

## Lutton, Sara - AMS

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**From:** Joanne Ivy  
**Sent:** Thursday, December 19, 2013 10:55 AM  
**To:** Englert, Jenny  
**Cc:** Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie  
**Subject:** Re: Beyond Eggs Coverage Update 12.19 - AM

Thanks for update. Joanne

Sent from my iPad

On Dec 19, 2013, at 9:34 AM, "Englert, Jenny" <[Jenny.Englert@edelman.com](mailto:Jenny.Englert@edelman.com)> wrote:

Hi all,

There has not been any new coverage since our last update on Beyond Eggs yesterday evening. We have continued to watch the social sharing of yesterday's BuzzFeed article overnight. To date, the article has 331 total social shares, with the majority now coming from Facebook (201 Facebook, 109 Twitter, 2 LinkedIn). Ten reporters have shared the article on their personal social media, most of which write for BuzzFeed.

We will continue to keep a close eye on coverage today and will provide another update later this afternoon. Please let us know if you have any questions or if you receive any new media inquiries 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](mailto:jenny.englert@edelman.com) | [www.edelman.com](http://www.edelman.com)

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## Lutton, Sara - AMS

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**From:** Kevin Burkum  
**Sent:** Saturday, December 21, 2013 9:24 AM  
**To:** Jensen, Elizabeth (Schreiber)  
**Cc:** Kristin Livermore; Joanne Ivy; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Elisa Maloberti  
**Subject:** Re: Beyond Eggs Coverage Update 12.20 - AM

Hi guys. Saw a new love letter post by Andrew Zimmerman about Josh and Hampton Creek. I'm assuming we haven't sent him our environmental study? Zimmerman says, "Chicken eggs are delicious and nutritious, but aren't very food safe or portable, have limited shelf life, and their modern production methods have a harmful environmental impact. Caged chicken egg production is the poster child for everything farming and food systems shouldn't be."

<http://t.co/vjuibZDhph>

I suggest that we send him our study, info on food safety and perhaps some GEP info about why hens are in cages? Also, we could note that we are in partnership with HSUS to improve animal care? Thoughts?

Kevin Burkum

On Dec 20, 2013, at 5:14 PM, "Jensen, Elizabeth (Schreiber)" <[elizabeth.jensen@edelman.com](mailto:elizabeth.jensen@edelman.com)> wrote:

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

### Statement

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

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

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

---

**From:** Kristin Livermore [<mailto:KLivermore@aeb.org>]

**Sent:** Friday, December 20, 2013 4:49 PM

**To:** Jensen, Elizabeth (Schreiber)

**Cc:** Kevin Burkum; Joanne Ivy; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Elisa Maloberti

**Subject:** Re: Beyond Eggs Coverage Update 12.20 - AM

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

Sent from my iPhone

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

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

Thank you,  
Elizabeth

---

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

**Sent:** Friday, December 20, 2013 4:12 PM

**To:** Jensen, Elizabeth (Schreiber); Joanne Ivy; Englert, Jenny

**Cc:** John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie

**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

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

**Kevin Burkum** | *Senior Vice President of Marketing*

**American Egg Board**

☎ 847.296.7043 | 📠 224.563.3702 | 📠 847.296.7007

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

**Sent:** Friday, December 20, 2013 4:07 PM

**To:** Kevin Burkum; Joanne Ivy; Englert, Jenny

**Cc:** John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie

**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

Hi there,

We spoke with Jeff King and learned more about the CNN story, which is not yet scheduled but will likely be included in a 7pm ET slot that usually includes sponsored segments with a technology slant. The story is essentially a feature on Hampton Creek

Foods which will briefly mention that the egg industry (among other groups, potentially), disagree with the premise of egg replacers/plant-based eggs. He would like our b-roll footage, which we noted is accessible on [IncredibleEgg.org](http://IncredibleEgg.org) and we can share.

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

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

#### Statement

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

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

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

Best,  
Elizabeth

---

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

**Sent:** Friday, December 20, 2013 2:33 PM

**To:** Joanne Ivy; Englert, Jenny

**Cc:** John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie

**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

Just received a message from Jeff King, a CNN reporter in the San Francisco Bureau, and it sounds like he’s doing a story on Hampton Creek as well as our “Accept No Substitutes” campaign. Looks like Josh is successfully getting media interested in this #eggwar. Anyway, he wants to use our B-roll, because all he has is footage that the animal rights activists have given him that isn’t very flattering for the egg industry. Can

someone give him a call asap and get him some legitimate egg production footage, as well as perhaps provide him with some perspective that all this company is trying to do is get some attention? Thanks. 323.993.5279, [jeff.king@cnn.com](mailto:jeff.king@cnn.com).

Thanks.

**Kevin Burkum** | *Senior Vice President of Marketing*

**American Egg Board**

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**From:** Joanne Ivy

**Sent:** Friday, December 20, 2013 2:24 PM

**To:** Englert, Jenny

**Cc:** Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter; Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie

**Subject:** Re: Beyond Eggs Coverage Update 12.20 - AM

Thanks for update.

Sent from my iPad

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

Hi all,

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

Best,

Jenny

---

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

**Sent:** Friday, December 20, 2013 10:51 AM

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

**Cc:** Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie

**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

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

**Kevin Burkum** | *Senior Vice President of Marketing*

**American Egg Board**

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---

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

**Sent:** Friday, December 20, 2013 10:49 AM

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

**Cc:** Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie

**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

Hi all,

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

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

Best,  
Jenny

---

**From:** Englert, Jenny

**Sent:** Friday, December 20, 2013 9:32 AM

**To:** 'Joanne Ivy'; 'Kevin Burkum'; 'John Howeth'; 'Mia Roberts'; 'Kristin Livermore'; 'Mitch Kanter'

**Cc:** Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie

**Subject:** Beyond Eggs Coverage Update 12.20 - AM

Hi all,

We have not seen any new coverage since our last update on Beyond Eggs last night. We have, however seen a small amount of social media amplification of yesterday's coverage. The Everyday Health article has gotten minimal traction to date, with a total of two social shares, both of which came from Twitter. Bloomberg's article about the egg industry

declaring war on Beyond Eggs has gotten slightly more traction on social, with a total of 317 social shares to date (58 Twitter, 257 Facebook, 1 LinkedIn, 1 Google+). Five journalists have also shared a link to the Bloomberg story on their personal social media.

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

Best,  
Jenny

**Jenny Englert**

200 East Randolph Drive | Chicago, IL 60601

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

[jenny.englert@edelman.com](mailto:jenny.englert@edelman.com) | [www.edelman.com](http://www.edelman.com)

<image007.png>

## Lutton, Sara - AMS

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**From:** Kevin Burkum  
**Sent:** Monday, December 23, 2013 12:03 PM  
**To:** 'Liuzzi, Andrew'; Maher, Missy; Grosshandler, Jennifer; Joanne Ivy  
**Cc:** Jensen, Elizabeth (Schreiber); Kristin Livermore; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik, Erika; Singer, Jamie; Elisa Maloberti  
**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

Fine by me, thanks Andrew.

**Kevin Burkum** | *Senior Vice President of Marketing*

**American Egg Board**

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**From:** Liuzzi, Andrew [mailto:Andrew.Liuzzi@edelman.com]  
**Sent:** Monday, December 23, 2013 11:02 AM  
**To:** Maher, Missy; Kevin Burkum; Grosshandler, Jennifer; Joanne Ivy  
**Cc:** Jensen, Elizabeth (Schreiber); Kristin Livermore; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik, Erika; Singer, Jamie; Elisa Maloberti  
**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

I think we'd be good w/ same statement we provided ABC earlier: "The American Egg Board (AEB), like many organizations, routinely utilizes a variety of advertising tools to educate Americans about the benefits of eggs, including search. For the past 6 years, AEB has identified nearly 30,000 terms to help ensure that we are providing consumers with the information they are searching for around key topics."

If y'all are comfortable, we can send to Fortune...

-Andy

---

**From:** Maher, Missy  
**Sent:** Monday, December 23, 2013 10:47 AM  
**To:** Kevin Burkum; Grosshandler, Jennifer; Joanne Ivy  
**Cc:** Jensen, Elizabeth (Schreiber); Kristin Livermore; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik, Erika; Liuzzi, Andrew; Singer, Jamie; Elisa Maloberti  
**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

Hi we just connected will get back to you soon this a.m.

---

**From:** Kevin Burkum [mailto:KBurkum@aeb.org]  
**Sent:** Monday, December 23, 2013 10:34 AM  
**To:** Grosshandler, Jennifer; Joanne Ivy  
**Cc:** Jensen, Elizabeth (Schreiber); Kristin Livermore; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik,



Erika; Maher, Missy; Liuzzi, Andrew; Singer, Jamie; Elisa Maloberti

**Subject:** RE: Beyond Eggs Coverage Update 12.20 - AM

Hello. We received an inquiry from Fortune Magazine below. I know we already have a statement drafted with regards to the search campaign. Please advise as to how we should respond.

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  
212-522-3318

**Kevin Burkum** | *Senior Vice President of Marketing*

**American Egg Board**

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---

**From:** Grosshandler, Jennifer [<mailto:Jennifer.Grosshandler@edelman.com>]

**Sent:** Saturday, December 21, 2013 1:01 PM

**To:** Joanne Ivy; Kevin Burkum

**Cc:** Jensen, Elizabeth (Schreiber); Kristin Livermore; Englert, Jenny; John Howeth; Mia Roberts; Mitch Kanter; Torvik, Erika; Maher, Missy; Liuzzi, Andrew; Singer, Jamie; Elisa Maloberti

**Subject:** Re: Beyond Eggs Coverage Update 12.20 - AM

Kevin apologies as on my phone. Yes we agree with your recos below. We do want to call out that Zimmerman has an unusual brand and following. His show Bizarre foods is often characterized as a rogue show always pushing the envelope to find the newest part of an animal thats being used in popular cuisine across the globe. It is common to watch him prepare and consume extreme dishes that include eyeballs blood even whole hearts. My teenage boys can't get enough. I offer this up as context for the type of followers he has. His website is almost a disconnect from his television brand as it does strike a more mello foodie tone calling upon his training as a line cook turned chef turned extreme tv personality.

