of junk food. Despite this, high-tech food companies still feel that substitutes for farm-animal products, primarily eggs and meat, could be good for the environment. The reporter ends the story skeptically, noting that we might not be ready for the fake products yet. Please see comprehensive coverage since our last report below:

Media Coverage:

- [Skookum](#) - Tech Talks - Meat and Beyond
- [Mother Nature Network](#) - 4 fake food products drawing venture capital
- Additional AP Coverage:
 - [Pioneer Press](#) - Startup imagines chickens and eggs without chicken or eggs
 - [The Intelligencer Wheeling News-Register](#) - Food Techies Say It's Time to Replace the Egg

We will continue to monitor for additional coverage throughout the day and will send another coverage update by 5pm. Please don't hesitate to reach out with questions in the meantime.

Best,
Jenny

Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Monday, December 09, 2013 9:32 AM
To: Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Torvik, Erika; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate
Subject: Beyond Eggs Coverage 12.9 - AM

Hi All,

Since our last report on Friday afternoon, Beyond Eggs coverage has remained steady and comparable in volume to last week. The new AP story about Hampton Creek Foods that AEB was asked to contribute to last week has been syndicated by approximately eight outlets, including the Washington Post, Yahoo and The Huffington Post. The story introduces Hampton Creek Foods and their idea for the new fake egg product and also includes a quote in favor of eggs from Mitch Kanter, highlighting the recently released study showing how the egg industry has reduced its water use and greenhouse gas emissions.

A separate, unique Yahoo Finance story put Josh Tetrick in front of Yahoo's "Power Pitch panel," including a New York Magazine food editor. In his pitch to the panel, Tetrick states that he was motivated to create the fake egg product due to the egg production system's radical inefficiency, rising prices, animal abuse and environmental degradation. He quotes the American Egg Boards estimated number of eggs produced as a reference.

Media Coverage:

- [ABC News](#) (AP Story) - Food-Tech Startups Aim to Replace Eggs and Chicken
 - Additional Coverage:
 - [Kansas City Business](#) - Food-tech startups aim to replace eggs and chicken
 - [Seattle Times](#) - No yolk: Food-tech startup works to replace eggs
 - [Washington Post](#) - Food-tech startups aim to replace eggs and chicken
 - [Yahoo](#) - Food-tech startups aim to replace eggs and chicken
 - [Huffington Post](#) - Bill Gates-Funded Startup Hampton Creek Foods Aims to Replace Eggs
 - [Sentinel Enterprise](#) - Startup imagines chickens and eggs without chicken or eggs
 - [ABC News](#) - Food-Tech Startups Aim to Replace Eggs and Chicken
- [Yahoo Finance](#) - Cracking the myth behind chickenless eggs
- [Health and Fitness Talk](#) - Don't Be Fooled by Food Substitutes
- [Bubble News](#) - Artificial Egg Made From Plant Sources
- [Gawker](#) - Some Fools Think They Can Improve the Egg
- [News Hour 24](#) - Meet The Startup That's Going to Make Eggs (Yes, Eggs) Obsolete
- [CBS San Francisco](#) - Bill Gates Backs SF Startup to Create Vegetarian Egg Substitute

We will be sure to keep a close eye out for any additional coverage throughout the day, and will send another report by the end of the day as planned.

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

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

Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Monday, December 09, 2013 5:43 PM
To: Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Torvik, Erika; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate
Subject: Beyond Eggs Coverage 12.9 - PM

Hi all –

Since our last report on Beyond Eggs coverage this morning, we have not seen any new unique coverage. We have, however, continued to see increased syndication of the AP story in 25 outlets. Many of these outlets that picked up the story are smaller and local, but it was also picked up by NBC News earlier this morning.

Media Coverage:

- [Associated Press](#) – Food-Tech Startups Aim to Replace Eggs and Chicken
 - Additional Coverage:
 - [NBC News](#)
 - [Santa Fe New Mexican](#)
 - [Jackson Hole News & Guide](#)
 - [Pilot Online](#)
 - [Go Erie](#)
 - [Free Republic](#)
 - [Go Upstate](#)
 - [Naples News](#)
 - [Texarkana Gazette](#)
 - [Houston Chronicle](#)
 - [Recorder Online](#)
 - [Health Render](#)
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 - [Yo! Cashflow](#)
 - [Sun Star](#)
 - [Tuscaloosa News](#)
 - [Restaurant Equipment To Go](#)
 - [Worldlates Info](#)
 - [Ruth C. Greene](#)
 - [Totally Manila](#)

We will continue to keep an eye on coverage volume and will send another update tomorrow morning. Please don't hesitate to reach out with questions in the meantime!

Best,
Jenny

Jenny Englert

Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Friday, January 10, 2014 2:23 PM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena
Subject: Beyond Eggs Coverage Update 1.10

Hi all,

Beyond Eggs Coverage remains minimal since our last report yesterday afternoon, with one new placement on the tech section of Fortune.com (191,157 UVM). The article chronicles the sustainability work of Susan Hunt, founder and CEO of Practically Green, an online tool that helps consumers to learn about their impact on the environment. Susan named Hampton Creek Foods as one of her favorite alternative energy projects that she's most excited about in 2014.

Please note, Fortune previously reached out to us for a response on Beyond Eggs, but we do not believe this is the article in which they were hoping to use the information we provided. We have not heard anything from the reporter after sending the approved response and will continue to watch for additional coverage from the outlet. Please let us know if you have any additional questions! Our next coverage update will be sent on Monday afternoon.

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

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



Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Monday, January 13, 2014 2:31 PM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena
Subject: Beyond Eggs Coverage Update 1.13

Hi all,

Beyond Eggs coverage has remained minimal over the weekend, with one new article hitting on the blog, [Great American Vegan](#) (1,000 UVM). The blog is written by Susan Bird, a regular blogger on animal welfare issues at Care2.com. Susan notes that many big investors are supporting Hampton Creek Foods, indicating that a big shift away from animal-based foods is underway. She also calls out the egg industry for buying Google ads that will show up when you search for terms that mention Hampton Creek Foods.

[Food Navigator](#) is also continuing to advertise for their upcoming USA Business Leaders Round Table Debate, coming up this Wednesday at 12pm EST. CEOs from innovative U.S. food and beverage companies will be presenting during the debate, including Josh Tetrack from Hampton Creek Foods. Our team is still planning to tune into the session, and will provide a summary of what is discussed. We will provide another update on coverage tomorrow morning. Please let us know if you have any questions in the meantime.

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

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



Lutton, Sara - AMS

From: Torvik, Erika <Erika.Torvik@edelman.com>
Sent: Thursday, January 02, 2014 11:37 AM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Englert, Jenny
Subject: Beyond Eggs Coverage Update 1.2.14 AM

Hi all,

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

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

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

Best,
Erika

Erika Torvik
Edelman
200 East Randolph 65th Floor
Chicago, IL 60601
(312) 240.3039
erika.torvik@edelman.com

Lutton, Sara - AMS

From: Torvik, Erika <Erika.Torvik@edelman.com>
Sent: Thursday, January 02, 2014 5:47 PM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Englert, Jenny
Subject: Beyond Eggs Coverage Update 1.2.14 PM

Hi all,

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

Best,
Erika

Erika Torvik
Edelman
200 East Randolph 65th Floor
Chicago, IL 60601
(312) 240.3039
erika.torvik@edelman.com

Lutton, Sara - AMS

From: Schaffner, Serena <Serena.Schaffner@edelman.com>
Sent: Friday, January 03, 2014 11:59 AM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Englert, Jenny
Subject: Beyond Eggs Coverage Update 1.3.14 AM

Hi all,

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

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

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

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

Best,
Serena

Serena Schaffner

Edelman
200 East Randolph 65th Floor
Chicago, IL 60601
(312) 297-7023
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Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Monday, January 06, 2014 11:41 AM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena
Subject: Beyond Eggs Coverage Update 1.6

Hi all,

Coverage has remained minimal since our last update on Beyond Eggs last Friday, with only one new placement on [Housing Rack](#), a blog for the appraisal management company, Coester. The blog has a small readership, reaching 8,856 unique readers each month. The article provides an overview of the product development and marketing process for Beyond Eggs, mentioning the American Egg Board search campaign at the end of the article, stating that the egg industry clearly views Beyond Eggs as a threat.

We have also continued to monitor the pick-up of last week's Food Beast story, which has garnered a total of 354 shares on social media to date (15 from Twitter, 326 from Facebook, 6 from LinkedIn and 7 from Google+). Due to the decrease in overall coverage volume, we recommend moving to once daily reports moving forward. We will continue to closely monitor for coverage and flag any top-tier coverage in real time. Please let us know if you are aligned or if you have any questions!

Best,
Jenny

Jenny Englert

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Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Tuesday, January 07, 2014 1:34 PM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena
Subject: Beyond Eggs Coverage Update 1.7

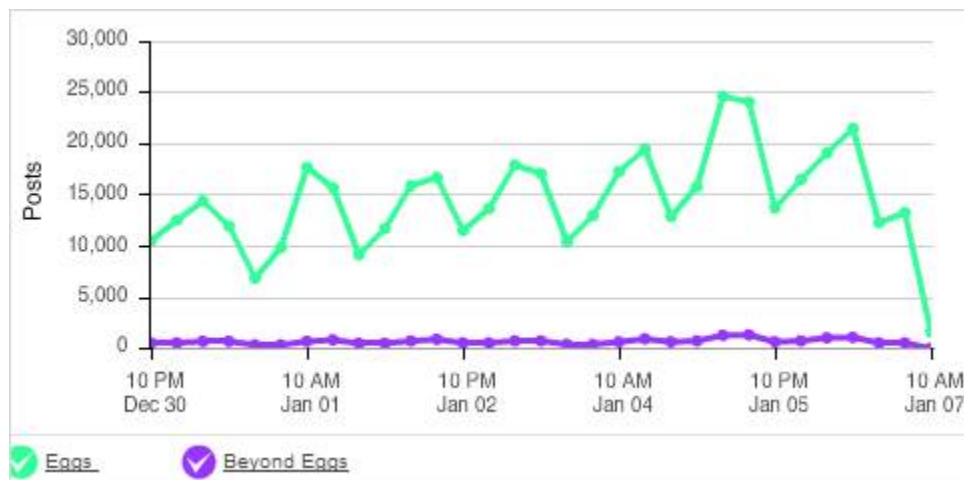
Hi all –

Overall Beyond Eggs coverage volume has remained minimal since our last update yesterday morning, with one new article hitting on the online magazine and video channel, [Motherboard](#). Motherboard focuses on sharing news about technology, science and humans, and has a readership of 188,153 unique monthly visitors. The article gives a general overview of domestic and foreign tech companies that are attempting to rule over agriculture, including Hampton Creek in the list.

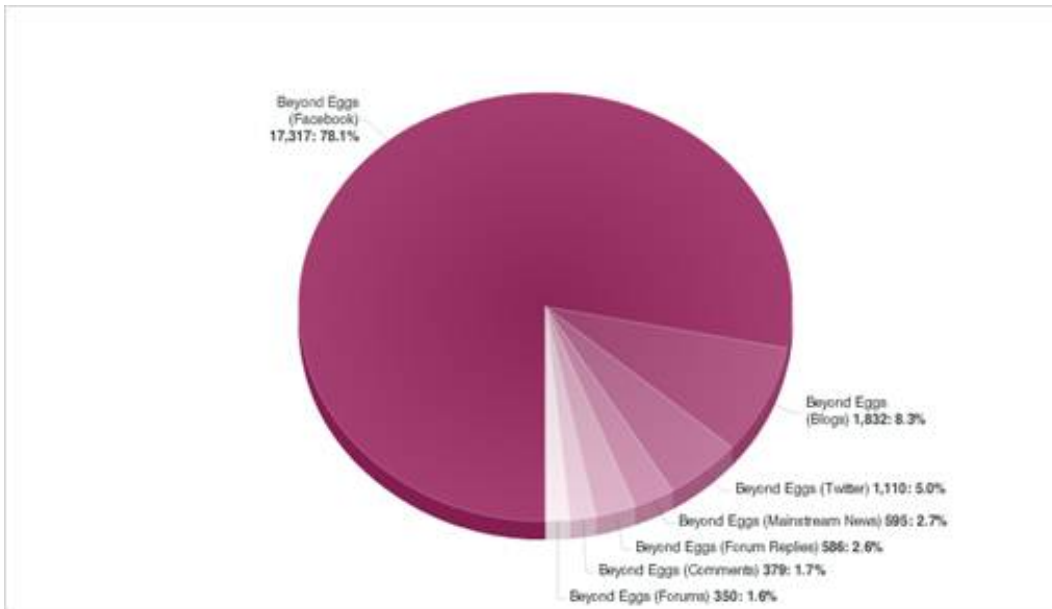
We also wanted to include a brief retrospective of coverage volume from mainstream and social media for the past week, and have shared below a few graphs to give you a better idea of coverage to date and segmentation of coverage by media type. As you can see, general coverage of eggs remains strong, garnering 94 percent more coverage than Beyond Eggs in mainstream media and social. Please note, the majority of coverage is now stemming from Facebook as a result of users sharing links to top-tier Beyond Egg stories. Please see the graphs below for more detail.

(12/31 – 1/7) - Beyond Egg vs. Egg Coverage Volume

(Please note, this includes mainstream media coverage and social media conversation totals)



Beyond Eggs Coverage Segmentation by Media Type:



We will continue to keep an eye on coverage – both online and on social media, and will plan to provide another update tomorrow. 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



Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Thursday, January 09, 2014 2:14 PM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena
Subject: Beyond Eggs Coverage Update 1.9

Hi all,

Beyond Eggs coverage has remained minimal since our last update yesterday morning, with one new placement in the local Oregon online publication, KATU.com (591,748 UVM). The article gives an overview of the Beyond Eggs product saying it tastes pretty good and is all-natural. It also closes the article by stating that the online publication "Buzzfeed" shared that The Incredible Edible Egg campaign is running Google ads against search terms matching Hampton Creek Foods and their products. The article currently has about two dozen comments, in which folks are primarily saying the product looks very unappealing they wouldn't be open to trying it.

