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IOWA EGG COUNCIL

EGGSAMINER

ISU STUDY HIGHLIGHTS ECONOMIC IMPORTANCE OF THE IOWA EGG INDUSTRY

Iowa State University has released a report in which says the egg production and processing industry “has a significant impacts on Iowa’s economy.” The ISU researchers looked at the value of inputs such as feed grains, transportation, handling and business services as well as induced effects of consumer-related spending by workers who earn their paychecks in these sectors. They found that by including the direct and secondary impacts, the total economic effects attributable to the Iowa egg industry included \$747 million of total industrial sales, about 6,000 jobs, \$160 million of personal income and value-added of \$224 million. Direct jobs associated with egg production, processing and hatchery operations is 2,600 with an annual payroll of more than \$60 million. Based on average state tax yields relative to earnings, the Iowa egg industry generates \$10 million of state taxes annually.

SAY WHAT? A DOZEN REASONS TO EAT EGGS

We operate within the sometimes fickle world of consumers. Within that realm we sometimes struggle with the message to get the end consumers of our products to consume more. The following offers a dozen reasons for consumers to pick up a dozens eggs next time they are at the store.

1. Eggs are appealing.

Eggs are a respected staple used in 95% of all households. Eggs are enjoyed by people of all ages and are an integral part of a wide variety of cuisines.

2. Eggs are comforting

The texture and flavor of eggs make them a “comfort food”. Eggs are easy to chew and digest making them a good choice for infants as well as convalescents or those with dental problems.

3. Eggs are convenient

Eggs are nature’s own “convenience food”. Eggs are suitable for all meals everyday.

4. Eggs are easy to prepare

Eggs entrees generally require little kitchen experience. Eggs are often the first food a child learns to cook. Besides barbeque, eggs are one of the few foods many men feel comfortable preparing.

5. Eggs are economical

Eggs are one of the lowest-cost high-quality protein foods. Eggs dishes rarely require any special equipment to prepare.

6. Eggs are elegant

Eggs are suitable for appetizers, desserts and special-event dishes. Eggs dishes such as soufflés and exotic cheesecakes can be found on a wide variety of upscale restaurant menus.

7. Eggs are fast/quick

Eggs can go straight from the “fridge to the cooking pan”. An omelet can be prepared in under 60-seconds.

8. Eggs are functional

Whole eggs, whites and yolks perform many important functions in cooking and baking such as leavening, binding, thickening, emulsification and more.

9. Eggs are natural

Eggs are a natural food with no artificial chemical additives. Laying hens are not fed hormones.

10. Eggs are nutritious

The American Heart Association (AHA) no longer recommends a limit to the number of egg yolks eaten per week. Consumers can average 300 mg dietary cholesterol over several days. Dietary cholesterol in egg yolks does not increase coronary heart disease in mostly healthy people. About 3/4 of the population needn't be concerned with dietary cholesterol.

11. Eggs are safe

The risk of getting foodborne illness from eggs is extremely low. On average, only 1 of every 20,000 eggs **might** contain *Salmonella enteritidis* (0.005%). In addition, **if** *SE* were present, risk can be eliminated with proper cooking.

12. Eggs Are versatile

Eggs fill all menu-planning needs for all meals and all dishes from simple to fancy.

SALMONELLA ENTERITIDIS UPDATE 2003

Salmonella Enteritidis (SE) continues to be an organism of concern for the egg industry since SE has the ability to internally contaminate eggs. The Centers for Disease Control and Prevention (CDC) in Atlanta track *Salmonella* illnesses in the US and issue annual reports on Salmonella and other foodborne illnesses.

The first two figures below are from the *Salmonella* Surveillance system (<http://www.cdc.gov/ncidod/dbmd/phlisdata/salmonella.htm>), which tracks all Salmonella illnesses in the US and each year publishes an annual summary. In the most recent summary, Salmonella Annual Summary 2001, *Salmonella* typhimurium was the most common serotype causing 22.1% of all human salmonellosis illnesses. *Salmonella* Enteritidis was ranked number two causing 17.7% of all human salmonellosis illnesses. Data for SE is shown in the figures below. SE cases peaked in the mid 1990's and dropped in the late 1990's. The decrease has leveled off the last few years and the reason is unknown.