Thanks.

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

Subject: Re: Beyond Eggs Coverage Update 12.20 - AM

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

To: Kevin Burkum <[KBurkum@aeb.org](mailto:KBurkum@aeb.org)>

CC: "Jensen, Elizabeth (Schreiber)" <[elizabeth.jensen@edelman.com](mailto:elizabeth.jensen@edelman.com)>, Kristin Livermore

<[KLivermore@aeb.org](mailto:KLivermore@aeb.org)>,"Englert, Jenny" <[Jenny.Englert@edelman.com](mailto:Jenny.Englert@edelman.com)>,John Howeth <[JHoweth@aeb.org](mailto:JHoweth@aeb.org)>,Mia Roberts <[MRoberts@aeb.org](mailto:MRoberts@aeb.org)>,Mitch Kanter <[MKanter@eggnutritioncenter.org](mailto:MKanter@eggnutritioncenter.org)>,"Torvik, Erika" <[Erika.Torvik@edelman.com](mailto:Erika.Torvik@edelman.com)>,"Maher, Missy" <[Missy.Maher@edelman.com](mailto:Missy.Maher@edelman.com)>,"Grosshandler, Jennifer" <[Jennifer.Grosshandler@edelman.com](mailto:Jennifer.Grosshandler@edelman.com)>,"Liuzzi, Andrew" <[Andrew.Liuzzi@edelman.com](mailto:Andrew.Liuzzi@edelman.com)>,"Singer, Jamie" <[Jamie.Singer@edelman.com](mailto:Jamie.Singer@edelman.com)>,Elisa Maloberti <[EMaloberti@aeb.org](mailto:EMaloberti@aeb.org)>

It sounds like a good idea to pull that information together and send to Andrew. Thanks for keeping an eye on the posts.  
Joanne

Sent from my iPhone

On Dec 21, 2013, at 9:24 AM, "Kevin Burkum" <[KBurkum@aeb.org](mailto:KBurkum@aeb.org)> wrote:

Hi guys. Saw a new love letter post by Andrew Zimmerman about Josh and Hampton Creek. I'm assuming we haven't sent him our environmental study? Zimmerman says, "Chicken eggs are delicious and nutritious, but aren't very food safe or portable, have limited shelf life, and their modern production methods have a harmful environmental impact. Caged chicken egg production is the poster child for everything farming and food systems shouldn't be."

<http://t.co/vjuibZDhph>

I suggest that we send him our study, info on food safety and perhaps some GEP info about why hens are in cages? Also, we could note that we are in partnership with HSUS to improve animal care? Thoughts?

Kevin Burkum

On Dec 20, 2013, at 5:14 PM, "Jensen, Elizabeth (Schreiber)" <[elizabeth.jensen@edelman.com](mailto:elizabeth.jensen@edelman.com)> wrote:

Thank you everyone. We connected with Kevin and switched up the statement so as not to a



## Lutton, Sara - AMS

---

**From:** Kevin Burkum  
**Sent:** Thursday, December 05, 2013 10:17 PM  
**To:** Jaffe, Brad  
**Cc:** Singer, Jamie; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Liuzzi, Andrew; Englert, Jenny; Mitch Kanter  
**Subject:** Re: Beyond Eggs Coverage Update 12.5 - AM

Thanks Brad. We'll take a look.

In the interim, here's a video Hampton Creek just posted from it's Oct. 25 launch party for the mayo. In it they say the product is in 51 stores.

[http://youtu.be/1\\_O4yRBfrI8](http://youtu.be/1_O4yRBfrI8)

Kevin Burkum

On Dec 5, 2013, at 3:57 PM, "Jaffe, Brad" <[Brad.Jaffe@edelman.com](mailto:Brad.Jaffe@edelman.com)> wrote:

Kevin,

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

(b) (4), (b) (5)

(b) (4), (b) (5)

Research Budget

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

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

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

Best,  
Brad

Brad Jaffe  
Senior Vice President | Crisis & Issues Management  
Edelman  
200 E. Randolph, Suite 6400  
Chicago, IL 60601  
office: +1-312-240-2714  
mobile: (b) (6)  
asst: +1-312-233-1312 (Glee Mangiamele)  
[www.edelman.com](http://www.edelman.com) | <http://edelmancrisis.com> | Read our latest White Paper: [Building a Reputation Risk Management Capability](#)

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---

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

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

**Kevin Burkum** | *Senior Vice President of Marketing*

**American Egg Board**

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

Joanne,

As follow-up to the [Slate](#) article, we think this piece in some ways reflects our desired goal: an eventual and organic balancing of the media narrative. The article, which provides a more balanced perspective on Beyond Eggs, suggests an under-current of anti-Beyond Eggs sentiment may be starting to emerge in the media landscape. The writer even goes as far as to say, "the media hullabaloo about Beyond Eggs is

a tad overblown.” Specifically, the writer suggests the results for a vegan product by Beyond Eggs “aren’t great so far,” and she won’t get excited about Beyond Eggs until it “cracks that code.”

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

Please let us know if you have any questions.

Thank you,  
Jamie

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

---

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

**Sent:** Thursday, December 05, 2013 8:35 AM

**To:** Englert, Jenny

**Cc:** Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie

**Subject:** Re: Beyond Eggs Coverage Update 12.5 - AM

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

Sent from my iPhone

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

Hi all –

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

Media Coverage:

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

- [Glasgow Daily Times](#) - Are fake eggs the future?
- [The News Courier](#) - Are fake eggs the future?

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

<image002.png>

Best,  
Jenny

**Jenny Englert**

200 East Randolph Drive | Chicago, IL 60601

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

[jenny.englert@edelman.com](mailto:jenny.englert@edelman.com) | [www.edelman.com](http://www.edelman.com)

<image004.png>

## Lutton, Sara - AMS

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**From:** Joanne Ivy  
**Sent:** Friday, September 13, 2013 1:04 PM  
**To:** Elisa Maloberti  
**Cc:** John Howeth  
**Subject:** Re: Beyond Eggs Mayo product @Whole Foods

Interesting! Thanks for checking. Joanne

Sent from my iPhone

On Sep 13, 2013, at 12:58 PM, "Elisa Maloberti" <[EMaloberti@aeb.org](mailto:EMaloberti@aeb.org)> wrote:

Joanne,

I contacted a Whole Foods store in California looking for the Beyond Eggs Mayo product. The staff member told me that they're getting a lot of calls for that product, however, he paraphrased an internal Whole Foods communication stating that there was an error in the press release and Whole Foods doesn't have that product on the shelves, yet.

I'll continue checking for that product at retail.  
Elisa

**Elisa Maloberti** | *Director of Egg Product Marketing*

**American Egg Board**

☎ 847.296.7043 | 📠 224.563.3711

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

[AEB.org](http://AEB.org) [IncredibleEgg.org](http://IncredibleEgg.org)

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

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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.



**Lutton, Sara - AMS**

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**From:** Joanne Ivy  
**Sent:** Saturday, December 07, 2013 9:14 AM  
**To:** John Howeth  
**Cc:** Kevin Burkum; Mia Roberts; Mitch Kanter; Jensen, Elizabeth (Schreiber)  
**Subject:** Re: Beyond Eggs on Yahoo.com

Very interesting. Thanks for sharing as there may be some way we can use. Joanne

Sent from my iPad

On Dec 7, 2013, at 8:11 AM, "John Howeth" <[JHoweth@aeb.org](mailto:JHoweth@aeb.org)> wrote:

Good morning, I saw this article on [Yahoo.com](http://www.yahoo.com). Nothing new just the usual BE promo, but I thought the comments were very interesting. Overwhelming support for REAL eggs. Maybe there's something we can do with these, such as a consumer perspective piece.

<http://finance.yahoo.com/blogs/power-pitch/cracking-mystery-behind-chickenless-eggs-125127305.html>

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

## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Friday, December 27, 2013 3:24 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 12.27

Hi all,

There hasn't been any new coverage since our last update on Beyond Eggs. We will provide another update on Monday afternoon. In the meantime, please let us know if you have any questions and have a great weekend.

Best,  
Jenny

### Jenny Englert

200 East Randolph Drive | Chicago, IL 60601

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

[jenny.englert@edelman.com](mailto:jenny.englert@edelman.com) | [www.edelman.com](http://www.edelman.com)



## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Friday, March 07, 2014 5:46 PM  
**To:** Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Jensen, Elizabeth (Schreiber); Maher, Missy; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Burch, Kellie; McClamroch, Allison  
**Subject:** Beyond Eggs Coverage Update

Hi all,

Happy Friday! There is no new Beyond Eggs Coverage to share this week. We will continue to monitor and send another update next week. Have a great weekend.

Best,  
Jenny

### Jenny Englert

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[jenny.englert@edelman.com](mailto:jenny.englert@edelman.com) | [www.edelman.com](http://www.edelman.com)



## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Tuesday, November 19, 2013 3:38 PM  
**To:** Joanne Ivy; Kevin Burkum; Kristin Livermore; Mia Roberts; Jacinta LeDonne; John Howeth  
**Cc:** Jensen, Elizabeth (Schreiber); Schaffner, Serena; Torvik, Erika; Maher, Missy; Grosshandler, Jennifer  
**Subject:** Beyond Eggs HuffPo Interview

Hi all,

We wanted to quickly flag a new [video interview](#) with Hampton Creek's Josh Tetrick that takes Huffington Post viewers behind the scenes of the Beyond Eggs production process. Josh walks a Huffington Post reporter through the plant where Beyond Eggs are made and demonstrates the multiple tests that the fake egg product has gone through to ensure its consistency and taste is similar to that of real eggs. We are continuing to keep our eyes out for additional top tier coverage including the Forbes story that Joanne provided and interview for yesterday. Please let us know if you have any questions in the meantime!