We will continue to keep an eye out for additional coverage and will provide another update tomorrow. 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



Lutton, Sara - AMS

From: Mitch Kanter
Sent: Monday, August 18, 2014 11:40 AM
To: Joanne Ivy; Kevin Burkum; Serena Schaffner; John Howeth
Subject: RE: Hampton Creek takes crack at breaking up egg industry - San Francisco Chronicle

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

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

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

Sent from my iPhone

>

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

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

Lutton, Sara - AMS

From: John Howeth
Sent: Thursday, May 02, 2013 9:10 AM
To: Terry Schroff; Kitty Kevin
Cc: John Howeth
Subject: FW: Inside The Company That's Producing The Most Realistic Fake Eggs You'll Ever Taste

More fuel for the fire. See below, gosh these guys are getting a lot of press. See you tomorrow.

*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: Jerry Smiley [mailto:jsmiley@ameritech.net]
Sent: Wednesday, May 01, 2013 1:02 PM
To: John Howeth; Elisa Maloberti
Subject: Inside The Company That's Producing The Most Realistic Fake Eggs You'll Ever Taste

Interesting article on 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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Inside The Company That's Producing The Most Realistic Fake Eggs You'll Ever Taste

We took a visit to Hampton Creek, a startup trying to engineer an eggless future, to see how they're engineering new versions of cookies and mayo that don't involve any chickens. The results will amaze you. So will their "mayo library."

Fast Coexist | May 2013

If you eat processed food and you're not a vegan, a decent portion of your diet probably comes from factory-farmed eggs. Sure, you may stick to cage-free eggs when you're cooking omelets, but 95% of eggs in the U.S. come from battery-caged facilities where birds are packed body to body in impossibly small spaces. This is not entirely the reason behind the existence of Hampton Creek, a San Francisco startup that makes a plant-based egg substitute so believable that it's about to sign two deals with Fortune 500 food companies that want to use the stuff in sauces and dressings.

WHY GO BEYOND EGGS?

When I step into Hampton Creek's airy warehouse space, I'm greeted by a dog, a couch, and a handful of researchers hard at work on refining the company's products--in this case, that means they're doing everything from making cole slaw to mixing up mayonnaise. CEO Josh Tetrick sits me down to tell me the story behind why the company is honing in on the egg market. It's not an appeal to vegans--though of course, they're welcome to eat Beyond Eggs products, too.

There are the environmental issues, of course. 18% of greenhouse gas emissions come from agriculture, and much of the arable and fertilizer in use today goes towards feeding and dealing with factory farm animals. And then there's food safety--something that has recently been shoved in the spotlight by the new bird flu scare in China. Animals in close contact breed disease, and it doesn't take much for a seemingly harmless bird virus to take hold in the human population.

But the big thing for Hampton Creek is the size of the market. About 33% of eggs end up as ingredients in food products like muffins and mayonnaise. There's a \$6 billion market for egg ingredients globally, and production costs are rising around the world. Beyond Eggs costs 18% less than real eggs. So it's not unreasonable to think that big food producers would want to slip a cheap and convincing egg substitute into their products (both of the companies that Hampton Creek is about to work with plan to disclose that they use Beyond Eggs). Tetrick believes that Hampton Creek can thrive as its own consumer-facing brand as well.

MAYONNAISE EVERYWHERE

Hampton Creek has only been in existence for about a year, but its 17-member team has already created 344 fake egg prototypes and studied 287 types of plants that could be useful in production. On the afternoon when I visited, the company had already created eight mayonnaise prototypes. "Plants can bind like an egg in a cookie, hold oil and water in mayonnaise, scramble like an egg, and puff out in a muffin," says Tetrick. You just need to know which plants to use and how. That's what Hampton Creek's lab members work on figuring out every single day.

Megan Clements, the Director of Emulsion Innovation (yup, Director of Emulsion Innovation) at Hampton Creek, is devoting many of her waking hours to creating the perfect eggless mayonnaise--one that has the optimal stability, mouthfeel, and taste. She shows me a closet lined with hundreds of jars, all filled with mayo prototypes. After going through a number of tests (droplet particle size, thickness, etc.) every single test batch is jarred and stuck in the mayo library (that's right, mayo library) to check for shelf stability.

Hampton Creek's extensive testing seems to be paying off. Clements tells me that the company took samples to a nearby university campus, fed the mayo to over 200 students without telling them it was eggless, and then asked them to compare it to one of the most popular mayonnaise brands on the market. The eggless mayo won.

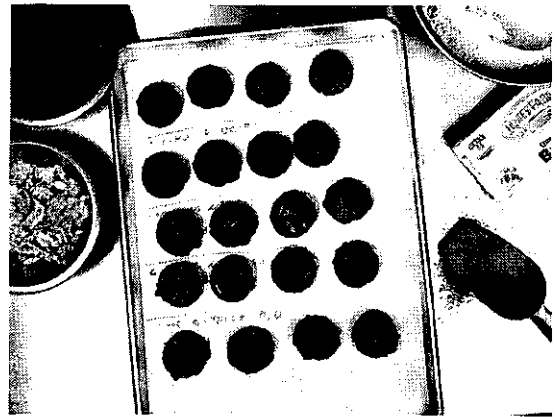
Making the perfect egg substitute requires, as we mentioned earlier, the perfect balance of plants. And so in addition to a mayo library, Hampton Creek also has a plant protein library. "We want to find ones that act like egg proteins," explains senior scientist Joshua Klein. One protein might work best for emulsification, one might work better in baking, and still others may have other egg-mimicking uses. Hampton Creek wants to find them all. It's a daunting process; few--if any--companies are trying to do what Hampton Creek does, so the company has to create its own plant flours.

So what do Hampton Creek's best batches actually taste like? The fake ranch mayo I tested was rich, creamy, and light years ahead of the leading vegan mayo brand I also sampled.

COOKIES AND DOUGH

Mayo creation is just a piece of what happens in the Hampton Creek lab. The company's researchers are also working on multiple eggless baking products, including one called "Eat the Dough" that's a replacement for people who like to eat cookie dough, but don't want to deal with all the Salmonella that can come along with it.

During my visit, Hampton Creek had gathered a group of community members to taste test cookies made with the Beyond Eggs baking product (a separate product from Eat the Dough). Hampton Creek's first baking product contained a GMO ingredient—something that health-conscious customers didn't appreciate. The version tested while I was at the lab had the GMO ingredient swapped out with another plant source.



I joined in the testing and sampled three cookie samples without knowing which ones were made with the Beyond Eggs product. In the end, I chose the two cookies made with Beyond Eggs as my overall favorites. The control cookie made with egg was, in my opinion, worse by far. But I'm no cookie connoisseur, and unfortunately, I didn't get to ask the other testers what they thought. But I know that Bill Gates agrees with me--he has publicly endorsed the company, and in taste tests, reportedly couldn't tell the difference between a Beyond Eggs muffin and one made with eggs.

Shweta Rao, the Director of Bakery Innovation at Hampton Creek, also prefers the eggless cookies. "The palette gets used to it tasting a certain way," she says. "The flavor profile is cleaner, not as overpowering."

BEYOND FACTORY FARMED FOOD

Interest in factory farming alternatives is growing rapidly in the venture capital world. Hampton Creek has \$2 million in seed funding from Khosla Ventures. As BusinessWeek points out, Khosla and fellow Silicon Valley VC firm Kleiner Perkins Caufield & Byers have backed 12 startups in the past year that are "trying to engineer healthier and cheaper alternatives to eggs, chicken, cheese, salt, and candy."

One of these startups, Beyond Meat, is backed by Twitter's cofounders. And like Beyond Eggs, the company's product (vegan meat, in this case) is virtually indistinguishable from the real thing.

There are people who will protest loudly that these products are examples of the artificial crap pumped out of a broken food system, but they're mostly just made out of plants. And the world needs alternatives to the factory farming industry before our population gets even larger. There is no time to wait for the one perfect solution--there won't be one, anyway.

Lutton, Sara - AMS

From: Tia Rains
Sent: Wednesday, February 12, 2014 10:18 AM
To: Mia Roberts; Joanne Ivy; John Howeth; Mitch Kanter; Kevin Burkum
Cc: Maher, Missy; Jensen, Elizabeth (Schreiber)
Subject: RE: Fast Company:

Thanks for sending this Mia. My husband (who is in venture capital) has mentioned the increase in venture backed food- and particularly, supplement-related companies. It will be an interesting future for sure.

From: Mia Roberts
Sent: Wednesday, February 12, 2014 8:41 AM
To: Joanne Ivy; John Howeth; Mitch Kanter; Kevin Burkum; Tia Rains
Cc: Maher, Missy; Jensen, Elizabeth (Schreiber)
Subject: Fast Company:

This article, more than any other I've read thus far, really explains the food technology landscape and how entrepreneurs are moving toward this food-tech arena. This is the environment in which Beyond Eggs is being cultivated:

<http://www.fastcompany.com/3025602/rebuilding-big-food-aglocal-beyond-meat-brightfarms-farmland-lp-harvest-power?partner=newsletter>

Fascinating.

Lutton, Sara - AMS

From: Kristin Livermore
Sent: Thursday, January 30, 2014 11:55 AM
To: 'Englert, Jenny'; Mia Roberts
Cc: Joanne Ivy; Kevin Burkum; John Howeth; Mitch Kanter; Maher, Missy; Liuzzi, Andrew; Jensen, Elizabeth (Schreiber); Grosshandler, Jennifer; Schaffner, Serena; Burch, Kellie
Subject: RE: Fooducate POV

Thank you, Jenny. I agree and appreciate your time looking into this opportunity. I assume this means we probably won't work with Hemi for our Beyond Eggs blogger outreach, correct?

From: Englert, Jenny [<mailto:Jenny.Englert@edelman.com>]
Sent: Wednesday, January 29, 2014 11:10 AM
To: Kristin Livermore; Mia Roberts
Cc: Joanne Ivy; Kevin Burkum; John Howeth; Mitch Kanter; Maher, Missy; Liuzzi, Andrew; Jensen, Elizabeth (Schreiber); Grosshandler, Jennifer; Schaffner, Serena; Burch, Kellie
Subject: Fooducate POV

Hi Kristin and Mia,

We connected with Starcom to get their input on Fooducate's mobile app and partnership opportunities for Beyond Eggs outreach. From a buying perspective, Starcom informed us that this app opportunity is 'rich', meaning their audience is small and the CPM high.

For reference/perspective, it would cost us \$40K to purchase 2.5MM impressions. That will amount to a \$16 CPM. One of the partners from the mobile test that Starcom pitched has an eCPM of less than \$5. They checked with this partner and unfortunately Fooducate is not part of their current network. For us to have a good ROI working with Fooducate, their CPM for media should be in the \$8-\$10 range.

As we mentioned a few weeks ago, Fooducate rarely does any partnerships solely on their blog without the involvement in an app program. Due to the low ROI and high cost, we recommend passing on this opportunity at this time. Please let us know if you have any questions or if you'd like to hop on the phone to discuss – we are happy to chat!

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

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



Lutton, Sara - AMS

From: Joanne Ivy
Sent: Monday, November 18, 2013 2:57 PM
To: Kevin Burkum
Subject: RE: Forbes Magazine

I have no idea. Obviously, there was an article somewhere that mentioned AEB taking on Beyond Eggs. I believe you saw the same article somewhere.

Anyway, I picked up the phone and the editor (or whatever was his title) was on the phone line. Obviously, I do not like to get calls like this, but I had already developed bullet point messages to be prepared in case I got a call about Beyond Eggs, so I was able to pull from my notes.

I think it went okay, but as you know, you never know what will result until the article comes out. Joanne

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

American Egg Board

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



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From: Kevin Burkum
Sent: Monday, November 18, 2013 1:51 PM
To: Joanne Ivy
Subject: Re: Forbes Magazine

Thanks for the heads up. How did this come about?

Kevin Burkum

On Nov 18, 2013, at 1:48 PM, "Joanne Ivy" <JIvy@aeb.org> wrote:

FYI - I just did a lengthy interview (30 minutes) about Beyond Eggs/Egg Replacers. I felt that you should be aware. I think it went fairly well, but you never know how it will turn out.

Obviously, I played down Beyond Eggs as we don't have a campaign targeting specifically Beyond Eggs.
Joanne

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

American Egg Board

O 847.296.7043 | D 224.563.3701 | C (b) (6)
PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068
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Lutton, Sara - AMS

From: Kevin Burkum
Sent: Monday, December 23, 2013 11:32 AM
To: Elisa Maloberti; Joanne Ivy
Cc: John Howeth
Subject: RE: Fortune Magazine interview request

Thanks Elisa. We'll forward to Edelman for a response.

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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From: Elisa Maloberti
Sent: Monday, December 23, 2013 10:31 AM
To: Joanne Ivy
Cc: John Howeth; Kevin Burkum
Subject: FW: Fortune Magazine interview request

Joanne,

Fortune Magazine is doing a story about Hampton Creek and is looking to speak with someone at AEB, see below. How would you like me to respond?

Elisa

From: beth.kowitt@fortune.com [<mailto:beth.kowitt@fortune.com>]
Sent: Monday, December 23, 2013 10:19 AM
To: Elisa Maloberti
Subject: Fortune Magazine interview request

Hi Elisa,
I'm a writer on staff at Fortune Magazine and am working on a story for Fortune.com about Hampton Creek. I read about how the AEB has placed ads for its "Incredible, Edible Egg" campaign against search terms for Hampton Creek. I'd love to talk with you or someone else at the AEB about this. Can we set up a time to talk?

Thanks,
Beth

--

Beth Kowitt
Writer
Fortune Magazine

Lutton, Sara - AMS

From: Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>
Sent: Thursday, January 09, 2014 4:02 PM
To: Joanne Ivy; Maher, Missy; Schaffner, Serena; Lau, Natalie
Cc: Mia Roberts; John Howeth; Kevin Burkum; Mitch Kanter
Subject: RE: German newspaper

Hi Joanne,

No problem – we can handle! We will pull the industry facts and run by you before sharing just to make sure we have the most up to date information.