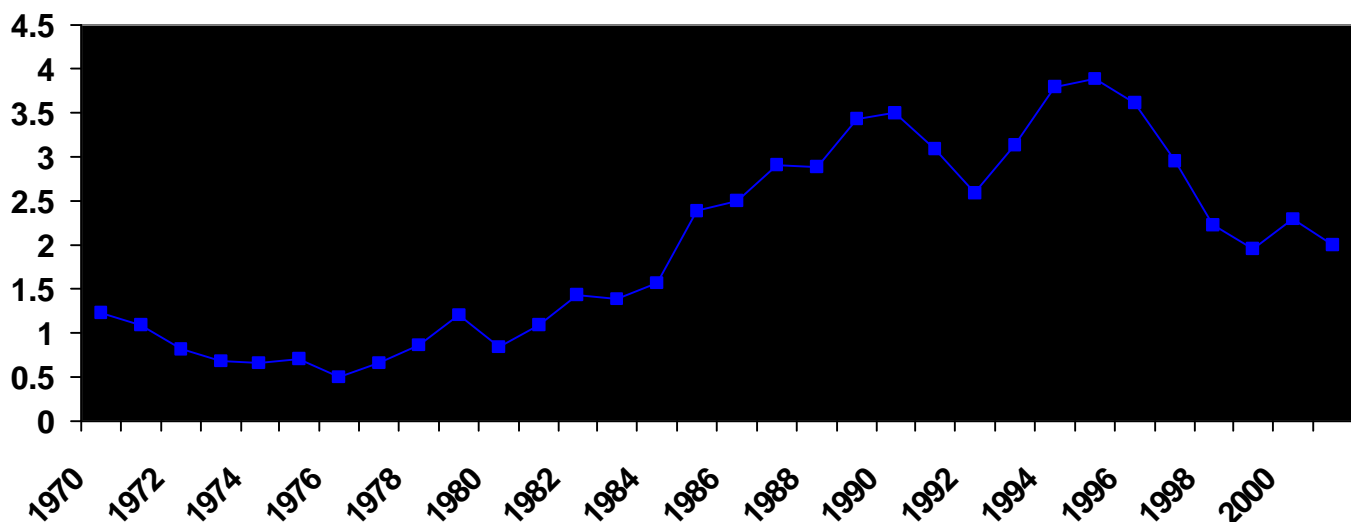


Figure 1. *Salmonella* Enteritidis Cases

Rate per 100,000 by year 1970-2001

From the mid 1980's through the mid 1990's, SE was primarily a problem in the northeastern part of the US. In the mid 1990's the incidence of SE leveled off in the northeast and increased in other areas of the US. SE was thought to be a regional problem for many years, however it is now seen as a nationwide problem with similar illness rates in all areas.

Think Fast. Think Eggs.