Best,  
Jenny

### Jenny Englert

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[jenny.englert@edelman.com](mailto:jenny.englert@edelman.com) | [www.edelman.com](http://www.edelman.com)



## Lutton, Sara - AMS

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**From:** Schaffner, Serena <Serena.Schaffner@edelman.com>  
**Sent:** Tuesday, October 29, 2013 10:31 AM  
**To:** Joanne Ivy; Kevin Burkum; Kristin Livermore; Mia Roberts; Jacinta LeDonne; John Howeth  
**Cc:** Maher, Missy; McClamroch, Allison; Jensen, Elizabeth (Schreiber); Torvik, Erika; Englert, Jenny  
**Subject:** Beyond Eggs in Business Insider

Hi all,

We wanted to flag a recent [Business Insider](#) round-up story about companies that are attempting to revolutionize food, as it lists Hampton Creek as one to watch. This story mentions that Beyond Eggs would have a longer shelf-life and cost 19 percent less than regular eggs. Beyond Meat is also profiled.

We will continue to watch for additional coverage and flag as necessary – please let us know if you have any questions!

Best,  
Serena

### Serena Schaffner

Edelman  
200 East Randolph 65th Floor  
Chicago, IL 60601  
(312) 297-7023  
[serena.schaffner@edelman.com](mailto:serena.schaffner@edelman.com)

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**Lutton, Sara - AMS**

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**From:** John Howeth  
**Sent:** Saturday, December 07, 2013 8:11 AM  
**To:** Joanne Ivy; Kevin Burkum; Mia Roberts; Mitch Kanter  
**Cc:** Jensen, Elizabeth (Schreiber)  
**Subject:** Beyond Eggs on Yahoo.com

Good morning, I saw this article on Yahoo.com. Nothing new just the usual BE promo, but I thought the comments were very interesting. Overwhelming support for REAL eggs. Maybe there's something we can do with these, such as a consumer perspective piece.

<http://finance.yahoo.com/blogs/power-pitch/cracking-mystery-behind-chickenless-eggs-125127305.html>

*John Howeth  
VP Ingredients & Commercial Marketing  
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Office: 847.296.7043  
[www.AEB.org](http://www.AEB.org)*

**Lutton, Sara - AMS**

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**From:** Maher, Missy <Missy.Maher@edelman.com>  
**Sent:** Thursday, January 02, 2014 2:09 PM  
**To:** Joanne Ivy  
**Cc:** Schaffner, Serena; Jensen, Elizabeth (Schreiber)  
**Subject:** Beyond Eggs SOW  
**Attachments:** Beyond Eggs SOW 1.2.14.doc

Hi Joanne –

Hope you had a wonderful New Year! As promised, we've wrapped all work for Beyond Eggs into the attached Scope of Work (SOW). We would appreciate your review and signature on the SOW as soon as possible as all work done on behalf of Beyond Eggs in 2013 will need to be invoiced before AEB's billing deadline of January 15. Please don't hesitate to contact me with any questions.

Missy

## EXHIBIT [E]

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

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

### **SCOPE OF SERVICES**

#### **Overview**

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

#### **Deliverables/Milestones & Timeline**

Program Element	Activities	Start & End Dates	Est. Fees	Est. Expenses	Est.Total
WSJ and HuffPo Letters to the Editor	Strategic counsel to date, drafting, editing, submitting and follow up of (2) Letters to the Editor submissions to WSJ and Huffington Post	November 1, 2013- January 31, 2014	\$5,500	As incurred	\$5,500
Media Relations, Monitoring and Follow-Up	Real-time response to Beyond Eggs coverage; following up with top 25 print food, features and health reporters; ongoing monitoring and reporting; drafting proactive/reactive statements, coordinating potential interviews		\$10,000	As incurred	\$10,000
Blogger Relations	Research and negotiations with 5-10 key influential bloggers in food and health/nutrition space, drafting key messaging and coordinating posts. Includes OOPs for sponsored post partnerships with bloggers (5-10)		\$18,000	\$15,000	\$33,000
Strategic Counsel	Ongoing strategic counsel, reviewing media requests, participating in calls: OOPS for misc admin expenses		\$7,000	\$1,500	\$8,500
Paid Search/Outbrain	Coordination with Starcom, reviewing content and providing links		\$2,500	As incurred	\$2,500



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

## **BUDGET**

Professional Fees:	<b>\$43,000</b>
Administrative Charge (3%)	<b>\$ 1,290</b>
Estimated Expenses:	<b><u>\$ 16,500 + As Incurred</u></b>

**Total:** **\$ 60,790**

### **Edelman Core Rate Card:**

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

### **Edelman Standard Rate Card (for corporate involvement)**

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

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

## **TERMS**

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

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

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

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

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

ACCEPTED AND AGREED TO ON THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2014.

**The American Egg Board**

**DANIEL J. EDELMAN, INC.**

By: \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

## Lutton, Sara - AMS

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**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](mailto:diane.sparish@michaelfoods.com)



301 Carlson Parkway  
Suite 400  
Minnetonka, MN 55305

## Lutton, Sara - AMS

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**From:** Joanne Ivy  
**Sent:** Monday, December 15, 2014 7:12 AM  
**To:** leslie.humbel@edelman.com; Missy Maher; Andrew Liuzzi  
**Cc:** Mia Roberts; Serena Schaffner; Kevin Burkum; John Howeth; Ashley Richardson; Jacinta LeDonne  
**Subject:** Fwd: Next version  
**Attachments:** image001.png; ATT00001.htm; ATT00002.htm; image003.png; ATT00003.htm; ATT00004.htm; image005.png; ATT00005.htm; image006.png; ATT00006.htm; AEB Crisis Scenario Map only - 12.12.14.docx; ATT00007.htm; Egg Replacer Key Messages as of 12.12.14 v2.docx; ATT00008.htm; AEB Crisis Key Messaging -USDA Approved Comments 12-12-14.docx; ATT00009.htm

Leslie, I am resending this email as it did not go through yesterday.

Leslie, I am trying to keep this from getting too confusing by not providing you numerous copies of the crisis messaging plan as we make adjustments based on USDA's input. Since the last version that you received, we added a key message and tweaked the other messaging mainly for clarity. I also received some verbal comments from Kenny, which we incorporated in the last version that I submitted to USDA including removing all reference to Prop 2 and California. I only submitted to Kenny the first page with messaging as we can make the revisions and adjustments throughout the document based on his final comments. I did ask Ashley to start removing the references to Prop 2 and California throughout the plan as required by USDA, but you will notice that the removal of those terms do not make sense in all places, and we may just want to eliminate the question or statement – or just totally reword.

I am now turning it back over to Edelman to clean up. I am attaching three documents -- the USDA approved comments on the key messaging (page 1), the remainder of the document for you to clean up for consistency, and the USDA approved messaging on egg replacers for the question on Beyond eggs. Oh, I answered Kenny's comment on "sanitary," and I think we can keep that in the document.

Also, UEP/CMA remains with the decision not to have a Media Hotline, however, CMA/Hinda Mitchell will take the crisis calls directly to her cell phone (b) (6) or her email ([hindam@cmabuildstrust.com](mailto:hindam@cmabuildstrust.com)) instead of Chad. You can also contact her through the email address provided for the general egg safety website.

I will be sending a copy of the completed Key Messaging Plan to the Board as well as a general information notice to the industry at the start of the year. We have decided not to send a communications piece to egg producers. UEP is handling.

I am thinking that we may want to have a brief 15-20 minute call on Monday after your team has looked over the changes in case you have any questions. I also have a few comments that I would rather not put in writing. I am not available from 1:30 – 4:00 p.m. – before or after. **Could you get on a call around 11:00 or 11:30 a.m. on Monday?** Thanks. Joanne

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

**American Egg Board**

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

3:51 PM	<b>AMERICAN EGG BOARD</b>			
	<b>SPECIAL PROJECTS</b>			
	<b>BUDGET</b>			
	<b>2015</b>			<b>2015</b>
		<b>2013</b>	<b>2014</b>	<b>APPROVED</b>
			<b>REVISED@ 7/2014</b>	<b>BUDGET</b>
<b>A/C #</b>	<b>DESCRIPTION</b>	<b>ACTUAL</b>	<b>BUDGET</b>	<b>@ 7/10/2014</b>
	<b>SPECIAL PROJECTS</b>			
20.868.10	CONTINGENCY	-	750,000	800,000
20.915.16	TRF TO EIC ECONOMIC ANALYSIS & NEWSLETTER SERV.		(78,000)	(78,000)
20-918-03	TRF TO CON MKT-EASTER TV INTEGRATION		(250,000)	
	AVAILABLE		422,000	722,000
20.913.20	MULTI-UNIVERSITY ANIMAL WELFARE 2008 C/O	101,500		
20.915.17	EIC ECONOMIC ANALYSIS & NEWSLETTER SERVICE	75,200	78,000	78,000
20.915.21	MILK-PEP RESPONSE	7,553		
20.915.23	BEYOND EGGS PR CAMPAIGN C/OVR 2013	13,096	46,304	
	<b>TOTAL SPECIAL PROJECTS</b>	<b>\$ 197,349</b>	<b>\$ 546,304</b>	<b>\$ 800,000</b>

## **Lutton, Sara - AMS**

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**From:** Maher, Missy <Missy.Maher@edelman.com>  
**Sent:** Monday, May 12, 2014 10:25 PM  
**To:** Joanne Ivy; Mia Roberts  
**Cc:** Liuzzi, Andrew; Jensen, Elizabeth (Schreiber)  
**Subject:** Agenda for Meeting Next Week

Hi Joanne,

We are looking forward to meeting with you and Mia next Wednesday (5/21) to discuss Prop 2 and the issues management plan. We've put together the following agenda for our discussion. Please let us know if there is anything else you would like to discuss!