Elizabeth

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Thursday, January 09, 2014 2:55 PM
To: Jensen, Elizabeth (Schreiber); Maher, Missy; Schaffner, Serena; Lau, Natalie
Cc: Mia Roberts; John Howeth; Kevin Burkum; Mitch Kanter
Subject: FW: German newspaper

I am forwarding this request for information on the sustainability study and other industry information. I feel sure you have this information readily available. Please handle.

Just so you know our phone conversation was about Beyond Eggs and she has actually made a trip to San Francisco and visited Josh in his lab and tasted the products, which she thought tasted good. Obviously, a vegan if she thought the scrambled eggs tasted good! ☺

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

American Egg Board

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



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From: Werner, Kathrin [<mailto:kathrin.werner@sueddeutsche.de>]
Sent: Thursday, January 09, 2014 2:24 PM
To: Joanne Ivy
Subject: German newspaper

Hi Joanne,

Thank you for your time. We have just been on the phone a minute ago. I work for Sueddeutsche Zeitung, Germany's largest daily newspaper, you can find my details below.

It would be great if you could provide me with information on the growing sustainability of the egg industry.

I would also be interested in an industry size. I saw the production and consumption figures on your website but maybe you could help me in translating that to dollar amounts. How big is the US egg industry? And is it true that the worldwide production of eggs is 1.8 trillion a year?

Thank you and best regards,

Kathrin

Kathrin Werner
U.S. Correspondent
Sueddeutsche Zeitung, the leading German National Daily

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New York, NY 10002
Phone: +1 (347) 944 9047
kathrin.werner@sueddeutsche.de
www.sueddeutsche.de
Follow me on Twitter: @Kathrin_Werner

Lutton, Sara - AMS

From: Jill Benson <jbenson@jswest.com>
Sent: Friday, March 15, 2013 4:36 PM
To: Debbie Murdock
Cc: Joanne Ivy
Subject: RE: Hampton Creek Foods

Hi Debbie,

Yes, I've seen it on-line. Rather disparaging to our food system. I'm including Joanne here so she can forward it on to the appropriate person in the event they want to comment.

Thanks,

Jill

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

From: Debbie Murdock [<mailto:DMurdock@CGFA.ORG>]

Sent: Friday, March 15, 2013 12:34 PM

Subject: Hampton Creek Foods

Importance: High

<http://hamptoncreekfoods.com/beyondeggs/overview.php>

I think this is an issue that AEB needs to address. The Bay area TV stations did a story on it last night and it has been in the print media...they say it is cheaper than real eggs....hen treatment isn't an issue and they are just as good as the real thing....are you seeing the news coverage? Debbie

Lutton, Sara - AMS

From: John Howeth
Sent: Thursday, September 04, 2014 9:06 PM
To: Joanne Ivy
Subject: Re: Hampton Mayo

It has not as far as I know. I don't think we thought it was necessary as the ingredient statement definitely has no mention of egg. Do you think it's necessary to have this confirmed by a research lab like Covance if no claim is made by Hampton Creek?

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

On Sep 4, 2014, at 8:01 PM, "Joanne Ivy" <Jlvy@aeb.org> wrote:

I can't remember. Has it? Joanne

Sent from my iPhone

Begin forwarded message:

From: <sshane@nc.rr.com>
Date: September 4, 2014 at 3:30:04 PM EDT
To: 'Joanne Ivy' <Jlvy@aeb.org>
Cc: 'Dean Hughson' (b) (6) <[REDACTED]@gmail.com>
Subject: Hampton Mayo

Joanne
Has a sample of Hampton Creek mayo been submitted for assay to determine composition and absence of any egg content?
Regards,
Simon

Simon M. Shane. FRCVS, BVSc., Ph.D., MBL, dip ACPV
Professor.
205 Landreth Court,
Durham, NC. 27713.
phone (919) 806 8695
mobile (b) (6) <sshane@nc.rr.com>
EGG-CITE.com

Lutton, Sara - AMS

From: Kevin Burkum
Sent: Tuesday, October 14, 2014 9:05 AM
To: Joanne Ivy; 'Maher, Missy'
Cc: Humbel, Leslie; Mia Roberts; Liuzzi, Andrew; Englert, Jenny; Burch, Kellie; Waltz, Allison; Hayes, Katie
Subject: RE: Heads up on Josh Tetrick

I'll reach out to them.

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: Joanne Ivy
Sent: Tuesday, October 14, 2014 8:05 AM
To: Kevin Burkum; 'Maher, Missy'
Cc: Humbel, Leslie; Mia Roberts; Liuzzi, Andrew; Englert, Jenny; Burch, Kellie; Waltz, Allison; Hayes, Katie
Subject: RE: Heads up on Josh Tetrick

Kevin, Yes, I agree. It is not an egg farmer situation even though Josh Tetrick is a presenter. That is why I suggested Charlie Arnott who is an excellent speaker and represents several ag industries.

Good suggestion, I think it is a matter for US Framers and Ranchers Alliance. Joanne

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

American Egg Board

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From: Kevin Burkum
Sent: Tuesday, October 14, 2014 7:57 AM
To: 'Maher, Missy'; Joanne Ivy
Cc: Humbel, Leslie; Mia Roberts; Liuzzi, Andrew; Englert, Jenny; Burch, Kellie; Waltz, Allison; Hayes, Katie
Subject: RE: Heads up on Josh Tetrick

This is something we could refer to the US Farmers and Ranchers Alliance, who represents all of animal ag?

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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

Sent: Monday, October 13, 2014 9:47 PM

To: Joanne Ivy; Kevin Burkum

Cc: Humbel, Leslie; Mia Roberts; Liuzzi, Andrew; Englert, Jenny; Burch, Kellie; Waltz, Allison; Hayes, Katie

Subject: RE: Heads up on Josh Tetrick

We need to look at how to get involved or how to be considered as a speaker. They should have a farmer.

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

Sent: Monday, October 13, 2014 9:42 PM

To: Kevin Burkum

Cc: Humbel, Leslie; Mia Roberts; Maher, Missy; Liuzzi, Andrew; Englert, Jenny; Burch, Kellie; Waltz, Allison; Hayes, Katie

Subject: Re: Heads up on Josh Tetrick

It really is disappointing that they don't have a farmer on the program for a counter viewpoint. Since this is an annual Forum, is there something we can start doing now to get a farmer on the program or someone who represents farmers such as Charlie Arnott. Joanne

Sent from my iPad

On Oct 13, 2014, at 9:31 PM, Kevin Burkum <KBurkum@aeb.org> wrote:

Thanks Leslie. This is the meeting I mentioned last week that doesn't include a single farmer.

Kevin Burkum

On Oct 13, 2014, at 12:48 PM, "Humbel, Leslie" <Leslie.Humbel@edelman.com> wrote:

Hi Joanne and Team,

We wanted to let you know that we discovered today that [Josh Tetrick](#) will be speaking at the upcoming 1st Annual New York Times "[Food for Tomorrow](#)" forum, taking place in New York on November 11-12. Some other heavy hitter [speakers](#) including Michael Pollan (Author/Professor, UC Berkeley), Marion Nestle (Professor, Department of Nutrition, Food Studies and Public Health, New York University) and Mark Bittman (Food Columnist, *The New York Times Magazine*). Of note, it is not noted in the [agenda](#) which session Josh is speaking in.

We will keep an eye out for any new information on this front, and imagine there could be some media coverage on Beyond Eggs as part of the event. We will flag this for you all when we see.

Lutton, Sara - AMS

From: Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>
Sent: Thursday, December 05, 2013 4:39 PM
To: Kevin Burkum; Maher, Missy; Schaffner, Serena
Cc: Joanne Ivy; Kristin Livermore; Grosshandler, Jennifer
Subject: RE: Interview Request - Nutrition of the Egg

We are following up on this one as well and we'll likely want to have Mitch speak to the editor. Our team is going to give him a heads up on the latest and greatest for Beyond Eggs. We've also pulled together the following key messages that we'll want him and anyone speaking about this to cover. Please let us know your thoughts and we can tweak if/as necessary.

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

From: Kevin Burkum [<mailto:KBurkum@aeb.org>]
Sent: Thursday, December 05, 2013 3:16 PM
To: Maher, Missy; Jensen, Elizabeth (Schreiber); Schaffner, Serena
Cc: Joanne Ivy; Kristin Livermore
Subject: FW: Interview Request - Nutrition of the Egg
Importance: High

Can you guys follow up?

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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From: aeb
Sent: Thursday, December 05, 2013 2:01 PM
To: Kevin Burkum
Subject: FW: Interview Request - Nutrition of the Egg
Importance: High

Hi Kevin,

Who should I forward to, Edelman?

Thank you,

Sheryl Slagle | American Egg Board

O 847.296.7043 | D 224.563.3717 | F 847.296.7007

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From: Susan Matthews [<mailto:smatthews@everydayhealthinc.com>]

Sent: Thursday, December 05, 2013 1:28 PM

To: aeb

Subject: Interview Request - Nutrition of the Egg

Hello,

I'm a reporter with Everyday Health, and I'm writing a story about Hampton Creeks' attempt to create a plant-based egg. They claim it's healthier than a normal egg, and I wanted to speak with someone there about the health benefits of real eggs. Please let me know if someone there (with a medical background, if possible?) would like to speak with me about this.

Best,
Susan

Susan E. Matthews
Trends Reporter
(desk) 646-728-9592
(cell) (b) (6)



Lutton, Sara - AMS

From: Joanne Ivy
Sent: Tuesday, September 10, 2013 8:46 PM
To: Debbie Murdock
Subject: Re: Egg Story

Thanks. I appreciate seeing the publicity on Beyond Eggs. Joanne

Sent from my iPad

On Sep 10, 2013, at 7:08 PM, "Debbie Murdock" <debbie@agamsi.com> wrote:

FYI

<http://www.dailymail.co.uk/sciencetech/article-2416808/Artificial-egg-PLANTS-backed-Bill-Gates-set-revolutionize-cooking-goes-sale-Whole-Foods.html>

Lutton, Sara - AMS

From: John Howeth
Sent: Friday, January 24, 2014 9:45 AM
To: Joanne Ivy
Cc: John Howeth
Subject: RE: Beyond Egg

Joanne, we're currently working on our Questions to Ask Before Switching to Egg Replacers project. We've identified about twenty questions and we're currently having them reviewed by food formulators to see if there is anything we're missing.

Once we're comfortable with the questions, our plan was to have a few members of our committee review them. You may remember that with this project some questions would be answered and some were more rhetorical (kind of "did you think about this" questions). We have not made as much progress as I'd like on this because we have so many other projects right now, but we'll ramp it up.

That's about all I can think of.

John Howeth
VP Ingredients & Commercial Marketing
American Egg Board
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www.AEB.org

From: Joanne Ivy
Sent: Friday, January 24, 2014 6:07 AM
To: John Howeth
Subject: Beyond Egg

Besides the Clean Label Campaign, could you bullet point any other activities that has or is being done in response to Beyond Egg. I will add what Edelman has been doing in the consumer business media. Also, we just approved to move forward with a comparative footprint study with Beyond Egg and other plant and animal proteins.

I just don't want to leave out anything. Joanne

Sent from my iPhone

Lutton, Sara - AMS

From: John Howeth
Sent: Monday, February 24, 2014 11:34 AM
To: Jacinta LeDonne
Cc: John Howeth
Subject: RE: Beyond Eggs

January Update for UEA.ppt

John Howeth
VP, Ingredient & Commercial Marketing
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Park Ridge, IL 60068
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Direct: 224.563.3705
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From: Jacinta LeDonne
Sent: Monday, February 24, 2014 10:33 AM
To: John Howeth
Subject: RE: Beyond Eggs

What did you drop it under? There is so much there – I want to be sure I grab the right one.

Jacinta Le Donne | *Director of State Programs*

American Egg Board

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From: John Howeth
Sent: Monday, February 24, 2014 10:23 AM
To: Jacinta LeDonne
Cc: John Howeth
Subject: RE: Beyond Eggs

It's there.

John Howeth
VP, Ingredient & Commercial Marketing
American Egg Board
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Park Ridge, IL 60068
Office: 847.296.7043
Direct: 224.563.3705

www.AEB.org

From: Jacinta LeDonne
Sent: Monday, February 24, 2014 10:22 AM
To: John Howeth
Cc: Elisa Maloberti; Amanda Ferencz
Subject: RE: Beyond Eggs

If you could drop it in oasis, that would be great...I cannot see your files.

Jacinta Le Donne | *Director of State Programs*

American Egg Board

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From: John Howeth
Sent: Monday, February 24, 2014 10:22 AM
To: Jacinta LeDonne
Cc: Elisa Maloberti; Amanda Ferencz; John Howeth
Subject: RE: Beyond Eggs

Take a look at this deck. There are slides that mention what we're doing and Joanne prepared some slides at the end of the deck. This should give you what you need. If you can't get access to it, let me know and I'll drop it in Oasis.

(b) (5)

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

From: Jacinta LeDonne
Sent: Monday, February 24, 2014 10:07 AM
To: John Howeth
Cc: Elisa Maloberti; Amanda Ferencz
Subject: Beyond Eggs

Good Morning John,

I will be presenting at the NERO conference next week and would like to include several slides on what we are doing around the Beyond Eggs front – do you have anything already prepared that you could share with me?

Thanks much,

Lutton, Sara - AMS

From: John Howeth
Sent: Monday, October 14, 2013 12:55 PM
To: Joanne Ivy
Cc: John Howeth
Subject: RE: Beyond Eggs

This must be the one for the cookie dough product as I know the Just Mayo contains yellow pea protein and sorghum (per their PR release). This reinforces what I said in that every application has a different formulation. To be a player, they would need to produce large quantities of each applications' formula to be able to supply the market.

Thanks for the statement.

John Howeth
VP, Ingredient & Commercial Marketing
American Egg Board
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Office: 847.296.7043
Direct: 224.563.3705
www.AEB.org

From: Joanne Ivy
Sent: Monday, October 14, 2013 11:41 AM
To: John Howeth
Subject: FW: Beyond Eggs



Joanne C. Ivy, CAE | President & CEO
American Egg Board
O 847.296.7043 | D 224.563.3701 | C (b) (6)
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From: Sparish, Diane M. [<mailto:Diane.Sparish@MichaelFoods.com>]
Sent: Monday, October 14, 2013 11:32 AM
To: Joanne Ivy
Subject: FW: Beyond Eggs

FYI. See Beyond Eggs ingredients below.