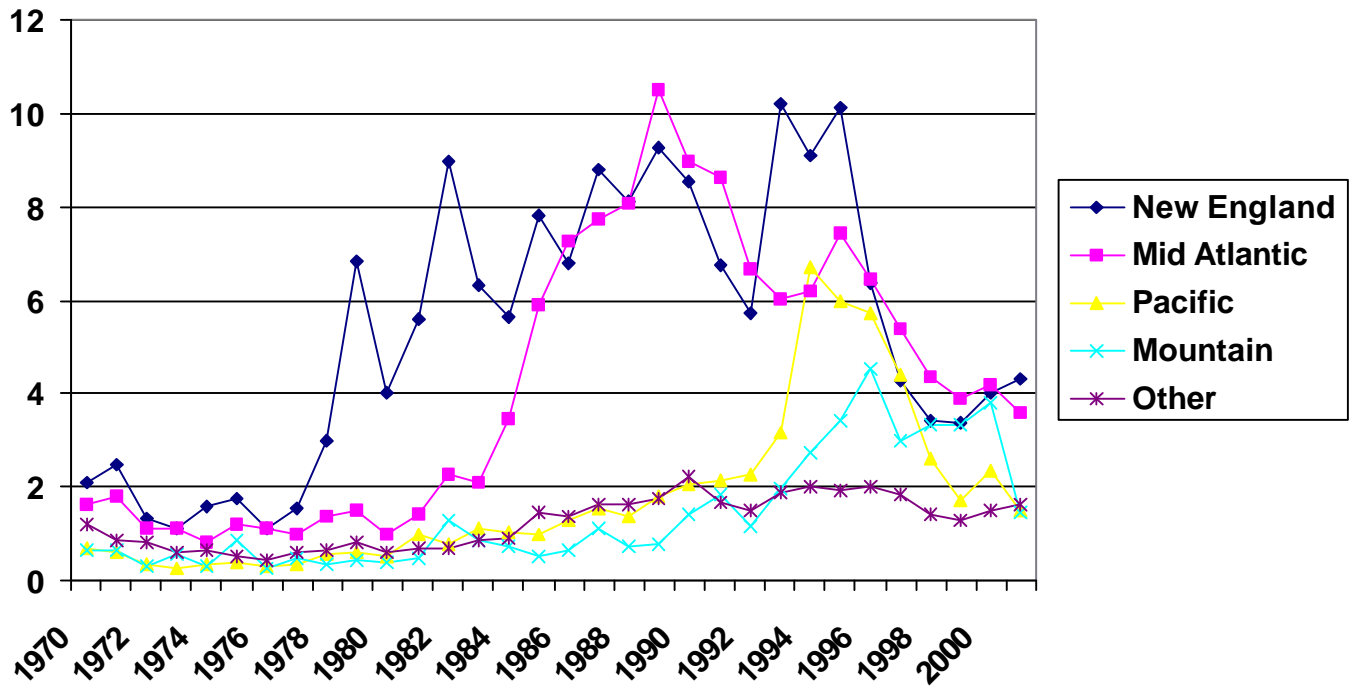


Figure 2. Salmonella Enteritidis by Region 1970-2001

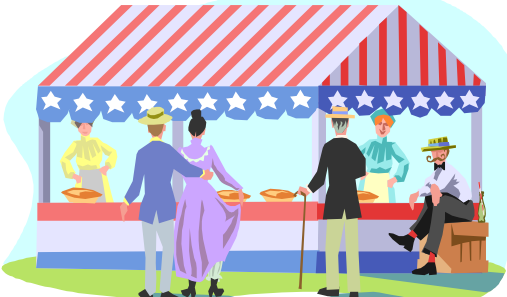
The *Salmonella* Enteritidis Outbreak Surveillance System of the CDC tracks all SE outbreaks and attempts to associate an outbreak with a food source (http://www.cdc.gov/ncidod/dbmd/diseaseinfo/salment_a.htm). Based on the outbreak investigation, a traceback investigation may be completed to link the outbreak to a contaminated farm. Not all SE outbreaks are due to eggs; however, if eggs are included in mixed food items, the outbreak is recorded as egg associated. Each year between 55 and 80% of all SE outbreaks have been linked to shell eggs. In recent years, SE outbreaks have been caused by non-egg foods such as juices, salsa, meat, sprouts, fruit and salads. The majority of the outbreaks are caused by a number of things going wrong including lack of refrigeration, improper handling and inadequate cooking.

The next four charts show data from SE outbreaks in recent years. The number of outbreaks

Want a really cool T-shirt and a chance to have some great summer fun?

Volunteer for the Iowa Egg Council booth at the Iowa State Fair, August 7– 17, 2003.

Contact the Iowa Egg Council for details.



peaked in 1990 and has remained at approximately 45-50 outbreaks per year for the past 5 years in which the CDC has published data.