### **Meeting Agenda (May 21 from 10:30 to 11:30 a.m.)**

#### **Prop 2**

- AEB update on feedback from Board, Paul Sauder and Urner Barry Conference
- Q&A/Discussion
  - Background on actual changes implemented in California
  - Opportunity for IDIs with California farmers
  - Have discussions happened with egg farmers from other nine states affected?
- Discuss AEB/Edel's role in terms of keeping up demand when Prop 2 goes into effect Jan. 1
- Deliverables and Timeline

#### **Issues Management Plan**

- Review risk areas:
  - Product Quality (nutrition, feed)
  - Product Safety (recalls)
  - Animal Well-Being (including housing)
  - Environmental Impact
  - Corporate/Farm Operations (e.g. egg industry Checkoff issues, financial malfeasance, employee/farmer misconduct, other corporate issues)
- AEB to share update on risk areas
- Overview of process
  - Discovery
    - Analyzing existing materials
    - Audit media (traditional and social) conversations
    - Reviewing non-egg protein issues
  - Plan
    - Development of crisis protocol/messaging based on above risk areas
  - Socialization
    - Review and feedback from AEB working group

#### **Additional Items for Discussion**

- Overall path for AEB moving forward re: GEP and sustainability
- Environmental footprint – new study and expectations
- Beyond Eggs, BE survey results, implications and next steps

## Lutton, Sara - AMS

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**From:** Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>  
**Sent:** Friday, December 06, 2013 3:07 PM  
**To:** Torvik, Erika; Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie; Englert, Jenny; Cummins, Sally; Byers, Kate  
**Subject:** AP Update/ Everyday Health Interview Recap

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 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:** Jensen, Elizabeth (Schreiber) <elizabeth.jensen@edelman.com>  
**Sent:** Friday, January 10, 2014 6:15 PM  
**To:** Joanne Ivy; Kevin Burkum; Mia Roberts; Kristin Livermore; John Howeth  
**Cc:** Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Torvik, Erika; Englert, Jenny  
**Subject:** BE Blogger Outreach

Hi there,

We Just wanted to send a quick update to let you know we are continuing to reach out to bloggers for the Beyond Eggs outreach. We've gotten good reception from folks thus far and are just waiting to hear from a few others. We'll plan to share a comprehensive update with you early next week. In the meantime, please let us know if you have any questions!

Best,  
Elizabeth

## Lutton, Sara - AMS

---

**From:** Kevin Burkum  
**Sent:** Monday, July 14, 2014 5:48 PM  
**To:** Chad Gregory  
**Cc:** Joanne Ivy; Serena Schaffner  
**Subject:** Beak Trimming / BuzzFeed

Hi Chad. Sorry we missed you at board meeting this past week. Hope all is well.

We received an inquiry today from a BuzzFeed reporter who is doing a story on mayonnaise – the history, how it's made, ingredients that go into it, etc. In addition to general questions about the differences between shell eggs and egg products, she asked whether or not beak trimming and leg shackling are common practices in the industry. We think it's likely that she's going to write about Just Mayo.

We felt this is probably a question better left for UEP to answer, so we've provided her contact information below. We'll give her a heads up that she might be hearing from you or your new PR agency. In the meantime, let us know if you have any questions and thanks for the help.

=====

Deena Shanker | Healthy Food Editor  
BuzzFeed  
[deena.shanker@buzzfeed.com](mailto:deena.shanker@buzzfeed.com)

**Kevin Burkum** | *Senior Vice President of Marketing*

**American Egg Board**

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PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068  
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## Lutton, Sara - AMS

---

**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Monday, December 16, 2013 6:20 PM  
**To:** Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Torvik, Erika; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate  
**Subject:** Beyond Coverage Update 12.16 - PM

Hi all,

Beyond Eggs coverage has remained minimal since our last update, with just one new story, this one appearing on an international site. Beyond Eggs was listed as a “disruptive business trend” in a news round-up from [News Talk](#), an online website for a radio station in Ireland. We will continue to monitor both national and international coverage, and will provide another coverage report tomorrow morning. Please let us know if you have any questions in the meantime.

Best,  
Jenny

**Jenny Englert**

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**Lutton, Sara - AMS**

---

**From:** Liuzzi, Andrew <Andrew.Liuzzi@edelman.com>  
**Sent:** Thursday, August 07, 2014 1:22 PM  
**To:** Joanne Ivy; Mia Roberts  
**Cc:** Maher, Missy; Jensen, Elizabeth (Schreiber)  
**Subject:** Beyond Egg + Mercy For Animals

Joanne/Mia—in case you haven't seen, I just saw the latest post from animal activist group, Mercy For Animals, talking about Beyond Egg and Tetrick: <http://www.mfablog.org/2014/08/vegan-mayonnaise-goes-mainstream.html> . Having come up against MFA on behalf of a poultry client, I know that they are a pretty vocal group—especially on social...

-Andy

Andrew Liuzzi  
Senior Vice President  
Crisis & Risk Management  
Edelman Public Relations Chicago  
P: 312.240.2731  
C:(b) (6)  
[Andrew.Liuzzi@Edelman.com](mailto:Andrew.Liuzzi@Edelman.com)

## Lutton, Sara - AMS

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**From:** Joanne Ivy  
**Sent:** Monday, December 02, 2013 2:18 PM  
**To:** 'Mac, Ryan'  
**Cc:** Upbin, Bruce  
**Subject:** Beyond Egg article

Ryan, I just returned from out of the country and listened to your voice mail. I appreciate that you called to review your copy before it went to print. You mentioned that you needed some clarifications. I regret the timing on this call, because you obviously were asking for my input, which would have prevented misconceptions and incorrect information.

It is evident that I was extremely frustrated with the resulting comments from our interview, and I had hoped that it could be corrected before going to print. However, I realize that you did your due diligence to try to get the facts straight, and I was unavailable. I apologize for my response.

If I can ever provide you any information on the egg industry or the incredible egg, please do not hesitate to contact me. I will make myself available to make sure that we have my comments correct. Joanne

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

**American Egg Board**

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PO Box 738, 1460 Renaissance Drive, Park Ridge, IL 60068  
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**Lutton, Sara - AMS**

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**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

## Beyond Egg Statement

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

### **Beyond Eggs - Joanne Statement September 14, 2013**

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

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

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

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

Joanne Ivy  
President & CEO  
American Egg Board

#### **KEY MESSAGES**

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

## **Lutton, Sara - AMS**

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**From:** Joanne Ivy  
**Sent:** Friday, January 24, 2014 7:07 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:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Monday, February 24, 2014 5:12 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

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## Lutton, Sara - AMS

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**From:** Jacinta LeDonne  
**Sent:** Monday, December 16, 2013 9:22 AM  
**To:** Joanne Ivy  
**Subject:** Beyond Eggs Budget  
**Attachments:** Dec-Jan Beyond Eggs Budget.xlsx

Hi Joanne,

Attached the budget spreadsheet.

**Jacinta Le Donne** | *Director of State Programs*

**American Egg Board**

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Beyond Eggs  
2013 Budget Estimate

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

## Lutton, Sara - AMS

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**From:** Vaswani, Priya <Priya.Vaswani@edelman.com>  
**Sent:** Thursday, September 12, 2013 12:23 PM  
**To:** Joanne Ivy; Mia Roberts; Jacinta LeDonne; Kevin Burkum; Kristin Livermore; Ashley Richardson; Sheryl Slagle; Mitch Kanter; Anna Shlachter; Tia Rains  
**Cc:** Maher, Missy; McClamroch, Allison; Jensen, Elizabeth (Schreiber); Schaffner, Serena; Torvik, Erika; Englert, Jenny  
**Subject:** Beyond Eggs Coverage, 9.12

Hi All –

We wanted to share additional top-tier coverage we've seen come through about Beyond Eggs on [Fox News](#), [MSN Now](#) and [Gawker](#). The articles highlight that the egg substitute is available for sale at Whole Foods stores in California. Interestingly, the MSN Now headline notes that Beyond Eggs "Sort of Freaks Us Out" – a view we're sure many consumers will share.

We'll continue to keep our eyes out for additional coverage. In the meantime, holler with questions.

Best,  
Priya

**PRIYA VASWANI | EDELMAN**

consumer marketing

200 east randolph street | 65<sup>th</sup> floor | chicago, il 60601

work: 312.565.1251 | cell: (b) (6)

## Lutton, Sara - AMS

---

**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Friday, January 17, 2014 2:43 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 1.17

Hi all,

Beyond Eggs coverage volume has remained minimal since our last update yesterday afternoon, with one new article hitting on [Healthy Living Coach](#), an Australian online community made up of an experienced team of health professionals and specialist content writers who write about healthy living. The article provides an overview of the Beyond Eggs product, stating that the nutritional information remains unavailable. The article also shares that the practices of modern industrial agriculture are inhumanely cruel, with most chickens in industrial farms spending their entire lives indoors, stuffed in a tiny cage with several other chickens.

We will continue to monitor for additional coverage and provide another update on Monday. Please let us know if you have any questions in the meantime.

Best,  
Jenny

### Jenny Englert

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Wednesday, January 22, 2014 2:51 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  
**Subject:** Beyond Eggs Coverage Update 1.22

Hi all,

Beyond Eggs coverage continues to be minimal, with one new online mention coming from the small high school blog, [Tomatalk](#) (829 UVM). The post gives an overview of Hampton Creek and their products, sharing that the company is one to watch. We will continue to monitor for additional coverage and will provide another update tomorrow. Please let us know if you have any questions in the meantime.

Best,  
Jenny

**Jenny Englert**

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Thursday, January 23, 2014 5:51 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; Burch, Kellie  
**Subject:** Beyond Eggs Coverage Update 1.23

Hi all,

Beyond Eggs coverage remains minimal, with one new mention in a [Philly Media Network](#) article (2.1MM+ UVM). The article discusses *New York Magazine's* recent declaration that labels 2014 as the "year of the vegan." The reporter shares that he is not one to argue with this declaration and has thoroughly enjoyed trying the new vegan products available including all of the products from Hampton Creek Foods. We will continue to monitor coverage and will provide another update tomorrow. Please reach out with questions in the meantime.

Best,  
Jenny

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Friday, January 24, 2014 10:50 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; Burch, Kellie  
**Subject:** Beyond Eggs Coverage Update 1.24

Hi all,

We have not seen any new Beyond Eggs coverage since our last update yesterday afternoon. We will continue to monitor and provide another update on Monday. Have a great weekend!

Best,  
Jenny

### Jenny Englert

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Monday, January 27, 2014 10:17 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; Burch, Kellie  
**Subject:** Beyond Eggs Coverage Update 1.27

Hi all,

There is nothing new to report since our last update on Beyond Eggs coverage Friday. We will send another coverage update tomorrow. Please let us know if you have any questions in the meantime.