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



301 Carlson Parkway
Suite 400
Minnetonka, MN 55305

From: Merkle, Jonathan A.
Sent: Monday, October 14, 2013 11:29 AM
To: Sparish, Diane M.
Subject: RE: Beyond Eggs

Hampton Creek

Ingredients: Whole Sorghum Flour, Oat Fiber, Oat Bran, Xanthan Gum, Algin

From: Sparish, Diane M.
Sent: Monday, October 14, 2013 11:25 AM
To: Merkle, Jonathan A.
Subject: Beyond Eggs

Do you have the ingredient deck for the Beyond Eggs product(s)? If so, please forward it to me.

Thanks,
Diane

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



301 Carlson Parkway
Suite 400
Minnetonka, MN 55305

Lutton, Sara - AMS

From: Chad Gregory <chaduep@unitedegg.com>
Sent: Tuesday, December 03, 2013 9:14 AM
To: Joanne Ivy
Subject: RE: Beyond Eggs

No worries Joanne. I think this is exactly the kind of activity you hire these 3 for. Maybe this is a good first step for AEB with these “junkyard dogs”?

Chad Gregory

President and CEO
United Egg Producers
(b) (6) – cell
770-360-9220 - work



From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Tuesday, December 03, 2013 9:01 AM
To: Chad Gregory
Subject: FW: Beyond Eggs

I was going to see what Kevin thought about following up on Anthony statement, but I sent to you first. So, please provide Anthony’s contact information. I will go ahead and ask him to make the call. Thanks. Joanne

From: Joanne Ivy
Sent: Tuesday, December 03, 2013 7:58 AM
To: 'Chad Gregory'
Subject: Beyond Eggs

Kevin, I was thinking about writing Chad and cc those attending the meeting who would remember Anthony’s statement. See below. Actually, if Anthony can prevent Beyond Eggs on the shelves, it would be worth it. He said he would do it, but he probably assumed that we would pay him for it. Although, he just said he would make the call – no fee mentioned. What if I sent the following to Chad?

Chad, The article on Beyond Eggs in your November 22 United Voices reminded me of a comment made by Anthony at the meeting with Tom Hall. Although it was first publicized that Whole Foods had the Beyond Eggs’ *Just Mayo* on their shelves. They are now saying it will be fall. According to Anthony, it would only take a single call to Whole Foods to have them not take the Mayo . Anthony said he would make that call. However, I feel sure he wants to be paid for doing it. If it is that easy, I will contact Anthony and remind him to make the call unless his price is too steep.

I will keep you informed of the outcome.

Lutton, Sara - AMS

From: Joanne Ivy
Sent: Monday, February 24, 2014 5:21 PM
To: 'Englert, Jenny'; Kevin Burkum; Kristin Livermore; Mia Roberts; John Howeth; Mitch Kanter
Cc: Maher, Missy; Liuzzi, Andrew; Grosshandler, Jennifer; Schaffner, Serena; Burch, Kellie; Jensen, Elizabeth (Schreiber)
Subject: RE: Beyond Eggs Blogger Update

Good stuff!

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

American Egg Board

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From: Englert, Jenny [<mailto:Jenny.Englert@edelman.com>]
Sent: Monday, February 24, 2014 4:12 PM
To: Joanne Ivy; Kevin Burkum; Kristin Livermore; Mia Roberts; John Howeth; Mitch Kanter
Cc: Maher, Missy; Liuzzi, Andrew; Grosshandler, Jennifer; Schaffner, Serena; Burch, Kellie; Jensen, Elizabeth (Schreiber)
Subject: Beyond Eggs Blogger Update

Hi all,

We are happy to share that our second round of Beyond Eggs blog posts are now live on [What's Gaby Cooking](#) and [Doughmesstic](#). Both bloggers personalized and shared a recipe from IE.org and highlighted the many nutritional benefits of eating real food, such as eggs, in their posts. They were also able to reference the 30-year sustainability study, informing their readers that the egg industry decreased greenhouse gas emissions by more than 70 percent over the past 50 years.

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

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

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



Lutton, Sara - AMS

From: Mia Roberts
Sent: Friday, February 21, 2014 5:46 PM
To: Joanne Ivy
Subject: Re: Beyond Eggs Consumer Research

Sounds good -- enjoy the weekend!

On Feb 21, 2014, at 4:42 PM, "Joanne Ivy" <Jlvy@aeb.org> wrote:

I have just left home for the evening and will look at the questions on Monday. Joanne

Sent from my iPhone

On Feb 21, 2014, at 5:07 PM, "Mia Roberts" <MRoberts@aeb.org> wrote:

Hi Joanne,

I have looked at this and my only question regarding the survey is, is it in our best interest to be asking 'only' about Hampton Creek and Josh Tetrick, specifically, or should we expand that question to include other egg replacers, and not just Hampton Creek?

1. Which of the following are you familiar with? [CHOOSE ALL THAT APPLY]
 - a. Beyond Eggs
 - b. Just Mayo
 - c. Hampton Creek
 - d. Josh Tetrick

For example, should be the question possibly read:

1. Which of the following are you familiar with? [CHOOSE ALL THAT APPLY]
 - a. Beyond Eggs
 - b. The Vegg
 - c. Egg Beaters
 - d. Ener-G Egg Replacer

Or, do we wish to explore consumer awareness ONLY of Hampton Creek...

Lastly, does the SOW reflect any recent conversations you've had with Missy? Just double checking before we respond.

Thanks!
Mia

From: Jensen, Elizabeth (Schreiber) [elizabeth.jensen@edelman.com]
Sent: Friday, February 21, 2014 3:33 PM
To: Joanne Ivy; Mia Roberts

Cc: Maher, Missy; Liuzzi, Andrew; Burch, Kellie
Subject: FW: Beyond Eggs Consumer Research

Hi Joanne and Mia,

Happy Friday! We just wanted to follow up regarding the Beyond Eggs Consumer Research survey questions and SOW amendment to see if you have any feedback or questions? Just let us know when you have a chance!

Best,
Elizabeth

From: Jensen, Elizabeth (Schreiber)
Sent: Thursday, February 13, 2014 5:05 PM
To: 'Joanne Ivy'; Mia Roberts
Cc: Maher, Missy; Liuzzi, Andrew; Burch, Kellie
Subject: Beyond Eggs Consumer Research

Hi Joanne and Mia,

Hope all went well in Phoenix! The Beyond Eggs Consumer Research survey questions are attached for your review. As a reminder, the purpose of this research is to vet consumer perception of Beyond Eggs and provide actionable intelligence to help shape both internal (in response to producer questions/concerns) and external communications and ensure a consistent strategy moving forward. For the survey, we recommend reaching out to 1,000 primary grocery shoppers (age 18+) with five questions to gauge their knowledge of plant-based egg replacers, knowledge of Hampton Creek Foods and options on laboratory created foods.

In addition, we've attached an addendum to the original scope of work for Beyond Eggs to cover the cost of the survey. We've also included the original SOW for your reference.

Please reach out with any questions, and we look forward to your feedback.

Best,
Elizabeth

<Consumer Research Questions 2.13.14.docx>

<Beyond Eggs SOW FINAL.doc>

<AEB_Amendment 1 to SOW_Beyond Eggs.doc>

Lutton, Sara - AMS

From: Englert, Jenny <Jenny.Englert@edelman.com>
Sent: Tuesday, January 14, 2014 6:18 PM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena
Subject: RE: Beyond Eggs Coverage Update 1.14

Hi all,

We wanted to flag that we have started to see comments on the [Scientific American](#) article Hampton Creek story that we responded to on 1/20. Commenters seem to be split in opinion on the subject, with two people sharing their support and interest in Beyond Eggs and one person stating that the product would never replace natural eggs. We do NOT recommend responding to the comments at this time. We will continue to keep a close eye on responses and provide updates as necessary. Please see comments below for reference and let us know if you have any questions!

Best,
Jenny

+++++

Marc Lévesque Response:

Joanne Ivy,

"There is no higher quality protein source"

How are you defining quality ? Fish, meats, dairy products and even some plants have a much denser protein concentration, and the 'Protein Digestibility Corrected Amino Acid Score' a measure of protein quality places a lot animal and plant protein sources much higher on its scale than eggs:

<http://www.ncbi.nlm.nih.gov/pubmed/10867064>

For a list of scores:

http://en.wikipedia.org/wiki/List_of_foods_by_protein_content

christophlovell Response:

You point out the \$0.15 per serving price point. Beyond Eggs will undercut that, and without the continued mistreatment of hens.

Industrial egg-laying hens are the most tortured creatures on the planet, Joanne. This is a fact you are well aware of, though I'm certain you have great industry designed retorts for such statements. You are a stooge for the egg industry (head of the American Egg Board), thus any comment you make is suspect and self-serving.

I cheer Hampton Creek and the difference they are making. They are trying to change the world into a better place and groups like the American Egg Board are going to fight them every step of the way.

Carlyle Response

Natural eggs will not be replaced. In some applications yes but no one is going to accept an artificial egg with their bacon for example.

From: Englert, Jenny
Sent: Tuesday, January 14, 2014 10:39 AM
To: 'Kevin Burkum'; 'Joanne Ivy'; 'John Howeth'; 'Mia Roberts'; 'Kristin Livermore'; 'Mitch Kanter'
Cc: Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena
Subject: Beyond Eggs Coverage Update 1.14

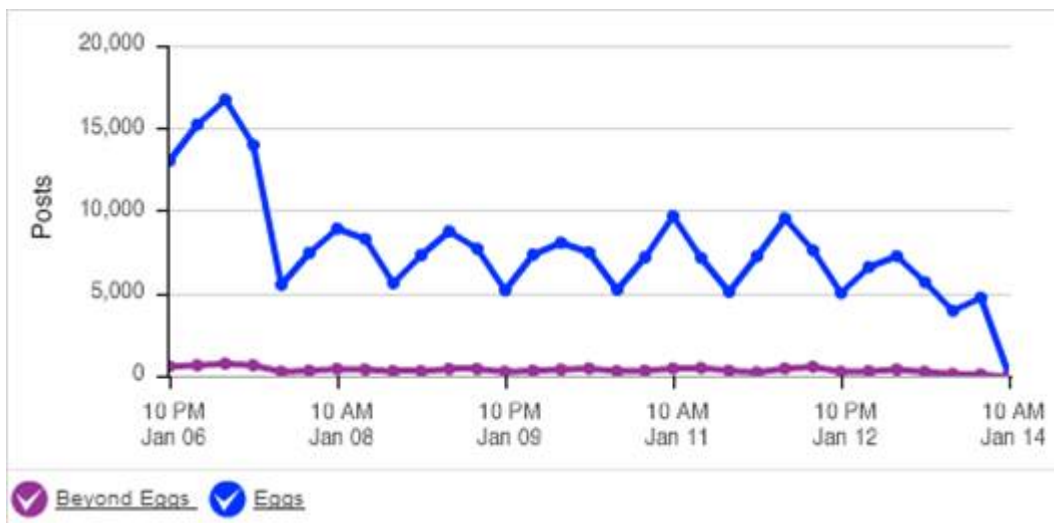
Hi all,

There isn't any new Beyond Eggs coverage to report since our last update yesterday afternoon. We also want to flag that total Beyond Eggs coverage volume from mainstream and social media has decreased by 43 percent since last week.

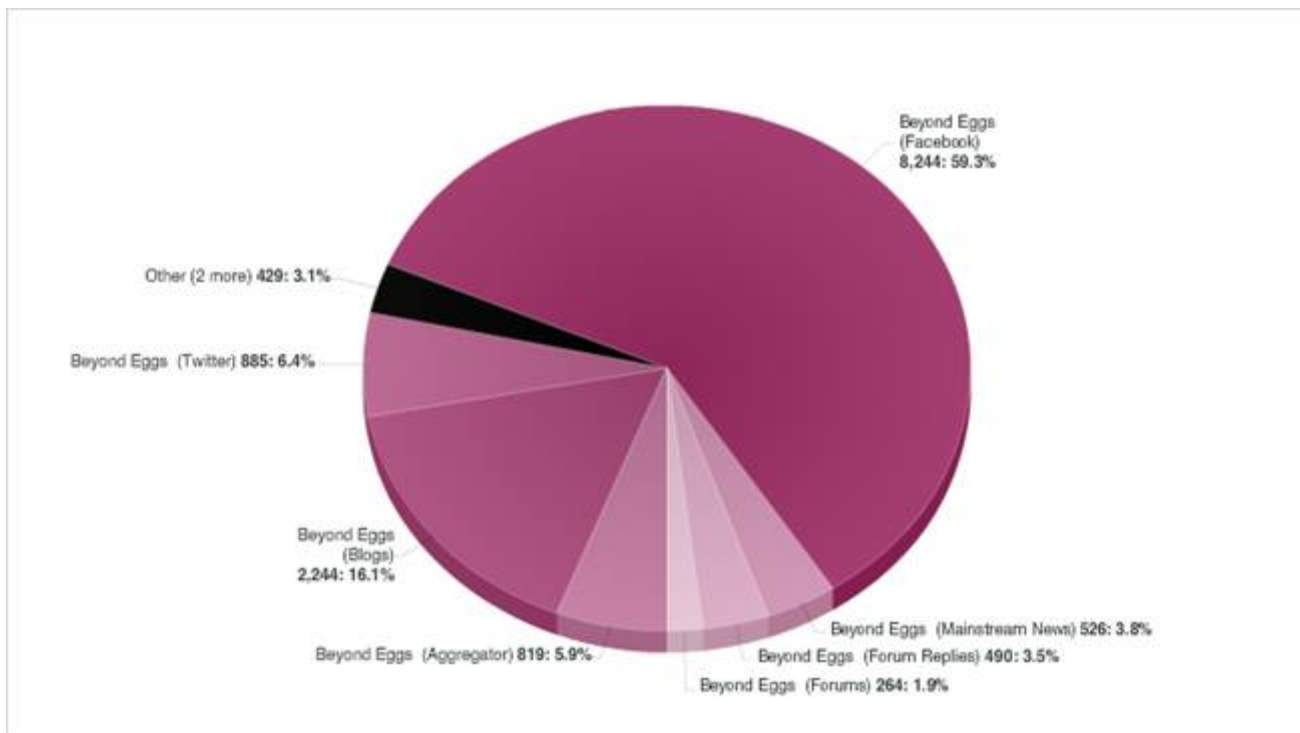
Please find a few graphs displaying comprehensive coverage from the last week below. As you can see, general eggs coverage remains strong, garnering 94 percent more coverage than Beyond Eggs in mainstream media and social. Please note, the majority of Beyond Eggs coverage to date is stemming from social media as a result of people mentioning that they'd be interested in trying Hampton Creek products. Please see graphs below for more detail.

(1/7 – 1/14) - Beyond Egg vs. Egg Coverage Volume

(Please note, this includes mainstream media coverage and social media conversation totals)



Beyond Eggs Coverage Segmentation by Media Type:



We will continue to keep an eye on coverage – both online and on social media, and will plan to provide another update in the morning tomorrow. Please don't hesitate to reach out with any questions in the meantime.

Best,
Jenny

Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

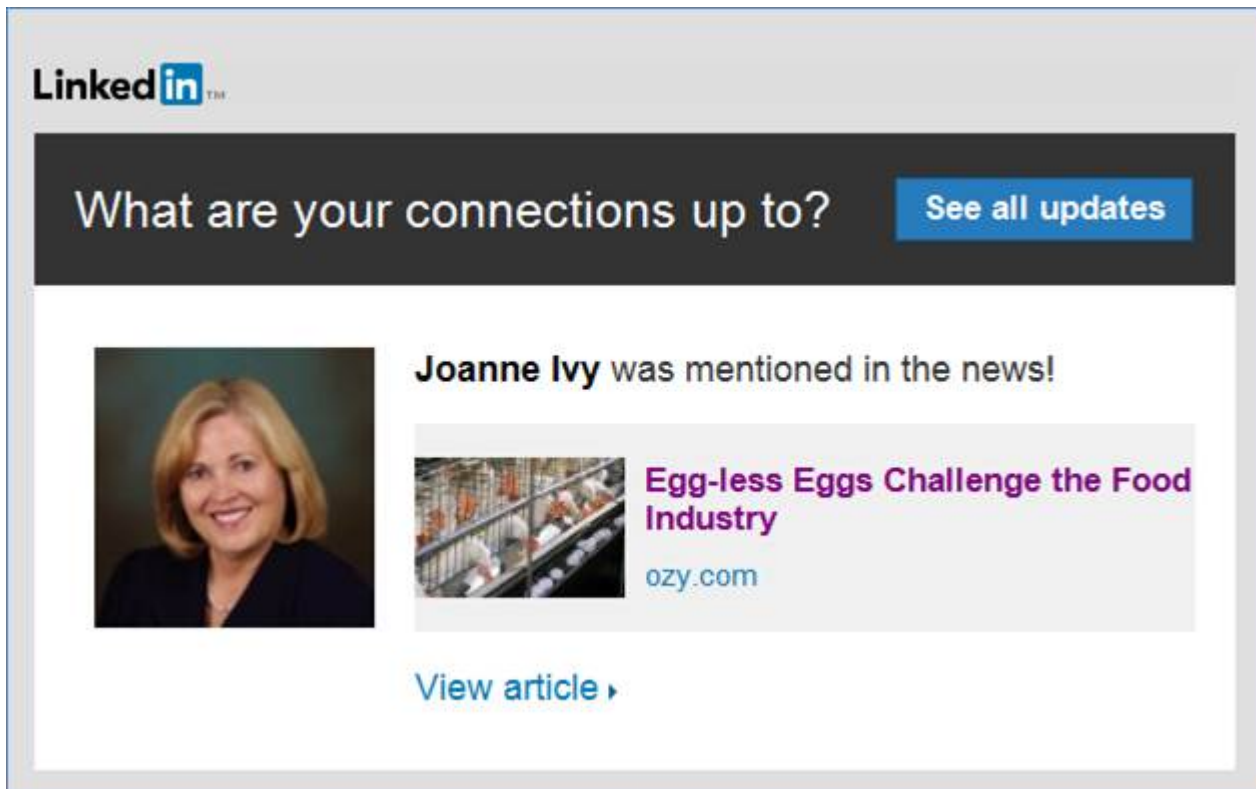
jenny.englert@edelman.com | www.edelman.com



Lutton, Sara - AMS

From: Elisa Maloberti
Sent: Wednesday, April 30, 2014 4:15 PM
To: John Howeth; Kevin Burkum; Mia Roberts; Joanne Ivy
Subject: Joanne mentioned in 4.26.14 Beyond Eggs article

Got this notice from LinkedIn. The link to the article is below the graphic. Has anyone seen this one?



<http://www.ozy.com/fast-forward/the-cure-for-the-common-egg/31125.article>

Elisa Maloberti | *Director of Egg Product Marketing*

American Egg Board

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Lutton, Sara - AMS

From: Elisa Maloberti
Sent: Wednesday, December 04, 2013 2:39 PM
To: Joanne Ivy; John Howeth; Mia Roberts; Kevin Burkum
Subject: Josh Tetrack video interview 12/3 in Businessweek

FYI...

<http://www.businessweek.com/videos/2013-12-03/cracking-the-9-billion-egg-industry>

Elisa Maloberti | *Director of Egg Product Marketing*

American Egg Board

O 847.296.7043 | D 224.563.3711

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Objective: Generate white paper for introduction at IFT Annual Expo to stimulate new product development with eggs.

Progress: Completed.

Objective: Work with a product development company to develop food concepts that utilize more yolk to alleviate the surplus.

Progress: See Frost and Sullivan sports nutrition

Maloberti continues discussing projects that have been successfully completed in her department, starting with a teaser version of the Conversion Video that was filmed at the American Institute of Baking in Manhattan, Kansas. This video was developed for local bakeries across the country in order to present the ways that food formulators and foodservice workers can convert from shell eggs. Two versions of this video will be made, one for shell egg to liquid egg converters, and one for shell egg to dry egg converters. When the full-length film is completed, it will be available in both English and Spanish. Maloberti presents that teaser version of this video to the committee, reporting that the full length version will be available at the end of Q3.

Maloberti continues in the presentation to report on the numerous media interviews taken place at the IFT Expo in New Orleans this year. Using Dr. Shelly McKee's talents, we were able to conduct multiple interviews with leading food formulation magazines. Six media interviews were conducted, as well as two video interviews, and Dr. McKee was able to provide information to all parties involved in the process. Maloberti shows a video example of Dr. McKee's expertise to the committee members, demonstrating that McKee's knowledge of the egg industry is most beneficial not only to AEB, but to egg farmers as a whole.

At this time, Maloberti also introduces the necessity for a technical advisor to be added to the AEB consultants list. This consultant would assist the Egg Product Marketing area in conducting research direction, planning and attending workshops, new product development and assist in formulation development. With her expertise, Dr. McKee has offered to partner with AEB as a technical consultant in her spare time, which will take place over the course of a four month trial. While Dr. McKee is unable to assist with product formulations, this creates the need to possibly look for another technical consultant as well.

Throughout the next two and a half years, AEB's EPM department will systematically release six functionality print advertisements. Each advertisement presents one of 20-plus functions that the egg is capable of in different recipes. The current advertisement running is the "Dolce Diablo Flan" demonstrating an egg's thickening capabilities to the reader. Having previously releasing the "French Macaron" Advertisement, which shows how eggs aerate in formulations, AEB plans to product three more ads in the next two years, showcasing emulsification, coagulation and the ability to structure using eggs and egg products.

Egg replacers are discussed, diving into the topic of REAL eggs versus egg replacers. Addressing this issue is the AEB's Clean Label Campaign, which promotes a simpler, easier-to-understand ingredient list for food formulators and consumers alike. Maloberti introduces the first speaker of the meeting, Terry Schroff, President and CEO of Quiet Light Communications to speak. At this point, Schroff discusses actions taken towards the Clean Label campaign, and the plan for the future of this campaign. Egg replacers have been periodically mentioned in publications, with differing reasons behind their

production. Beyond Eggs is an egg replacement that has been listed in the media numerous times and is known for being funded by popular donors. In turn, Schroff and his team at Quiet Light have developed a multi-faceted campaign in response to egg replacers and their abundance in the market. Currently released items include two print ads, website banner ads, a XXX page white paper, as well as an XXX page brochure named "20 Questions to Consider Before Switching to egg replacers", which aims to highlight the challenges in adding egg replacers to products and aims to create doubt in the ability to use a simple ingredient, such as eggs.

Numerous discussions took place surrounding this brochure. Van Zetten mentioned that he would like to see this piece inside of print magazines as an attached advertisement. Gibber requested that there be formulation assistance to better utilize whole eggs and/or yolks as a substitute to egg whites only. Sparish feels that the 20 questions brochure centers around egg replacers too much and should instead focus around eggs. She would like to see a more positive spin on eggs, rather than an attack on egg replacers. A consideration in changing the title was discussed among the entire committee to something similar to, "20 reasons why eggs make a REAL difference in your formulations." Olson believes that a lot, if not all, of the answers can be shortened in this brochure.

At this time, Schroff concludes his presentation and John Howeth steps in to discuss sports nutrition. Sports nutrition is a new area of growth for egg products and research is being conducted in order to find better ways to utilize egg yolks in these products. The idea is to create targeted promotions towards sports nutrition manufacturers. Howeth presents the committee with Frost & Sullivan research presenting overall Sports Nutrition market information. The market scope is first presented, showing general specs about the research conducted and obtained for this presentation. The current market for egg products in sports nutrition is small, however if the need is identified and fulfilled, it could become a lucrative area for the application of egg products. The six billion dollar sports nutrition market includes dietary supplements in food and beverage form, with eggs being typical used in conjunction with other proteins.

Howeth begins the discussion of the future of eggs in sports nutrition. Young men are no longer dominating sports nutrition products. Young women concerned about health and wellness are the driving factors for growth in this market. In the future, we should be communicating the benefits of sports nutrition that goes beyond muscle growth and performance. Overall, consumers generally prefer using food and beverage formats to deliver the health benefits they are looking for. By mixing proteins with other ingredients, or highlighting benefits that are inherently present, creates an opportunity for suppliers to differentiate and create an "all-in-one" product (also creating a premium consumers will pay for).

Next, Howeth covers the defining characteristics of the two markets for sports nutrition products-- young men and women. It is discussed that over sixteen percent of consumers have used a sports nutrition product in the last twelve months, where protein bars are used by over half of these sports nutrition product consumers. 81 percent of those who use food or beverage for nutritional benefits have consumed protein bars as the main format.

Across the industry, price is not of a concern for the consumers who partake in sports nutrition consumption. Because of this, other factors are measured in usage trends, such as quality, safety and other product-specific characteristics as product buying criteria. Further data shows that approximately

eight percent of the U.S. population has used protein bars in the last 12 months. These protein buyers tend to have three defining characteristics:

- Higher income young females (<55 years or younger, making over \$50,000 in income.)
- Willing to pay for quality products
- Hard-working and time constrained where protein bars are seen as a time-saver.

These same characteristics also translate into the protein powders market as well, however only 5 percent of U.S. consumption consisted of protein powder intake. Further nutrient markets are discussed, such as the Creatine market and the recovery drinks market. Howeth highlights the characteristics of the consumers in the recovery drinks market, noting some key differences from protein consumption,

- Overwhelmingly young people at the prime of their exercising lives.
- Half of these users are willing to pay a premium for a quality product.
- A good proportion of users have overall lower education levels, but are hard working.

During the discussion of revenue share, mass markets have the largest percent of revenue in 2013. Even with a large share in mass markets, other sales channels have increased. It is important to note that other channels such as mail orders, or internet sales, are critical to enhancing consumer awareness of sports nutrition products.

At this point in time, dairy proteins have the highest share in the ingredient space of sports nutrition at 56 percent, while egg-based proteins share only two percent of the market. This is determined to be a valuable area for egg-based proteins and should become even more valuable when the supply of egg whites stabilizes.

At this point, Maloberti discussed the new changes on the AEB.org website, highlighting features of the Egg Products sections of the website, detailing each area that has been changed and/or improved upon. Maloberti reviewed three of her sections of the AEB.org website.

Maloberti reviewed the proposed 2015 budget, including key programs for the near year and a comparison of 2014 and 2015. **A motion was carried by Diane Sparish and seconded by Ben Thompson to approve the new 2015 budget. Motion carried unanimously.**

Howeth starts the Foodservice portion of the meeting with a recap of the objectives and their progress to date.

Objective: Increase national account program from current ten targets to fifteen and include leading egg-serving chains in fast casual, midscale and convenience store segments to reach the leaders who drive the marketplace.

Progress: Have ongoing relationships and programs with our key targets.

Objective: Increase egg servings by 15 million over 2013 through innovation in the QSR chains we work with directly.

Progress: TBD - NPD data not available until November 2014.

Objective: Expand breakfast expert positioning by generating over 700,000 media impressions.

Progress: Currently at 710,961 impressions or 78.1% ahead of 2013.

Lutton, Sara - AMS

From: Dean Hughson (b) (6) @gmail.com>
Sent: Monday, November 24, 2014 1:53 PM
To: Joanne Ivy; Simon M Shane
Subject: Just Mayo at Whole Foods-Scottsdale
Attachments: 11242014 001.JPG

Product is expensive and only yuppies will buy it in my opinion



UNIT PRICE

\$4.69

1 @ 9 OZ
+ TAX

ng



Daily

2 11-10-14

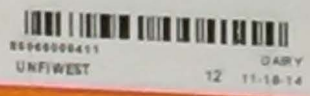
UNIT PRICE
26.81
per OZ

RETAIL PRICE

\$4.29

1 @ 16 OZ
+ TAX

just Mayo
Vegan Mayonnaise



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UNFIWEST 12 11-10-14

NON
GMO
Project
ED
t.org



Lutton, Sara - AMS

From: Joanne Ivy
Sent: Friday, November 21, 2014 9:24 AM
To: Serena Schaffner
Cc: John Howeth; Kevin Burkum
Subject: Re: American Egg Board Follow Up

Great. I just wanted to make sure you had what you needed. Your response is good -- and accurate! Thanks for handling.