Best,  
Jenny

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## Lutton, Sara - AMS

**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Wednesday, January 29, 2014 11:22 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; Burch, Kellie  
**Subject:** Beyond Eggs Coverage Update 1.29

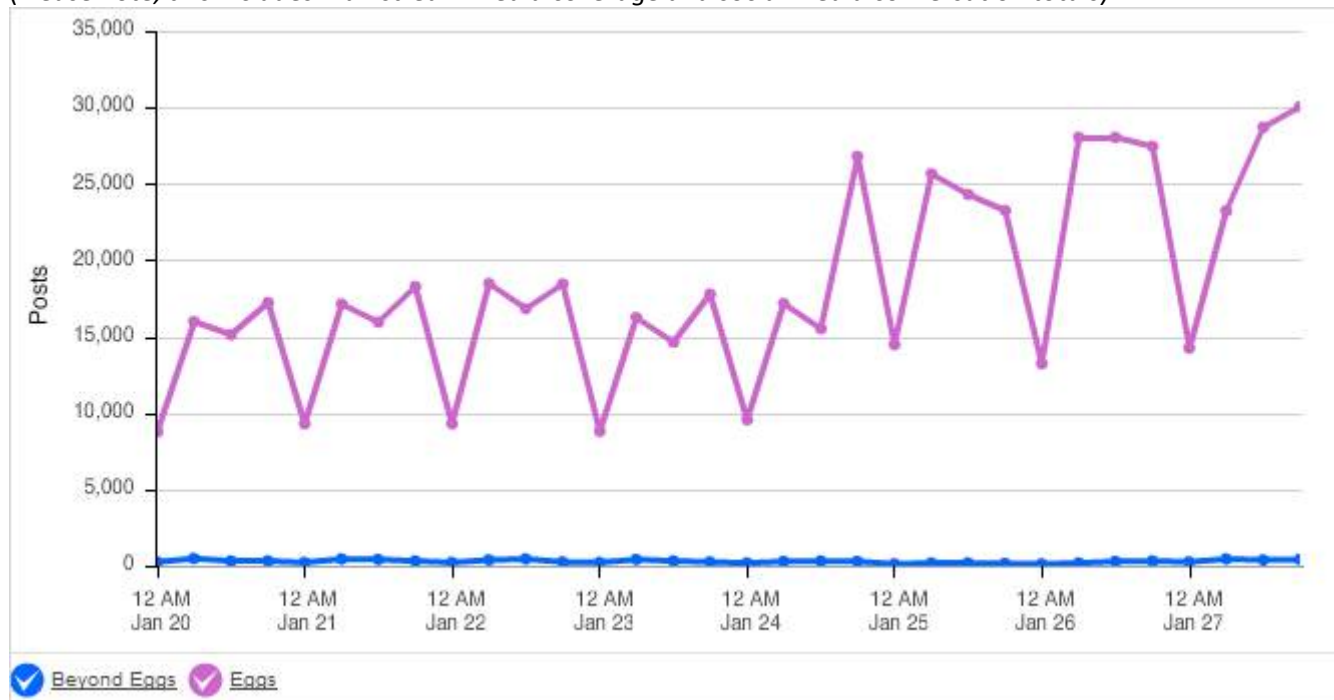
Hi all,

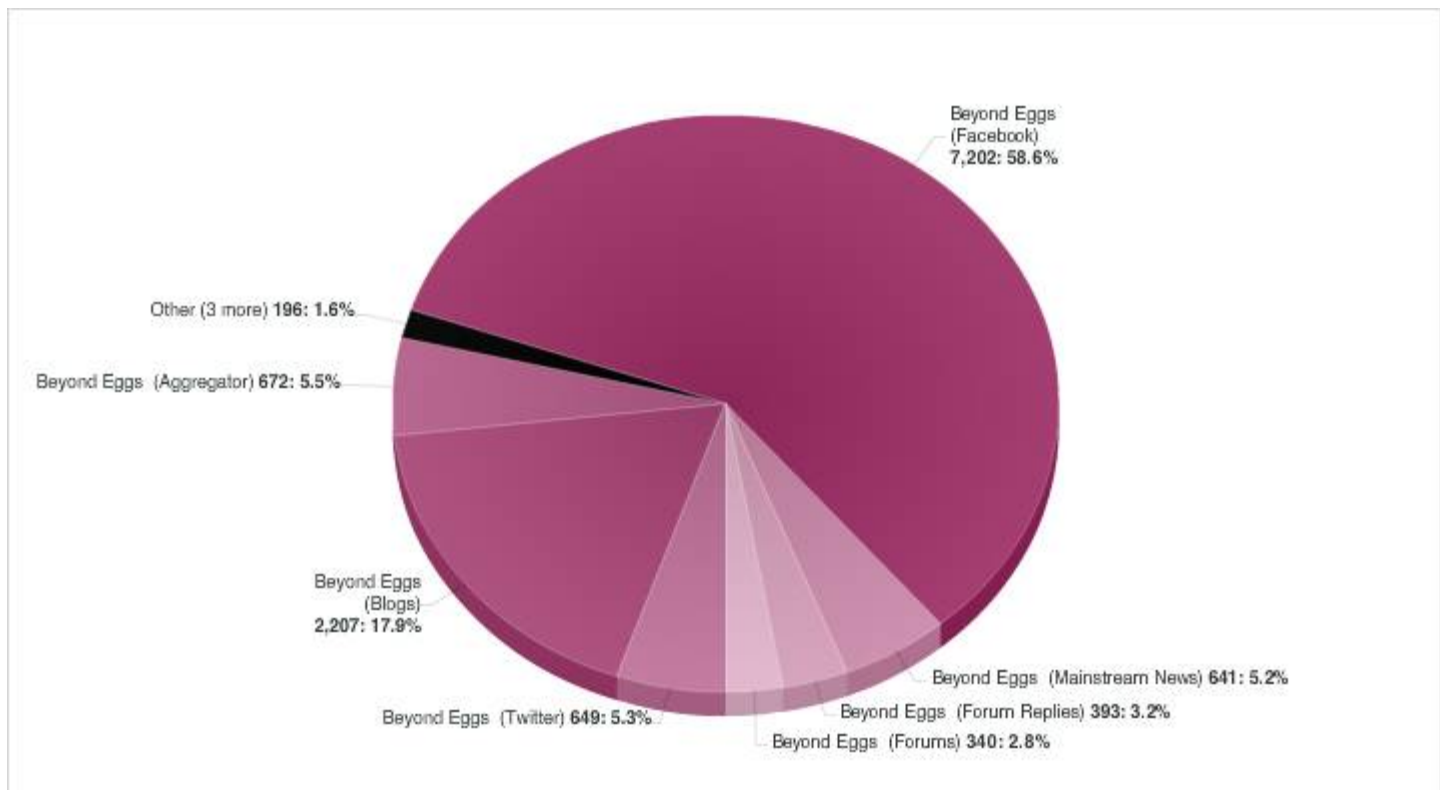
There continues to be no new coverage to report for Beyond Eggs today. Below are graphs that display comprehensive egg coverage from the last week. As you can see, general eggs coverage continues to remain strong in mainstream media and social, while Beyond Eggs has flat-lined.

The majority of Beyond Eggs coverage to date continues to stem from social media as a result of people mentioning that they've tried or would be interested in trying Hampton Creek products. A breakdown of specific outlets with Beyond Eggs mentioned, is also included below. We will continue to monitor and send another update tomorrow.

### (1/20 – 1/27) - Beyond Egg vs. Egg Coverage Volume

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





Best,  
Jenny

**Jenny Englert**

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## Lutton, Sara - AMS

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**From:** Torvik, Erika <Erika.Torvik@edelman.com>  
**Sent:** Friday, January 03, 2014 5:56 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 1.3.14 PM

Hi all,

Since this morning's report, we've seen one additional article on [Care 2 Make a Difference](#), a green/sustainable living site that frequently covers animal welfare issues (1.2 million unique visitors). The article asserts the importance of developing plant-based foods such as Beyond Meat and Beyond Eggs due to the unsustainability of industrial, "factory" farms that use too many environmental resources and are rife with animal cruelty. The article includes a quick overview of Hampton Creek Foods' egg product and notes that the egg industry might have reason to be scared, since "the future is plant-based."

As mentioned in this morning's report, we expect to see vegan and sustainable living sites continue to promote Hampton Creek Foods in this light. We'll continue to monitor and will provide another update on Monday morning. In the meantime, holler with any questions.

Best,  
Erika

**Erika Torvik**

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## Lutton, Sara - AMS

---

**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Thursday, January 30, 2014 5:18 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; Burch, Kellie  
**Subject:** Beyond Eggs Coverage Update 1.30

Hi all,

We continue to see no new coverage in mainstream news this week, but do want to flag a new video that was published on the website for [Founders Fund](#), the San Francisco-based venture capital firm which invests in companies with revolutionary technologies, like Hampton Creek Foods. In the video, Josh Tetrick outlines his vision for the future of Hampton Creek foods, stating that food technology advancements have been held up by a high-cost barrier in the past, a barrier that he is now overcoming with the help of Hampton Creek's founders. Josh also lists the poor state of chicken welfare as one of the reasons for Hampton Creek Foods coming into existence.

We will continue to monitor for additional conversation around this video and Beyond Eggs in general and will provide another update tomorrow. Please let us know if you have questions in the meantime.

Best,  
Jenny

### Jenny Englert

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Wednesday, January 08, 2014 12:56 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 1.8

Hi all,

Beyond Eggs coverage remains minimal since our last coverage update yesterday afternoon, with one new article hitting online from a Netherland's open food innovation platform, [Top Food Lab](#) (1,000 UVM). The article offers a one paragraph overview of Hampton Creek Foods and the products they make. We will continue to keep an eye out for additional coverage and will send another update tomorrow as promised. Please let us know if you have any questions in the meantime.

Best,  
Jenny

### Jenny Englert

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Wednesday, December 11, 2013 6:10 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 Update 12.11 - PM

Hi all –

Please note, there hasn't been any new coverage since our last update on Beyond Eggs this morning. We will continue to monitor and provide another update tomorrow morning.

Best,  
Jenny

### Jenny Englert

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Friday, December 13, 2013 8:55 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 Update 12.13 - AM

Hi all -

There hasn't been any new coverage since our last report on Beyond Eggs yesterday evening. We will continue to keep an eye out and will send another report by the end of the day.

Best,  
Jenny

### Jenny Englert

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Tuesday, December 17, 2013 10:26 AM  
**To:** Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Torvik, Erika; Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie; Cummins, Sally; Byers, Kate  
**Subject:** Beyond Eggs Coverage Update 12.17 - AM

Hi all,

There is nothing new to report since our last coverage update on Beyond Eggs yesterday evening. We will send another update later today.

Best,  
Jenny

### Jenny Englert

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**Lutton, Sara - AMS**

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Wednesday, December 18, 2013 9:46 AM  
**To:** Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie  
**Subject:** Beyond Eggs Coverage Update 12.18 - AM

Hi all,

There has been no unique new coverage since our last update on Beyond Eggs yesterday evening. Five local outlets syndicated the 12/9 Mother Nature Network [round-up story](#) about fake food products that are drawing high-tech and high-profile investors. The outlets include:

- [Fresno Bee](#) - 4 fake food products drawing venture capital
- [Lexington Herald-Leader](#) - 4 fake food products drawing venture capital
- [The Telegraph](#) - 4 fake food products drawing venture capital
- [Myrtle Beach](#) - 4 fake food products drawing venture capital
- [The News Tribune](#) - 4 fake food products drawing venture capital

Please let us know if you have any questions. We will send another update later this afternoon.

Best,  
Jenny

## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Thursday, December 19, 2013 9:34 AM  
**To:** Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Jensen, Elizabeth (Schreiber); Torvik, Erika; Maher, Missy; Grosshandler, Jennifer; Liuzzi, Andrew; Singer, Jamie  
**Subject:** Beyond Eggs Coverage Update 12.19 - AM

Hi all,

There has not been any new coverage since our last update on Beyond Eggs yesterday evening. We have continued to watch the social sharing of yesterday's BuzzFeed article overnight. To date, the article has 331 total social shares, with the majority now coming from Facebook (201 Facebook, 109 Twitter, 2 LinkedIn). Ten reporters have shared the article on their personal social media, most of which write for BuzzFeed.

We will continue to keep a close eye on coverage today and will provide another update later this afternoon. Please let us know if you have any questions or if you receive any new media inquiries in the meantime.

Best,  
Jenny

**Jenny Englert**

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Friday, December 20, 2013 6:08 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  
**Subject:** Beyond Eggs Coverage Update 12.20 - PM

Hi all,

There hasn't been any new coverage since our last update on Beyond Eggs this morning. We have, however, continued to see amplification of the Everyday Health, BuzzFeed and Bloomberg stories on social media (please see details below). The Hampton Creek tweet inviting AEB to a bake-off has received minimal amplification with only three retweets and three favorites.

- Everyday Health – 7 total social shares (4 Facebook, 3 Twitter, 0 reporter shares)
- BuzzFeed – 1,353 total social shares (1,195 Facebook, 145 Twitter, 12 LinkedIn, 1 Google+, 16 reporter shares)
- Bloomberg - 338 total social shares (276 Facebook, 59 Twitter, 2 LinkedIn, 1 Google+, 5 reporter shares)

We are happy to share that [Supermarket News](#) did a story on 2014 food trends this week, predicting that in 2014 consumers will choose real, nutrient-dense foods over more functional or modified foods. The story is locked if you don't have a login, but [MediaPost](#) picked up the story and you are able to view in full. This article serves as further proof for the real food strategy we will be working with bloggers on in response to Beyond Eggs. We will pick up regular reporting on Monday, sending out a report in both the morning and the evening. Please note, we will send out one daily report on Tuesday, Thursday and Friday of next week, with no report on Wednesday, December 25. Please let us know if you have any questions, and have a good weekend.

Best,  
Jenny

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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Tuesday, December 24, 2013 10:42 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 12.24

Hi all,

Coverage volume has been minimal since our last update on Beyond Eggs. [Xconomy](#), a news website that provides business and technology leaders with timely information about local personalities, companies, and technological trends, gave an overview of the full Hampton Creek product line in a new story. In the story, Tetrack downplays the vegan label that Beyond Eggs has been given in past media coverage saying, "it's not necessarily the 'eggness' of eggs that people are in love with; sometimes they just want the things you can make with eggs." The site has a smaller readership of 38K+ unique monthly viewers.

As anticipated, Hampton Creek Foods was featured on Andrew Zimmern's television show, *Bizarre Foods*, last night. The episode clip can be downloaded [here](#), and was viewed by an audience of 317K+ last night. In a round-up episode of San Francisco food tech companies, Zimmern headed into the kitchen with the folks from Hampton Creek to cook an omelet using Beyond Eggs. Zimmern pointed out that the taste of the product by itself is not the same, but it would taste good in a sandwich or in a burrito when mixed with other foods. Hampton Creek admitted they knew the taste wouldn't be the same as a real egg on its own and they are hoping consumers will get used to the taste over time. Zimmern did, however, end the segment by calling the product "Earth changing." The episode led to an uptick in conversation on Twitter, with several viewers sharing they are eager to try the product. We will continue to monitor for additional amplification of the episode and provide an update in our next Beyond Coverage update on Thursday, December 26. Please let us know if you have any questions in the meantime.

Best,  
Jenny

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## Lutton, Sara - AMS

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**From:** Torvik, Erika <Erika.Torvik@edelman.com>  
**Sent:** Friday, December 06, 2013 10:23 AM  
**To:** Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie; Englert, Jenny; Cummins, Sally; Byers, Kate  
**Subject:** Beyond Eggs Coverage Update 12.6 - AM

Hi all –

Since last night's report, pickup of syndicated articles has slowed significantly with only two new placements on smaller sites – [SoshiTech](#) picked up the Mother Jones article and [Tribune-Democrat](#) picked up the Slate story. There are no new unique stories on the topic.

We will plan to continue to monitor for pickup throughout today and look forward to facilitating AP and Everyday Health interviews with Mitch. In the meantime, please don't hesitate to reach out with questions.

Best,  
Erika

**Erika Torvik**  
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## **Lutton, Sara - AMS**

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**From:** Torvik, Erika <Erika.Torvik@edelman.com>  
**Sent:** Friday, December 06, 2013 6:00 PM  
**To:** Joanne Ivy; Kevin Burkum; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Jensen, Elizabeth (Schreiber); Maher, Missy; Grosshandler, Jennifer; Schaffner, Serena; Jaffe, Brad; Liuzzi, Andrew; Singer, Jamie; Englert, Jenny; Cummins, Sally; Byers, Kate  
**Subject:** Beyond Eggs Coverage Update 12.6 - PM

Hi all –

Since this morning's report there has been no new coverage of Beyond Eggs. We'll send another report on Monday morning, but in the meantime please let us know if you have any questions. Have a great weekend!

Best,  
Erika

**Erika Torvik**  
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## Lutton, Sara - AMS

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**From:** Englert, Jenny <Jenny.Englert@edelman.com>  
**Sent:** Friday, April 04, 2014 5:06 PM  
**To:** Kevin Burkum; Joanne Ivy; John Howeth; Mia Roberts; Kristin Livermore; Mitch Kanter  
**Cc:** Jensen, Elizabeth (Schreiber); Maher, Missy; Liuzzi, Andrew; Singer, Jamie; Schaffner, Serena; Burch, Kellie; McClamroch, Allison  
**Subject:** Beyond Eggs Coverage Update 4.4

Hi all,

We've seen a few new articles covering Beyond Eggs and Hampton Creek this week in outlets such as [Al Jazeera America](#), [The New York Times](#), [Entrepreneur](#), and the sustainability blog, [Responsible Eating And Living](#). Similar to the coverage we saw last week, reporters are continuing to focus on sharing details of Josh Tetrick's financial support strategy and overall career path.

The Entrepreneur article notes that customers can expect new Just Mayo flavors (chipotle, garlic and sriracha) to be released along with the company's scrambled egg substitute and egg-free cookie dough, Just Dough. It also states that the company is building partnerships with several Fortune 500 companies to be announced at a later date.

We'll continue to keep a close eye on new coverage and will share another update next week. Please don't hesitate to reach out with questions in the meantime.

Best,  
Jenny

**Jenny Englert**

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## Lutton, Sara - AMS

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**From:** Mia Roberts  
**Sent:** Thursday, July 24, 2014 3:41 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

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

Hi all –

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

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

Best,  
Serena

**Serena Schaffner** | *Director of Marketing Communications*

**American Egg Board**

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**Lutton, Sara - AMS**

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**From:** Debbie Murdock <debbie@agamsi.com>  
**Sent:** Friday, June 20, 2014 6:44 PM  
**To:** Joanne Ivy  
**Subject:** CNBC - Mad Money

They are interviewing the president of Hampton Creek-beyond eggs. Very interesting healthier foods should be available to everyone. Beat selling mayo in whole foods. In costco and 48% cheaper than eggs from hens. Scrambling eggs on TV. Wow...



## American Egg Board

### PROGRAMS

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1. The “Taking Back Easter 2013” from the American Egg Board (AEB) campaign won the Golden Egg Award from the International Egg Commission (IEC) for the best egg marketing and promotional campaign in the world. Novus International honored my efforts related to Corporate Social Responsibility during my tenure as IEC Chairman.

AEB listened to egg producers’ directive to reclaim lost sales traditionally experienced at Easter by developing the “Taking Back Easter 2013” campaign. This comprehensive, successful campaign resulted in a 3.8 percent increase in egg category sales, as compared to Easter 2012. This increase equated to 8.1 million more dozens sold and \$40 million more in dollar sales!

2. On October 30, AEB also will launch a media campaign regarding the industry’s decreased environmental footprint during the last 50 years. AEB, along with several partners, funded this landmark research at the Egg Industry Center that indicates modern environmental efficiencies are the result of a wide range of factors, including the reduction of natural resource use, improved hen feed, better disease control and advancements in hen housing systems. The egg industry has a great story to tell. The comprehensive campaign will target retailers, food manufacturers, foodservice, health professionals, consumers, and the media. A toolkit has been developed for the industry and press, which includes the press release, key messages, Facts Sheet, Q & A, infographic, etc.

3. Eggs are a staple ingredient for food manufacturers because of their 20+ functional properties; however, the increased threat of egg replacer ingredients, specifically a new product called Beyond Eggs, has generated a lot of intense discussion recently. AEB developed a strategic response campaign 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 and eggs’ role in keeping ingredient labels clean. This month, a print and digital ad campaign launched in the ingredient supply media and highlights links to access the digital version of “The Egg & Clean Labeling” white paper.