Oh, I believe I mentioned in an email yesterday that the counsel from Unilever called. If not, I am mentioning it now. I believe I provided him some basic information that was helpful, but let him know that AEB cannot make statements that would support Unilever's position. Joanne

Sent from my iPhone

On Nov 21, 2014, at 9:18 AM, Serena Schaffner <sschaffner@aeb.org> wrote:

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

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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

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

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

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

Joanne

Sent from my iPhone

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

Hi all –

I wanted to pass along Candice's response to our answers about the Accept No Substitutes white paper. Candice clearly wants more of a connection as to whether or not we've revived the campaign to specifically address beyond eggs. I recommend that we continue to press the point that this is not novel and we've continued to work with manufacturers and food service people over the years to realize the benefits of all-natural eggs. I've drafted below, a response for your review – please let me know if there's any more historical background I should be adding.

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

Thanks for the help!

-Serena

=====

Hi Candice –

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

Please let us know if you need anything else.

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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

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

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

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

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

Sent: Wednesday, November 19, 2014 9:33 PM

To: Choi, Candice

Subject: American Egg Board Follow Up

Hi Candice –

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

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

We hope this helps answer your questions.

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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Lutton, Sara - AMS

From: Joanne Ivy
Sent: Friday, December 06, 2013 3:25 PM
To: Jensen, Elizabeth (Schreiber); Mitch Kanter
Cc: Torvik, Erika; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie; Englert, Jenny; Cummins, Sally; Byers, Kate
Subject: Re: AP Update/ Everyday Health Interview Recap

Thanks Elizabeth, it sounds like Mitch had a good interview with Susan relating a lot of positive nutrition information and handling the Beyond Egg questions appropriately.

Nice job Mitch! I look forward to seeing the article. Joanne

Sent from my iPad

On Dec 6, 2013, at 3:06 PM, "Jensen, Elizabeth (Schreiber)" <elizabeth.jensen@edelman.com> wrote:

Hi everyone,

We just wanted to share updates on the AP and Everyday Health stories. We shared the statement with the AP reporter, and he let us know that he'll attribute it to Mitch in the story, which is slated to run on Sunday. In addition, Mitch conducted the interview with Susan Mathews, trends reporter for Everyday Health.com. Below please find key takeaways from the interview. Thank you again Mitch for jumping in to help!

Everyday Health.com Interview Recap:

- Broadly, Mitch felt the interview "went well." He said that Susan seemed to be friendly, balanced and well versed. She also didn't seem overly sympathetic to Beyond Eggs.
- They spoke for ten minutes, and Mitch concluded the call feeling that he accomplished what he set out to do. We should see the story early next week.
- Points of interest:
 - Susan asked for Mitch to comment off-the-bat on Beyond Eggs. He said he was unfamiliar with the product, had not seen it and would be talking out school if he were to comment on it. She seemed satisfied with his response.
 - Mitch then transitioned to the wealth of health benefits of eggs, referencing that he was in D.C. attending the American Society of Nutrition's Advances & Controversies in Clinical Nutrition conference where the spotlight centered on the increasing role productive sources of protein play in a healthful diet, including via management of diabetes. Carbs are getting a tish of a black eye while eggs continue to come out on top. Excellent personal anecdote!
 - She said they had the "mayo" in their offices and she was reading the label. She said she didn't find any significant "nutritional benefits" over real mayo. She said the BE label references "1 gram of sat fat" per serving and asked Mitch to comment on this. Again, he said he couldn't directly comment on a product he was unfamiliar with, but then bridged to the fact that an egg only has 1.5 grams of sat fat and a wealth of nutritional benefits.
 - She added that she had spoken to a third-party RD this morning and she asked the question, "How many eggs should we be eating?" The RD said, "You can eat an egg a

day." The reporter asked for Mitch's thoughts on this, and Mitch deftly explained that the RD was likely quoting the 2010 DGs. He also added that folks should use this simply as a guideline and as an average. So, for instance, a three-egg omelette is perfectly acceptable.

- Mitch cited our environmental study and Susan immediately reached out to Erika post interview to ask for a copy. A sign of an engaged reporter.

Please let us know if there are any questions. We'll send out the afternoon coverage update shortly.

Best,
Elizabeth

Lutton, Sara - AMS

From: Joanne Ivy
Sent: Tuesday, September 10, 2013 8:43 PM
To: Morris, Craig - AMS
Subject: Re: Artificial egg made from plants

Thanks for sending. I have not seen this particular article on Beyond Eggs.

Sent from my iPad

On Sep 10, 2013, at 6:16 PM, "Morris, Craig - AMS" <Craig.Morris@ams.usda.gov> wrote:

<http://www.dailymail.co.uk/sciencetech/article-2416808/Artificial-egg-PLANTS-backed-Bill-Gates-set-revolutionize-cooking-goes-sale-Whole-Foods.html>

Sent from my iPhone

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Lutton, Sara - AMS

From: Joanne Ivy
Sent: Tuesday, October 15, 2013 10:37 AM
To: 'Jensen, Elizabeth (Schreiber)'; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore
Cc: Maher, Missy; McClamroch, Allison; Schaffner, Serena; Vaswani, Priya; Torvik, Erika; Englert, Jenny
Subject: RE: Beyond Meat Article of Interest, 10.14

Thanks Elizabeth.

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

American Egg Board

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From: Jensen, Elizabeth (Schreiber) [<mailto:elizabeth.jensen@edelman.com>]
Sent: Tuesday, October 15, 2013 9:02 AM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore
Cc: Maher, Missy; McClamroch, Allison; Schaffner, Serena; Vaswani, Priya; Torvik, Erika; Englert, Jenny
Subject: Beyond Meat Article of Interest, 10.14

Hi All,

We wanted to flag a [press release](#) that was distributed by Beyond Meat, the developer of Beyond Eggs. The release notes that today, Beyond Meat offered a facility transparency challenge to large-scale poultry processors, in light of the recent disclosure about salmonella in chickens distributed in California, Oregon and Washington.

We will continue to keep an eye out for coverage around Beyond Eggs and the company as a whole as it looks like they'll continue to be taking an aggressive stance against poultry producers and other meat companies. Please let us know if you have any questions.

Best,
Elizabeth

Lutton, Sara - AMS

From: Joanne Ivy
Sent: Tuesday, December 10, 2013 5:09 PM
To: Kevin Burkum; Mia Roberts; 'Jensen, Elizabeth (Schreiber)'; Kristin Livermore; John Howeth
Cc: Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Englert, Jenny; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie
Subject: RE: Blogger Recommendation for Review

I like the way everyone is thinking! Joanne

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

American Egg Board

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From: Kevin Burkum
Sent: Tuesday, December 10, 2013 3:42 PM
To: Mia Roberts; 'Jensen, Elizabeth (Schreiber)'; Joanne Ivy; Kristin Livermore; John Howeth
Cc: Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Englert, Jenny; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie
Subject: RE: Blogger Recommendation for Review

Also, while we're thinking big, what about Temple Grandin from an animal care standpoint?

Kevin Burkum | *Senior Vice President of Marketing*

American Egg Board

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From: Mia Roberts
Sent: Tuesday, December 10, 2013 3:40 PM
To: 'Jensen, Elizabeth (Schreiber)'; Joanne Ivy; Kevin Burkum; Kristin Livermore; John Howeth
Cc: Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Englert, Jenny; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie
Subject: RE: Blogger Recommendation for Review

Team –

Thanks for your time on the phone today.

As we move ahead with this strategy, it may be worth revisiting Pioneer Woman Ree Drummond as a potential candidate in light of the Beyond Eggs scenario. At one point we had briefly touched on her as a possibility for the Egg Advocates during our conversation audit, but had found her to be too expensive.

Let's think big and don't let 'expensive' an obstacle at the moment – I think we should try to have a conversation with her and see where that leads us. She is 'in the family' as a rancher and foodie, of course, but she has big numbers and big credibility.

Mia

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

Sent: Friday, December 06, 2013 6:53 PM

To: Joanne Ivy; Kevin Burkum; Kristin Livermore; Mia Roberts; John Howeth

Cc: Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Englert, Jenny; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie

Subject: Blogger Recommendation for Review

Hi everyone,

Attached for your review please find the blogger partnership recommendation surrounding Beyond Eggs outreach. We are happy to talk you through it early next week – just let us know what works best for you!

Have a great weekend,
Elizabeth

Lutton, Sara - AMS

From: Kevin Burkum
Sent: Friday, December 06, 2013 12:33 PM
To: Grosshandler, Jennifer
Cc: Joanne Ivy; Maher, Missy; Jaffe, Brad; Byers, Kate; Torvik, Erika; Mitch Kanter
Subject: Re: Brief Update: Re Prep Call with Mitch

Thanks Jen. Mitch, you'll be great.

Sent from my iPhone

On Dec 6, 2013, at 12:21 PM, "Grosshandler, Jennifer" <Jennifer.Grosshandler@edelman.com> wrote:

Joanne and Kevin --

Brad, Kate and I briefed Mitch this morning about the Everyday Health opportunity and talked at length about the messaging he will pull from during the interview as well as the areas he is not in a position to address. He's speaking with the reporter momentarily.

Mitch did a terrific job during our prep, and we walked through a number of hard-hitting questions and how to handle in the unlikely event they come up.

As a bit of background, Everyday Health is a robust online news site that boasts an average of 3 million unique visitors each month. The site offers a dynamic combination of consumer-friendly visual content, backed by some of the more influential health/wellness experts in the country (Sanjay Gupta regularly featured.)

The site is egg-friendly and a regular source we reach out to. They have featured a number of studies in the past, including our recent "Eggs as a Superior Source of Protein at Breakfast" effort.

That said, Mitch is fully aware that he'll likely receive some direct questions regarding Beyond Eggs, and Brad did a terrific job communicating to Mitch that he is not in a position to comment on the product but rather can offer a wealth of nutrition knowledge regarding our beloved incredible eggs.

We'll send recap once interview's conducted. Thanks so much.

Jennifer

Lutton, Sara - AMS

From: Tia Rains
Sent: Thursday, July 24, 2014 4:35 PM
To: Mia Roberts
Subject: RE: Business Insider Beyond Eggs article

I find it funny that they sell at *Whole Foods*, emphasis on the whole, and then their schematic is 5 steps about how they adulterate plants to isolate a small fraction for consumption.

From: Mia Roberts
Sent: Thursday, July 24, 2014 2:41 PM
To: Kevin Burkum; Joanne Ivy; John Howeth; Mitch Kanter; Tia Rains
Subject: Business Insider Beyond Eggs article

FYI only -- just stumbled across this. Tetrick spoke at a technology conference, and some of his key messages are shifting, such as "The cost of an egg comes from feed. Unless egg makers are willing to lose money, they don't have a structure to compete with us."

New quote is, ""We didn't start this to say you shouldn't eat eggs, we started to say this model of intensive agriculture is bizarre and belongs in the 19th century," says Tetrick. "It's not appropriate to the 21st century."

<http://www.businessinsider.com/hampton-creek-sf-based-egg-replacer-2014-6>

Mia Roberts | *Vice President of Strategic Operations*

American Egg Board

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Lutton, Sara - AMS

From: Joanne Ivy
Sent: Thursday, July 24, 2014 3:52 PM
To: Mia Roberts
Cc: Kevin Burkum; John Howeth; Mitch Kanter; Tia Rains
Subject: Re: Business Insider Beyond Eggs article

Interesting. Thanks for sharing. Joanne

Sent from my iPhone

On Jul 24, 2014, at 3:41 PM, "Mia Roberts" <MRoberts@aeb.org> wrote:

FYI only -- just stumbled across this. Tetrick spoke at a technology conference, and some of his key messages are shifting, such as "The cost of an egg comes from feed. Unless egg makers are willing to lose money, they don't have a structure to compete with us."

New quote is, ""We didn't start this to say you shouldn't eat eggs, we started to say this model of intensive agriculture is bizarre and belongs in the 19th century," says Tetrick. "It's not appropriate to the 21st century."

<http://www.businessinsider.com/hampton-creek-sf-based-egg-replacer-2014-6>

Mia Roberts | *Vice President of Strategic Operations*

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Lutton, Sara - AMS

From: Chad Gregory <chaduep@unitedegg.com>
Sent: Monday, July 28, 2014 6:16 PM
To: Serena Schaffner
Cc: Joanne Ivy; Mitch Kanter; John Howeth; Elisa Maloberti; Mia Roberts; Kevin Burkum; Maher, Missy; Jensen, Elizabeth (Schreiber); Waltz, Allison; Burch, Kellie; Englert, Jenny; Sheryl Slagle
Subject: Re: BuzzFeed Mayo and Animal Welfare Article

After being interviewed by this woman...I feared it could have been far worse.

Chad Gregory, CEO
United Egg Producers

On Jul 28, 2014, at 4:10 PM, "Serena Schaffner" <sschaffner@aeb.org> wrote:

Hi all –

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

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

Best,
Serena

Serena Schaffner | *Director of Marketing Communications*

American Egg Board

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Lutton, Sara - AMS

From: DeBord, Emily - AMS <Emily.DeBord@ams.usda.gov>
Sent: Thursday, May 29, 2014 1:46 PM
To: Joanne Ivy
Subject: RE: Climate/Environmental Projects

Thank you!

Thanks,
Emily

From: Joanne Ivy [mailto:JIvy@aeb.org]
Sent: Thursday, May 29, 2014 12:26 PM
To: DeBord, Emily - AMS
Subject: RE: Climate/Environmental Projects

[Here you go:](#)

2013 50-Year Life Cycle Assessment and Environmental Footprint Study

The egg industry has reduced its environmental footprint while increasing egg production in the past 50 years, according to a research study now approved for publication.