Twitter and blog posts will be leveraged. [AEB.org/RealEggs](http://AEB.org/RealEggs) was launched, and next year, AEB will promote video testimonials from food manufacturers who tried replacers but were disappointed with the results.

Additional tactics include:

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



VON KATHRIN WERNER

Bei dem Rührei, das hier in der Pfanne brutzelt, kann man die uralte Menschheitsfrage endlich mal eindeutig beantworten: Was war zuerst da, die Henne oder das Ei? Das Ei war zuerst da, denn es gibt gar kein Huhn dazu.

Es kommt allerdings sehr hühnereitartig daher: Stockt und flockt sich in der Pfanne zusammen – genau wie Rührei vom Huhn. Gleitet glänzend und halbfeucht auf den Teller – wie Hühnerrührei. Es könnte etwas mehr Salz vertragen, schmeckt aber ansonsten ziemlich genau wie Rührei. Es ist eine Nuance heller und beim Kauen vielleicht ein kleines bisschen gummiartig. Aber es ist sehr, sehr nah dran am Hühnerei. „Ich weiß, es ist noch nicht hundertprozentig perfekt, aber wir nähern uns der Sache“, sagt Josh Tetrick. Wenn er sein Ei im Sommer in Amerikas Supermärkte bringt, wird man keinen Unterschied zum Hühnerei mehr merken, verspricht er.

Tetrick, 33 Jahre alt, T-Shirt, Turnschuhe, Wuschelfrisur, ist der modernste Eiermann der Welt. Dabei ist die Substanz, an der seine Forscher gerade tüfteln und die bislang erst eine Hand voll Testesser probieren durften, genau genommen natürlich kein Ei. Wikipedia schreibt: „Das Ei ist ein frühes Stadium der selbständigen Fortentwicklung eines eilegenden Tiers.“ Doch Tetricks Ei hat kein Tier gelegt, es ist rein pflanzlich, vegan und bio und gentechnikfrei. Es enthält genauso viele Vitamine wie Ei, aber kein Cholesterin. „Beyond Eggs“ hat er es getauft – also jenseits von Eiern. Das Labor-Rührei ist das neueste Produkt seines Start-ups Hampton Creek Foods. Bill Gates und die größten Namen der Wagniskapital-Finanzinvestoren aus dem Silicon Valley haben in das Unternehmen investiert. Auch Gates hat das falsche Ei schon probiert. Und für gut befunden.

Willkommen in der Zukunft des Essens. Hampton Creek ist eines der heißesten Start-ups einer stark wachsenden Industrie, die man Food Engineering nennt. Die Firmen eint die Suche nach der Wundernahrung: Sie soll gesünder, preiswerter oder umweltfreundlicher sein – oder am besten alles gleichzeitig. Neben Hampton Creek gibt es Unternehmen, die milchfreien Käse erfinden, natriumärmeres Salz, zuckerfreie Biosüßigkeiten, Hühnchenersatzfleisch auf Pflanzenbasis oder Hamburger aus dem Reagenzglas. Die größte Neuigkeit daran: das Hightech-Essen soll genauso gut schmecken wie die herkömmliche Variante. „Die Nahrungsindustrie ist ein kaputtes System“, sagt Tetrick. „Wenn wir jetzt ganz von vorn überlegen würden, wie wir die Menschheit ernähren wollen, würden wir garantiert keine Legebatterien und Riesenmastbetriebe erfinden. Wir arbeiten daran, das System zu heilen.“

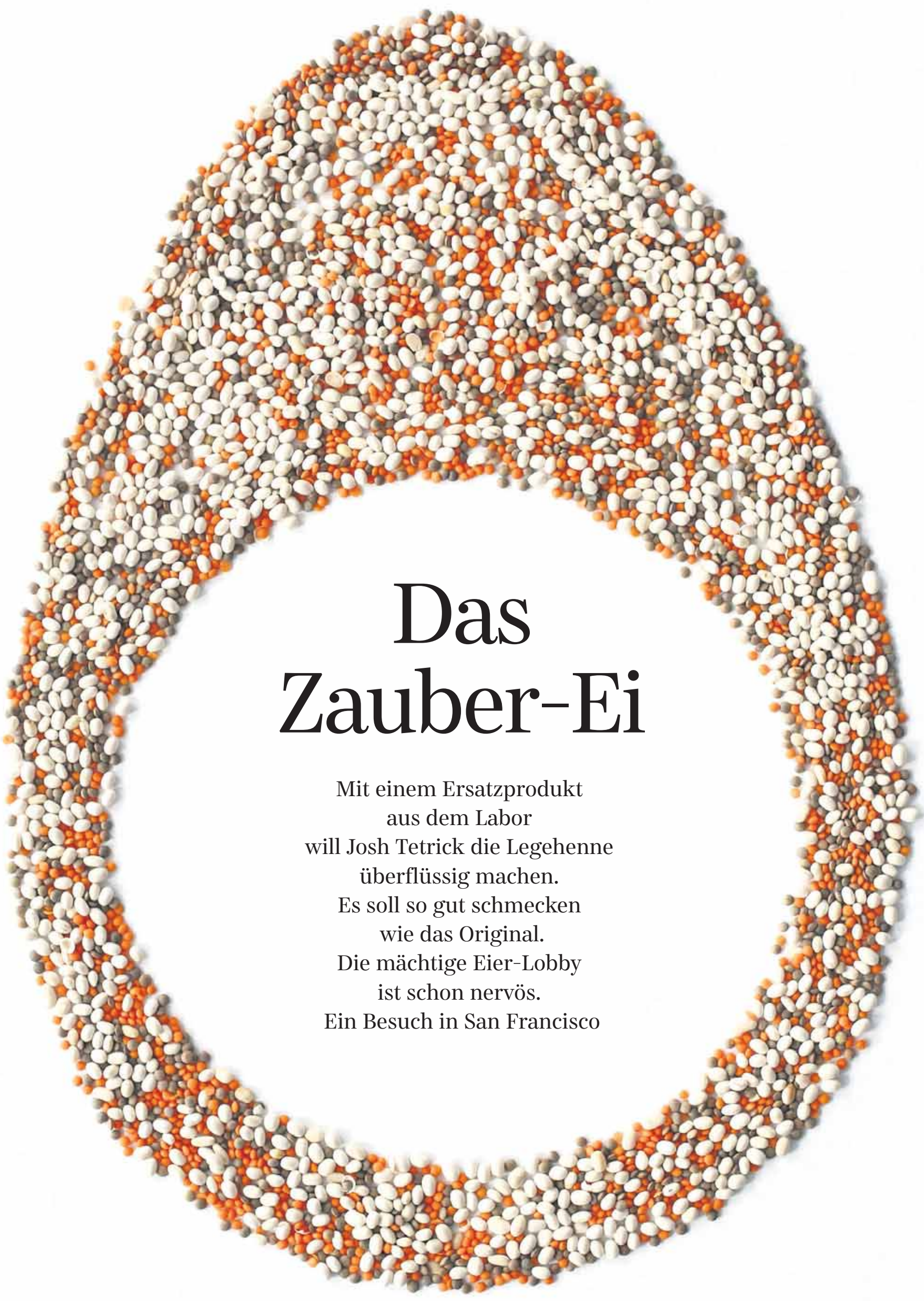
„Das Ei ist schon ein sehr gutes Produkt“, sagt der Unternehmensgründer

In einem alten Lagerhaus mitten in San Francisco hat Tetrick ein Labor und die Testküche eingerichtet. Im Eingang liegt sein Golden Retriever Jake auf dem Sofa. Hohe Decken, Lüftungsrohre darunter, Betonfußboden, das Mobiliar sieht aus wie im Chemieraum in der Schule. Es riecht aber deutlich besser hier. Im Testofen backen ständig verschiedene Chocolate Chip Cookies, schließlich muss das Ersatzei nicht nur in der Pfanne, sondern auch im Keks funktionieren. Es klappt schon ganz gut: Die veganen Cookies schmecken genauso wie Schokoplätzchen mit richtigen Eiern – sie sind weich, dick, fluffig und süß. Hinten im Labor zerbröseln weißbekittelte Biochemiker Pflanzen und reduzieren sie auf die darin enthaltenen Proteine. Die Moleküle kommen dann in verschiedenen Lösungen, um sie mit Eiern zu vergleichen. In Dutzenden Pipetten warten die Eiweiße auf ihre Testergebnisse. Wenn die Wissenschaftler mit ihnen fertig sind, sehen die Proteine aus wie goldbraune Zuckerkörnchen. Dann gehen sie weiter an die Cookie-Experten oder die Mayonnaise-Abteilung.

2500 unterschiedliche Pflanzen, vor allem Bohnen und Getreide, hat Hampton Creek schon getestet. Welche es sind, ist streng geheim. Tetrick und seine Leute versuchen, Pflanzenproteine zu finden, die ähnliche Eigenschaften wie Hühnereier haben. Es ist eine mühsame Suche. „Das Ei ist schon ein sehr gutes Produkt“, sagt der Unternehmensgründer. „Wir suchen eine Pflanze, die genauso gut ist oder sogar besser.“ 22 verschiedene Funktionen haben er und sein Team identifiziert, die der Ei-Ersatz kopieren muss: In der Pfanne muss er stocken, er soll Kekse braun werden lassen, Mehl zusammenkleben und Kuchen wie Eischnee fluffig machen. Und er soll Wasser und Öl binden für Mayonnaise.

Für Mayonnaise sind die Food-Ingenieure schon fündig geworden, sie verraten auch den Namen der Pflanze, aus der der Ei-Ersatz stammt: eine Gattung der kanadischen gelben Erbse. Tetrick holt ein Schälchen hervor. „Das ist es, das Zaubermittel“, sagt er und rührt in den Erbsen herum. Die Erbsen-Eiweiße zusammen mit Öl, Wasser, Essig und Gewürzen ergeben Just Mayo. Die vegane Mayonnaise gibt es seit vier Monaten bei der amerikanischen Bio-Supermarktkette Whole Foods zu kaufen, für 4,49 Dollar pro Glas. Der Verkaufsstart war der Durchbruch für Hampton Creek Foods. Just Mayo schmeckt genau wie Eier-Mayo.

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# Das Zauber-Ei

Mit einem Ersatzprodukt aus dem Labor will Josh Tetrick die Legehenne überflüssig machen. Es soll so gut schmecken wie das Original. Die mächtige Eier-Lobby ist schon nervös. Ein Besuch in San Francisco

burger im Reagenzglas gezüchtet. Er hat Muskelfleisch-Stammzellen vermehrt. Der erste Fleischklops kostete 325 000 Dollar, der Geschmack ist offenbar ausbaufähig – aber mit der Zeit würden Kosten sinken und der Geschmack verbessert, hoffen die Forscher.

Vor zwei Jahren noch konnte sich Jake Tetrick nicht vorstellen, Unternehmer zu werden. Er kommt aus Alabama, redet mit Südstaatenakzent, hat im College halbpensionell Football gespielt und sagt gern mal „fuck“. Seine Eltern, erzählt er, hätten mit Unternehmensgründungen nichts am Hut – und mit veganer Ernährung erst recht nicht. Er kann sich gut daran erinnern, wie er nach der Schule in der Küche riesige Berge Chicken Wings verdrückt hat. „Jetzt habe ich immer meinen Dad

beim Einkaufen im Supermarkt vor Augen“, erzählt er. „Wir müssen Kunden wie meinen Dad überzeugen, normale Leute, die unsere Produkte nicht wegen ihres Gewissens, sondern wenn überhaupt nur wegen des Preises kaufen.“

Das wird nicht leicht. Für die meisten Menschen, die sich um Tierhaltung nicht weiter kümmern, ist es ein weiter Weg zum veganen Ei. Das klassische amerikanische Frühstück mit einem falschen Ei darin dürfte für die meisten unvorstellbar sein. Laut US-Landwirtschaftsministerium ist der Durchschnittsamerikaner jedes Jahr 251 Eier. Mit 15 Cent pro Ei seien Hühnereier die mit Abstand günstigste Quelle von hochwertigem Protein. Und wer sein Spiegelei liebt, will Eiweiß und Dotter, keine breiartige Masse wie Beyond Eggs.

Der Mensch isst, was er kennt. Bei Produkten wie Mayonnaise, in der Eier untergerührt sind, kann man die Verbraucher noch eher überzeugen als beim Rührei, wo das Ersatzprodukt direkt auf der Zunge liegt. Aber das genügt Tetrick nicht, er will das Ei ganz abschaffen. Wie sich Menschen ernähren, hat sich über Jahrtausende entwickelt. Tetrick will es binnen weniger Jahre revolutionieren. Aber: „Essen ist eine sehr kulturelle Sache, das hängt für viele Leute stark mit ihrer Identität zusammen, da sind sie konservativ.“

Nach der Uni hat Tetrick sieben Jahre lang in Afrika gearbeitet. Er hat in Kenia bei einer Initiative für Unternehmensgründer mitgemacht, für einen Verein versucht, die Investitionsbedingungen in Liberia zu verbessern, und in Südafrika mit Straßenkindern gearbeitet. „Es war wahnsinnig inspirierend. Am Ende war ich aber furchtbar frustriert, wie langsam alles voran ging“, erzählt er. „Ich wollte etwas erreichen.“ Mit einem Schulfreund, der für eine Tierschutzorganisation arbeitet, unterhielt er sich damals über veganes und gesundes Essen – und die Frage, warum die Großkonzerne immer noch Eier aus Käfighaltung verwenden. „Alles andere ist zu teuer“, sagte der Freund. „Man müsste eine günstigere Variante erfinden.“ Und das tat Tetrick.

Wenn man Hühner besser hält, wird es automatisch teurer, sagt der Gründer. „Das geht gar nicht anders. Billiger wird es nur, wenn man das Huhn komplett aus dem System entfernt.“ Er zog zurück nach Amerika – und gründete Hampton Creek Foods. Sein ganzes Erspartes ging am Anfang dafür drauf. Er stellte die besten Lebensmitteltechniker, Biochemiker, Köche und Bäcker ein, die er finden konnte. Zwei Jahre ist das nun her.

Die Eierbranche arbeitet seit Jahrzehnten daran, die Herstellung effizienter zu

machen – aber um Federvieh kommt sie bislang nicht herum. Effizienter heißt darum meist, dass die Hühner unter immer industrielleren Bedingungen leben. Die Hennen der Welt legen jedes Jahr mehr als 1,1 Billionen Eier (American Eggboard), 99 Prozent der amerikanischen Hennen leben in winzigen Käfigen, in denen sie nicht mit den Flügeln flattern können, heißt es bei der Tierschutzorganisation Peta. Ein Tier lebt auf der Fläche eines DIN-A4-Blattes. Laut der britischen Organisation Compassion in World Farming kommen mehr als 60 Prozent aller Eier der Welt von Hühnern in Käfighaltung; die EU hat wenigstens die Minikäfige Anfang 2012 verboten.

Veganer sollen nicht die einzige Zielgruppe sein. Sie wäre auch viel zu klein

Im Eingang von Hampton Creek Foods hängt ein Monitor, hier zeigt Tetrick Bilder von Hühnern in den Legefabriken – als Erinnerung, warum sie das hier tun. „Aber es geht nicht nur um Respekt vor Lebewesen“, sagt er. „Diese Tierhaltung fördert Krankheiten wie die Vogelgrippe, an denen dann Menschen sterben. Und sie zerstört die Umwelt.“ Hühner müssen fressen, die Futtermittelproduktion kostet Agrarfläche und verbraucht Dünger, Legebatterien müssen beheizt und beleuchtet werden, die Tiere bekommen Antibiotika, die aufwendig produziert werden müssen. Und so weiter. Und die Nachfrage nach Eiern steigt weltweit, von 14 Millionen Tonnen im Jahr 2000 soll sie auf 38 Millionen 2030 steigen. Eine weitere Zahl ist wichtig: Das Verhältnis von Energiebedarf zu Energieausstoß, bei Eiern liegt es bei 39 zu eins. Für jede Kalorie, die im Ei steckt, wird also 39-mal so viel Energie in der Eierproduktion aufgebracht. „Das ist nicht die Zukunft“, sagt Tetrick. Bei Beyond Eggs liege die Ratio bei zwei zu eins.

Die Reaktion der 55,5 Milliarden schweren Eierindustrie: Sie nimmt das Start-up aus San Francisco ernst. Der Interessenverband American Egg Board – ja, den gibt es tatsächlich – kauft Google-Werbung. Wer nach Beyond Eggs sucht, sieht Anzeigen auf der Ergebnisseite, die für Hühnereier werben und auf [www.incredibleegg.org](http://www.incredibleegg.org) führen. „Ist doch ganz normal, so etwas machen viele Firmen. Wir wollen schließlich über die Vorzüge von Eiern informieren“, sagt Eier-Präsidentin Joanne Ivy. „Uns ist schon bewusst, dass es das Unternehmen gibt.“ Nein, nein, Angst, überflüssig zu werden, habe die Industrie nicht. „Eier sind gesund und lecker, und die Menschen lieben sie.“ Ivy ist sich sicher, dass Ersatz Eier eine Nische bleiben, zum Beispiel für die Industrie, dass die Menschen aber nicht bereit sind, ihr echtes Ei mit Eigelb und Eiweiß aufzugeben. „Nichts kann das Ei ersetzen. Die Leute wollen natürliches Essen, das sie kennen, nicht Tausende Inhaltsstoffe auf der Verpackungsbeilage.“

„Für mich ist diese Tierhaltung alles andere als natürlich“, sagt Tetrick. „Der Eierindustrie geht es doch nur darum, die Gewinne zu maximieren.“ Der 32-Jährige ist Veganer. So viel davon reden will er aber nicht. Schließlich sollen Veganer nicht seine einzige Zielgruppe sein, sie wäre auch viel zu klein. Der erste Schritt ist der leichtere: Sein Ersatzei soll in der Industrie zum Einsatz kommen, die immerhin rund ein Drittel aller Eier zu Kuchen und Soßen verarbeitet. 48 Prozent billiger sei Beyond Eggs derzeit in der Produktion im Vergleich zu Hühnereiern – das ist ein schlagendes Argument für die Lebensmittelindustrie, sagt Tetrick. Und ob im Keks nun Ei ist oder Ei-Ersatz, sei den Konzernen egal, solange das Ersatzei genauso gut funktioniere. „Die Nachfrage ist riesig“, behauptet Tetrick. Er hat schon Partnerschaften mit mehreren Großkonzernen, die Beyond Eggs in der Großfabrik testen. Mit wem, darf er nicht sagen. Eine Fast-Food-Kette, eine der größten der Welt, prüfe gerade, die Mayo durch Just Mayo zu ersetzen, sagt Tetrick. Er hat schon drei Fabriken in Amerika, die Just Mayo und den veganen Plätzchenteig auf Basis von Hirse-eiweiß herstellen. Er kommt bald auf den Markt.

Das kommt auch bei Wagniskapitalgebern gut an. Sechs Millionen Dollar hat Tetrick bereits eingesammelt, der Großteil des Geldes stammt von der Finanzfirma von Vinod Khosla, dem Gründer des Computerkonzerns Sun Microsystems, ein Star in der Investorenszene. Es sei nicht sehr schwer, Investoren zu finden, sagt er. „Viele Wagniskapitalfirmen glauben, dass wir für eine nachhaltige Wirtschaft richtige Technologiesprünge brauchen, wie von der Kutsche zum Auto. Die wollen sie finanzieren.“ Tetrick stellt gerade eine Menge Leute ein, das Lagerhaus in San Francisco ist zu klein geworden, bald zieht das Unternehmen um. Es sind die nächsten Schritte für seinen großen Plan: die Menschen zu überzeugen, ihr leckeres, geliebtes Hühnerei aufzugeben. „Ich bin Optimist“, sagt er. „Wir werden das Ei bald überflüssig machen.“



Joshua Tetrick wurde 1980 in Birmingham, Alabama, geboren. 2011 gründete er mit seinem besten Freund Josh Balk Hampton Creek Foods. Er ist Veganer, Tierschützer, schreibt für die *Huffington Post* und hält Vorträge, darunter bei TED.

Werner