The study, conducted by the Egg Industry Center, used a lifecycle analysis of U.S. egg production from 1960-2010 to evaluate environmental performance measures for the complete egg production lifecycle, from crops to hens to the farm gate.

The study highlighted improved feed efficiency, combined with more efficient grain production and manure management.

This study was launched on **Monday, October 28** with an electronic press kit that included:

- 1) Press release
- 2) Fact sheet
- 3) Infographic highlighting findings of the study

2014 Comparative Environmental Study (due June 15, 2014)

In 2014, the American Egg Board has commissioned the Egg Industry Center to conduct a follow up environmental study that will compare the environmental footprint of U.S. eggs with other plant and animal food sources.

The findings from this type of research would be important to have to address egg replacers as well as highlighting that egg production will have a lower footprint compared to a laboratory-created egg products such as Beyond Eggs and other plant-based egg replacers as well as other animal proteins.

The study began on February 15 and is scheduled to be completed by June 30, 2014.

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

American Egg Board

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From: DeBord, Emily - AMS [<mailto:Emily.DeBord@ams.usda.gov>]

Sent: Thursday, May 29, 2014 10:05 AM

To: Joanne Ivy

Subject: RE: Climate/Environmental Projects

Importance: High

Hi Joanne,

I just wanted to ensure you received this request...We need this by early afternoon today. Thanks again!

Thanks,
Emily

From: DeBord, Emily - AMS

Sent: Wednesday, May 28, 2014 3:54 PM

To: Joanne Ivy (JIvy@aeb.org); Florentino Lopez (florentino@sorghumcheckoff.com); Laura Kelley (laura@sorghumcheckoff.com); megan@americanlambboard.org

Subject: Climate/Environmental Projects

Importance: High

Hi all,

First, thank you all so much for your swift replies to the information request for youth programs.

We have now been asked by the Secretary's office to compile a list of all climate/environmental projects being conducted/sponsored by or partnered with all the R&P boards. I really apologize for the quick turnaround, but we received this request a few minutes ago and are asked to provide it tomorrow, so I need this information from you by noon EDT tomorrow. Right now the information we need includes: title of the project and a brief summary of the activity. No budget information is needed at this time.

Again, I apologize for the short notice and really appreciate your help with this!

Thanks,
Emily

Emily DeBord
Agricultural Marketing Specialist
USDA, AMS, Livestock, Poultry and Seed Program
Research and Promotion Division
Phone: (202) 690-2611

Lutton, Sara - AMS

From: Mike Sencer <msencer@hiddenvilla.com>
Sent: Friday, October 31, 2014 11:59 AM
To: Debbie Murdock
Cc: Arnold Riebli (ariebli@nucalfoods.com); Steve Gemperle (sgemperle@gemperle.com); Gary West (gwest@jswest.com); gfoster@scegg.com; Joanne Ivy; Chad Gregory (chaduep@unitedegg.com)
Subject: Re: Disruptors in 2014: Hampton Creek Foods - Comments on Chickens and eggs

Can we pool our money and put a hit on him?

Sent from my iPhone

> On Oct 31, 2014, at 8:38 AM, Debbie Murdock <debbie@agamsi.com> wrote:
>
> <http://www.cnbc.com/id/101727335>
>

Lutton, Sara - AMS

From: Schaffner, Serena <Serena.Schaffner@edelman.com>
Sent: Monday, January 06, 2014 5:23 PM
To: Joanne Ivy
Cc: Maher, Missy; Jensen, Elizabeth (Schreiber); Liuzzi, Andrew; Grosshandler, Jennifer; Mia Roberts; Kevin Burkum
Subject: RE: Egg Production story

Thanks for the heads up, Joanne. Please let us know what comes out of the conversation and how we can be of further assistance. Look forward to hearing from you.

Best,
Serena

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

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Monday, January 06, 2014 3:27 PM
To: Schaffner, Serena
Cc: Maher, Missy; Jensen, Elizabeth (Schreiber); Liuzzi, Andrew; Grosshandler, Jennifer; Mia Roberts; Kevin Burkum
Subject: RE: Egg Production story

Serena, David Kent called Karen back and said that someone from Edelman had called, but he only wanted to talk with me. Karen gave him my phone number on Friday afternoon, and he has never called. Obviously, I will just find out what he needs, and I will put the appropriate person in touch with him. Yes, it sounds strange to me as well, but I think I can handle the initial call. Joanne

Joanne C. Ivy, CAE | President & CEO
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-----Original Message-----

From: Schaffner, Serena [<mailto:Serena.Schaffner@edelman.com>]
Sent: Monday, January 06, 2014 2:56 PM
To: Joanne Ivy
Cc: Maher, Missy; Jensen, Elizabeth (Schreiber); Liuzzi, Andrew; Grosshandler, Jennifer; Mia Roberts; Kevin Burkum
Subject: FW: Egg Production story

Hi Joanne -

Happy New Year! We got in touch with David Kent and unfortunately, he is only willing to discuss the opportunity/ask with you. From what we could get from him, they're interested in pursuing a segment about the nutrition benefits of eggs as well as discussing environmental sustainability. We aren't certain if talk about Beyond Eggs is included in his ask as he was reticent to share any more details until he spoke with you.

We're a bit suspicious and are hoping that you can help shed some light on the conversations he had with Karen, so we can determine how best to respond. Did Karen give you any context of her conversation (types of questions he asked, any details of the segment, etc.)? If not, we'd be happy to get in touch with her to see if she has any additional insights.

David asked to speak with someone by tomorrow and we would recommend having Mitch call him back as he's been fielding Beyond Eggs opportunities and is the expert on egg nutrition, once we have a better understanding of David's conversation with Karen. Look forward to your thoughts.

Best,
Serena

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

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

Sent: Thursday, January 02, 2014 12:15 PM

To: Maher, Missy; Jensen, Elizabeth (Schreiber)

Cc: Mia Roberts; Kevin Burkum

Subject: Egg Production story

Missy: Karen Kreher received a call from David Kent (561-279-3550 ext. 118) a producer for In View with Larry King. They are considering doing a program on egg production. Karen said it is not urgent, but I thought you may want to look into it on Monday. If you could give us some feedback on what they are wanting to do that would be great.

It may be a good opportunity to discuss the Sustainability Study with Bob Krouse and/or Hongwei. I am not sure if Karen wanted to do the interview, but I was thinking that Bob has already been interviewed several times about the study, so it would be easy for him. I think Karen was just referring the call to AEB to handle. Joanne

Sent from my iPad

Lutton, Sara - AMS

From: Xin, Hongwei [A B E] <hxin@iastate.edu>
Sent: Thursday, January 16, 2014 8:55 PM
To: Joanne Ivy
Subject: RE: Environmental Footprint Study

Will do. Thanks.
Hongwei

From: Joanne Ivy [mailto:Jlvy@aeb.org]
Sent: Thursday, January 16, 2014 1:07 PM
To: Xin, Hongwei [A B E]
Subject: RE: Environmental Footprint Study

Great. I will proceed here to move this along. Go ahead and proceed to run the paperwork through the University for a start date of February 15 and conclude by June 30. Joanne

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

American Egg Board

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From: Xin, Hongwei [A B E] [<mailto:hxin@iastate.edu>]
Sent: Thursday, January 16, 2014 1:01 PM
To: Joanne Ivy
Cc: Nathan Pelletier; Ibarburu-Blanc, Maro A [AN S]; Wang, Tong [FSHNA]; Vold, Lesa C [AN S]
Subject: RE: Environmental Footprint Study

Hi Joanne,

The answer to your question re: b) is Yes, we will look at other plant-based proteins besides "Beyond Egg" product.

I have trimmed the proposal budget (to \$75,048) and the updated proposal in both PDF and WORD formats is attached. Any further questions please let me know.

Next I will run the standard grant application paperwork through the university system. Should we have a target starting date of Feb 15 and a completion date of June 30?

Best,

Hongwei

Hongwei Xin <Shin>, Ph.D.
Iowa Egg Council Endowed Professor
Professor, Agricultural & Biosystems Engineering (ABE) and Animal Science
Director, Egg Industry Center – <http://www.eggindustrycenter.org>

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hxin@iastate.edu (Email)
Homepage: <http://www.abe.iastate.edu/who-we-are/directory/hongwei-xin/>
Citation Indices: <http://scholar.google.com/citations?user=l02uQPAAAAAJ&hl=en>

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Thursday, January 16, 2014 8:33 AM
To: Xin, Hongwei [A B E]
Subject: RE: Environmental Footprint Study

Thanks Hongwei for sending. I feel this will be an important study to have this information on hand. It looks good, particularly the part that says you should be able to do the study in 4 months.

Regarding b) at the top of page 2, I am assuming that in addition to the Beyond Egg product that you will also look at a couple of other plant-based proteins, such as soy and maybe corn.

Also, regarding the price, it is a little higher than I was estimating. Is there any way we can skim a little from budget to get it down in the \$75,000 range without effecting the quality of the study.

Look forward to hearing back from you. Joanne

Joanne C. Ivy, CAE | *President & CEO*
American Egg Board
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From: Xin, Hongwei [A B E] [<mailto:hxin@iastate.edu>]
Sent: Tuesday, January 07, 2014 10:18 AM
To: Joanne Ivy
Subject: RE: Environmental Footprint Study
Importance: High

Hello Joanne,

Happy New Year! I hope you enjoyed the holiday break.

As promised, attached is the proposal for your consideration. The key to the robustness of the study is that consistent methodology is used across different species/commodities in the assessment of the environmental footprint. This means that some of the published numbers on certain commodity (e.g., dairy) by other researchers needs to be re-examined.

Should you have any questions, please advise.

Best regards,

Hongwei

From: Joanne Ivy [<mailto:Jlvy@aeb.org>]
Sent: Wednesday, December 11, 2013 5:23 AM
To: Xin, Hongwei [A B E]
Subject: Re: Environmental Footprint Study

Yes, early January would work for the proposal, but we would want to get this study done as soon as possible to use the information in our media responses.

We can contact Tony directly, but it is John Howeth who just received the patent information on Beyond Eggs and needed some help deciphering the info. There are several products, and we thought we would do the carbon footprint study on two of the main products.

What is Tony's contact info. I will pass along to John.

Safe travels. Joanne

Sent from my iPhone

On Dec 10, 2013, at 8:38 PM, "Xin, Hongwei [A B E]" <hxin@iastate.edu> wrote:

Dear Joanne,

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

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

Happy Holidays to you all!

Hongwei

Hongwei Xin <Shin>, Ph.D.
Iowa Egg Council Endowed Professor
Professor, Agricultural & Biosystems Engineering (ABE) and Animal Science
Director, Egg Industry Center – <http://www.eggindustrycenter.org>
1202 NSRIC
Iowa State University
Ames, Iowa 50011-3310, USA
515.294.4240 (Office); (b) (6) (Cell); 515.294.4250 (Fax)
hxin@iastate.edu (Email)
Homepage: <http://www.abe.iastate.edu/who-we-are/directory/hongwei-xin/>
Citation Indices: <http://scholar.google.com/citations?user=I02uQPAAAAAJ&hl=en>

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

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

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

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

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

American Egg Board

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Lutton, Sara - AMS

From: Liuzzi, Andrew <Andrew.Liuzzi@edelman.com>
Sent: Friday, September 13, 2013 7:21 PM
To: Joanne Ivy
Cc: Maher, Missy; McClamroch, Allison; Jensen, Elizabeth (Schreiber)
Subject: RE: Joanne--draft statement and conversation snapshot for review
Attachments: 130913_AEB Social Media Report.pdf

Joanne—my apologies—I forgot to attach the conversation snapshot.

-Andy

From: Joanne Ivy [<mailto:JIvy@aeb.org>]
Sent: Friday, September 13, 2013 5:16 PM
To: Liuzzi, Andrew
Cc: Maher, Missy; McClamroch, Allison; Jensen, Elizabeth (Schreiber)
Subject: Re: Joanne--draft statement and conversation snapshot for review

Thank you very much for pulling this statement together. I will look it over and let you know if I have any comments or questions. I plan to send it to Angie over the weekend so she has it first thing on Monday. Thanks again. Joanne

Sent from my iPhone

On Sep 13, 2013, at 5:41 PM, "Liuzzi, Andrew" <Andrew.Liuzzi@edelman.com> wrote:

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!

-Andy

+++++

Statement

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 we recognize the emergence of new egg replacement options, we believe strongly that, for a variety of reasons, the time-tested, all-natural egg remains the best option for consumers and food service companies alike. 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 XX egg farmers, their families and employees across the U.S.

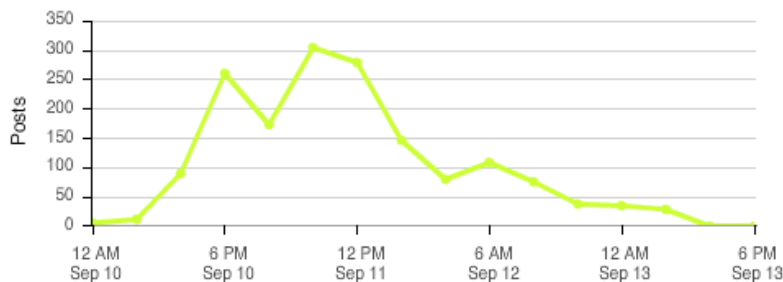
In local communities across the country, egg farmers work hard to provide consumers with a variety of egg options to make a personal choice, and will continue to provide safe, fresh, locally-produced eggs, while caring for hens in accordance with the highest standards in the nation. In addition, egg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

American Egg Board

Social Media Conversation: September 13, 2013 (10:30 a.m. CT)



Conversation Volume:



Issue Summary:

- On September 10th, a [Daily Mail \(UK\)](#) story detailed a “radical ‘artificial egg’ backed by PayPal billionaire Peter Thiel and Bill Gates”.
- To date, the [Daily Mail \(UK\)](#) story has received **266** comments and has been “shared” **12,000** times.
- To date, there have been **1,642** relevant posts about the Bill Gates backed artificial egg.
- Conversation has dropped off substantially following a peak on September 11th.

Media Coverage Driving Conversation:

[‘Artificial egg’ made from PLANTS backed by Bill Gates set to revolutionize cooking goes on sale at Whole Foods](#)

Daily Mail (UK), September 10th, 2013

“A radical ‘artificial egg’ backed by Paypal billionaire Peter Thiel and Bill Gates goes on sale in US supermarkets for the first time today. ...The team today started selling their ‘plant egg’, called Beyond Eggs, in Whole Foods in California - and say it could soon be available in supermarkets worldwide.”

Original Comment Count: 266

[What Happens When Bill Gates Attacks World Hunger? Chicken-less Eggs](#)

LA Times, September 12, 2013

“Bill Gates has made it his mission to tackle malaria, sanitation in developing countries, better education programs, and now he's turned his attention to food. The Microsoft billionaire is tackling world hunger, and he's doing it with a faux egg powder -- call them chicken-less eggs.”

Original Comment Count: 0

[US Company Creats Plant-Based Egg](#)

MSN News, September 13th, 2013

“Veg egg! In some good news for vegetarians, an artificial egg made entirely from plants has been developed by food scientists at a US company.”

Original Comment Count: 0

[Food Scientists Invent Egg Substitute Created From Plants](#)

NY Daily News, September 12th, 2013

Beyond Eggs, invented by San Francisco-based food lab Hampton Creek Foods, contains 11 different plants. The vegan alternative is supposedly cheaper and better for the environment, but just as versatile as the real thing.

Comment Count: 2

Online Conversation Drivers:

[@BigBoi](#)

'Artificial egg' made from PLANTS backed by Bill Gates set to revolutionize cooking goes on sale at Whole Foods |

<http://t.co/P4AzRdfXrh>

Followers: 849,709

[@DRUDGE REPORT](#)

'Artificial egg' made from PLANTS backed by Bill Gates set to revolutionize cooking... <http://drudge.tw/1eBuHmz>

Followers: 568,578

[@xiam007](#)

'Artificial egg' made from PLANTS backed by Bill Gates set to revolutionize cooking... - <http://j.mp/16iN77Q>

Followers: 300,034

[@ComplexMag](#)

California Whole Foods locations are selling Beyond Eggs, which are made up entirely from plants.

<http://cmlpx.it/18bCPsQ>

Followers: 290,093

[@JodyField](#)

'Artificial egg' made from PLANTS backed by Bill Gates set to revolutionize cooking g... <http://shrd.by/cXJ1tX> +

<http://shrd.by/MnCA5j>

Followers: 107,709

[@BillGatesFeed](#)

'Artificial egg' made from PLANTS backed by Bill Gates set to revolutionize ... - Daily Mail <http://bit.ly/13Hgynr>

Followers: 28,211

[@isitvegan](#)

Beyond Eggs from [@hcfoods](#)?!?! [#gimmedat](#) Go [#vegan](#)!

Followers: 24,291

Lutton, Sara - AMS

From: Mia Roberts
Sent: Tuesday, April 15, 2014 5:41 PM
To: Joanne Ivy
Subject: FW: 2013 and 2014 SOWs and Edelman Fees
Attachments: AEB ENC Combined FEE Budget Totals CY13 and CY14.xlsx

Hi Joanne – This is the piece that Edelman just forwarded. Let me know if you'd like to follow up or discuss! This one includes Beyond Eggs and some other elements that may or may not have been in the Statements of Work...

Mia

From: Jensen, Elizabeth (Schreiber) [<mailto:elizabeth.jensen@edelman.com>]
Sent: Tuesday, April 15, 2014 4:33 PM
To: Mia Roberts
Cc: Maher, Missy; Schaffner, Serena
Subject: 2013 and 2014 SOWs and Edelman Fees

Hi Mia,

Nice chatting! We've gone through and verified ENC, Marketing and Industry Programs fees in the attached Excel chart along with additional incremental programs for 2013 and 2014. Please let us know if you have any questions or need additional information.

Best,
Elizabeth

AEB/ENC 2013 2014**Fee Budgets**

2013		
Program	Fee	Notes
ENC	\$ 525,925	
Consumer Mktg	\$ 333,900	
Industry Programs	\$ 283,000	
Beyond Eggs	\$ 43,000	
WHEER	\$ 5,000	
Retail RD	\$ 18,983	
MilkPEP Response	\$ 7,500	
Environmental Study	\$ 95,000	
Fresh Start	\$ 14,987	
2013 Total	\$ 1,327,295	

2014		
Program	Fee	Notes
ENC	\$ 597,400	
Consumer Mktg	\$ 344,020	
Industry Programs	\$ 190,550	
Beyond Eggs	\$ 6,000	
WHEER	\$ 4,854	SOW forthcoming
2014 Total	\$ 1,142,824	

Lutton, Sara - AMS

From: Sparish, Diane M. <Diane.Sparish@MichaelFoods.com>
Sent: Tuesday, July 08, 2014 12:46 PM
To: John Howeth; Joanne Ivy
Subject: Beyond Eggs

FYI. I thought you'd find interest in the attached link. Farm Forward has now gotten nearly 400K people to sign their petition against Hellman's/Best Foods. Not sure whether there is a formal/informal link between Farm Forward and Beyond Eggs...but the material in this link and video is similar to some of the Beyond Eggs messaging I've seen on the internet.

<http://buyingmayo.com/>

See you tomorrow.

Diane

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



301 Carlson Parkway
Suite 400
Minnetonka, MN 55305

Lutton, Sara - AMS

From: Steve George (b) (6) @netins.net>
Sent: Wednesday, November 27, 2013 11:22 AM
To: Joanne Ivy
Subject: Bill Gates' Food Fetish: Hampton Creek Foods Looks To Crack The Egg Industry - Forbes

Joanne,
Hope all is well. You and your staff did a great job with the board meeting in Savannah.
You've seen this Forbes article by now I'm sure. Any update on Hampton Creek?
Appreciate the work AEB has done on this.
Have a happy Thanksgiving!
Steve

<http://www.forbes.com/sites/ryanmac/2013/11/23/bill-gates-food-fetish-hampton-creek-foods-looks-to-crack-the-egg-industry/>

Lutton, Sara - AMS

From: Debbie Murdock <debbie@agamsi.com>
Sent: Friday, October 31, 2014 11:39 AM
To: Arnold Riebli (ariebli@nucalfoods.com); Steve Gemperle (sgemperle@gemperle.com); Michael Sencer; Gary West (gwest@jswest.com); gfoster@scegg.com
Cc: Joanne Ivy; Chad Gregory (chaduep@unitedegg.com)
Subject: Disruptors in 2014: Hampton Creek Foods - Comments on Chickens and eggs

<http://www.cnn.com/id/101727335>

Lutton, Sara - AMS

From: Mia Roberts
Sent: Thursday, December 19, 2013 11:01 AM
To: Joanne Ivy
Subject: DRAFT FOR REVIEW: for States -- American Egg Board addresses Beyond Eggs

Hi Joanne,

Regarding the states, here is a draft of what we can send to them, along with the president's update (below). I realize they may have already received this, but in terms of drafting off this update and providing this new information, I thought it might be best if these two travel together in the same email.

The message feels a bit "heavy" but see what you think. Also, do you think we should address Beyond Eggs specifically as well as addressing egg replacers in general, or just focus on Beyond Eggs?

Please let me know if you have any additions / changes!

Best,
Mia

DRAFT FOR REVIEW

Dear State Representatives,

As a follow up to Joanne Ivy's President's Update (below), we wanted to encourage all state representatives to contact AEB if you are seeing any additional pick up on social media or receive any requests for comments or key messages regarding Beyond Eggs, or any egg replacement products in general.

As this discussion continues to evolve into the new year, we felt we should reach out to the state folks to provide you with AEB's key messages on the topic and gauge if you are receiving any questions from media on the local level regarding Beyond Eggs.

Overall coverage volume of this subject has remained minimal over the last few days, but AEB is happy to assist you regarding the topic of Beyond Eggs so that state responses are consistent with AEB's, and are appropriate and measured as a response to this issue.

At this point, we assume that you are not receiving a lot of inquiries related to this product, but we wanted to address it with you. In the event you are seeing increased activity around Beyond Eggs, you can contact me here at AEB on 224 563 3714 until Jacinta returns from her vacation on Monday.

Regards,
Mia Roberts

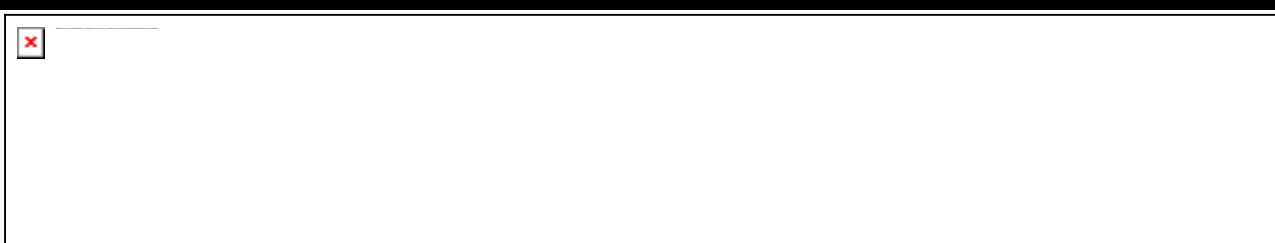
Mia Roberts | Vice President of Strategic Operations
American Egg Board



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: jivy@aeb.org [mailto:jivy@aeb.org]
Sent: Wednesday, December 18, 2013 8:16 AM
To: Mia Roberts
Subject: American Egg Board addresses Beyond Eggs

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



Industry Friends,

I wanted to provide an update on AEB's actions 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, the media coverage has primarily 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 outpacing 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 that includes:

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

Food Manufacturers

AEB's major initiative to address Beyond Egg is targeting food manufacturers such as General Mills, Unilever, Kraft, etc. Beyond Eggs is a plant-based egg replacer, and as I have already stated, egg replacers have been around for years. It is nothing new.

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

- * Convince food manufacturers to continue to use REAL eggs within their formulations and be inspired to develop new products with egg ingredients.
- * Discourage food manufacturers from considering egg replacers or, at the very least, question the viability of that option.

AEB aims to educate this market segment about the breadth and versatility of eggs' functional aspects. Food manufacturers don't always realize that eggs are multi-functional performing several roles in food formulations. Most egg replacers are single-function. Without eggs, a more complex and lengthy ingredient statement occurs.

Today's consumers demand transparency and simplicity in their food products. The number of consumers interested in the contents of ingredient labels continues to climb, and they are looking for very specific information. According to the 2013 International Food Information Council "Health and Wellness" annual survey, 93 percent of consumers prefer to see familiar ingredients, such as eggs, on food labels.

A print and digital ad campaign launched in October will continue throughout 2014 in *Prepared Foods*, *Food Processing*, and *Food Technology* ingredient trade publications and digital advertising on those publications websites as well as FoodNavigator-USA.com, Bakeryandsnacks.com, Foodproductdesign.com, and Foodbusinessnews.net promoting eggs as a familiar, trustworthy ingredient that can make a difference in the quality of packaged goods and consumer buying decisions.

This campaign will generate more than 665,000 impressions with the target audience of food manufacturers. Both the print and digital ads will contain links to access the digital version of "[The Egg & Clean Labeling](#)" white paper. On social media, this target audience will read these messages through Twitter and blog posts.

Elements of this surround-sound campaign include a white paper titled "The Egg & Clean Labeling" that outlines the relevance and importance of eggs in today's marketplace and their power to build trust with consumers. The white paper has been posted on [AEB.org/RealEggs](#).

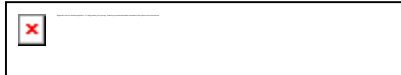
In 2014, AEB will leverage video testimonials from food manufacturers who tried replacers but were disappointed with the results. Additional tactics for next year include:

- * Webinar showcasing how eggs contribute to clean labels
- * Web-based animated infographic
- * Press releases and social media
- * Additional white papers

All these efforts and those still in development reinforce that REAL eggs are valuable in meeting diverse formulation requirements, while providing the clean labels consumers insist on. It is important that food manufacturers understand that consumers will not purchase products made with synthetic egg replacers, and thus, they should not be considered for their food applications.

If you have any questions or comments, please do not hesitate to contact me.

Best,



President and CEO
American Egg Board

[Forward this email](#)



This email was sent to mroberts@aeb.org by jivy@aeb.org |
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).
American Egg Board | 1460 Renaissance Drive | Park Ridge | IL | 60068



Lutton, Sara - AMS

From: Elisa Maloberti
Sent: Friday, January 24, 2014 4:57 PM
To: Joanne Ivy
Subject: FW: Egg Replacer Response
Attachments: Beyond Eggs Update Slides 1.22.14.pptx

Joanne,
Here's the response I received from Elizabeth. I'll bring along the attached deck incase you decide you'd like to include the graph.
Elisa

From: Jensen, Elizabeth (Schreiber) [<mailto:elizabeth.jensen@edelman.com>]
Sent: Friday, January 24, 2014 3:46 PM
To: Elisa Maloberti
Cc: Maher, Missy
Subject: RE: Egg Replacer Response

Hi Elisa,

Thank you for the feedback – great question regarding impressions. In the graph, the terms “posts” actually refers to the number of media stories and social conversations not impressions. The graph is displaying the total number of unique placements obtained (traditional and social combined).

- Traditional media encompasses placements in newspapers, magazines TV and radio
- Social media encompasses conversations online, on social networks, blogs, etc.

Here is a breakout of volume coverage over the past 30 days in terms of placements:

- Shell Eggs: 1,533,280
- Beyond Eggs Placements: 34,265

Regarding the graph, the significant drop was due to the date and time of day when we pulled the graph as full coverage is not fully reflected in the report until the next day. There was not a sharp drop for either shell eggs or Beyond Eggs. We updated the graph in the deck to reflect that. We also added the notes above into the slide as well for Joanne.

Please let us know if you/Joanne have any more questions. Have a great weekend!

Best,
Elizabeth

From: Elisa Maloberti [<mailto:EMaloberti@aeb.org>]
Sent: Friday, January 24, 2014 11:08 AM
To: Jensen, Elizabeth (Schreiber)
Cc: Maher, Missy
Subject: RE: Egg Replacer Response