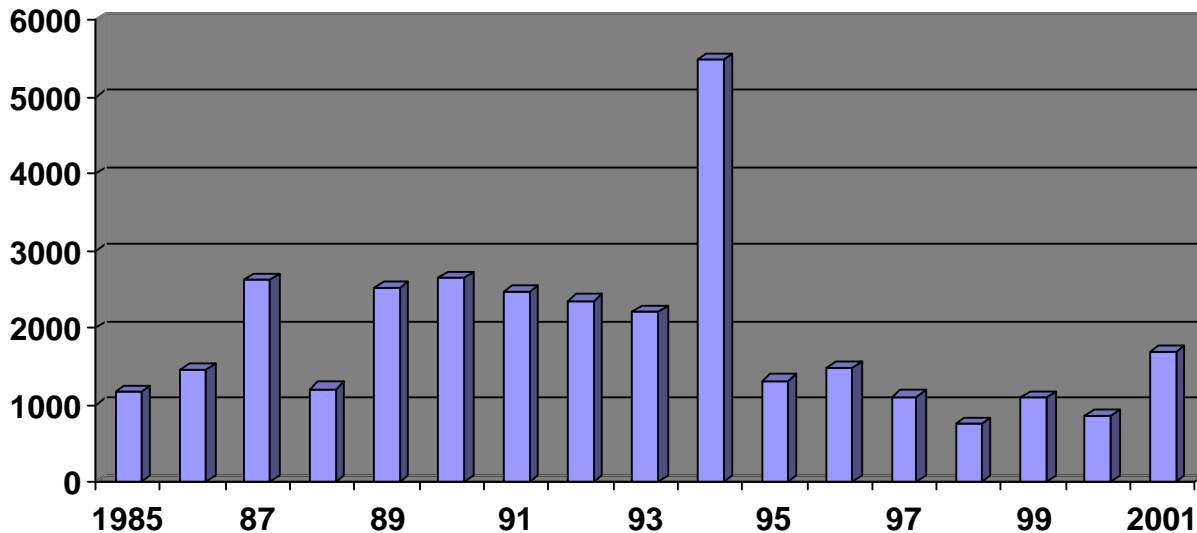
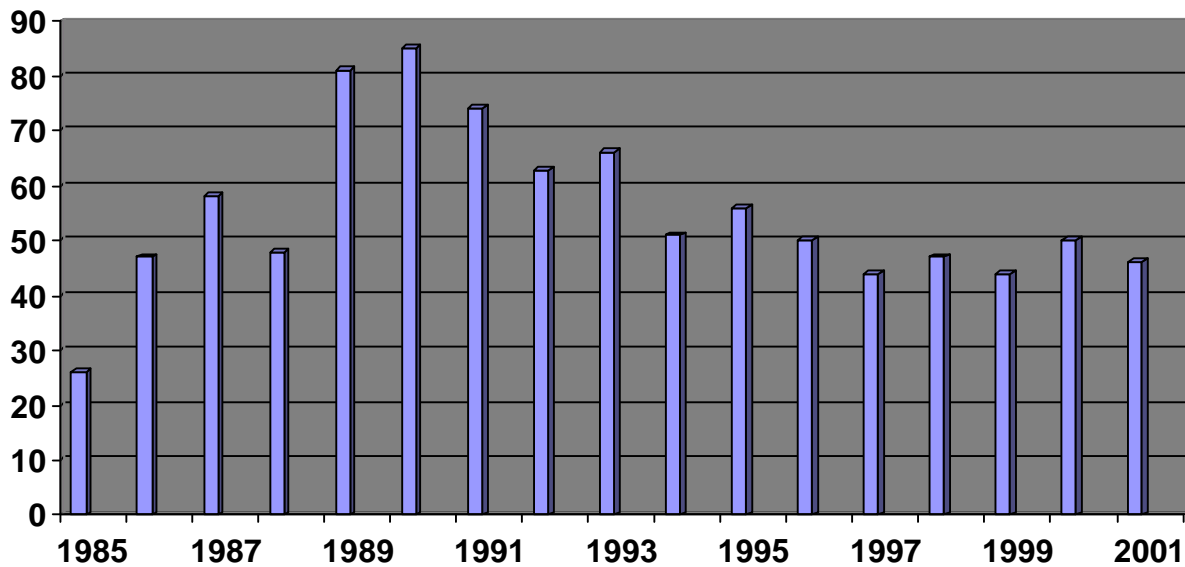
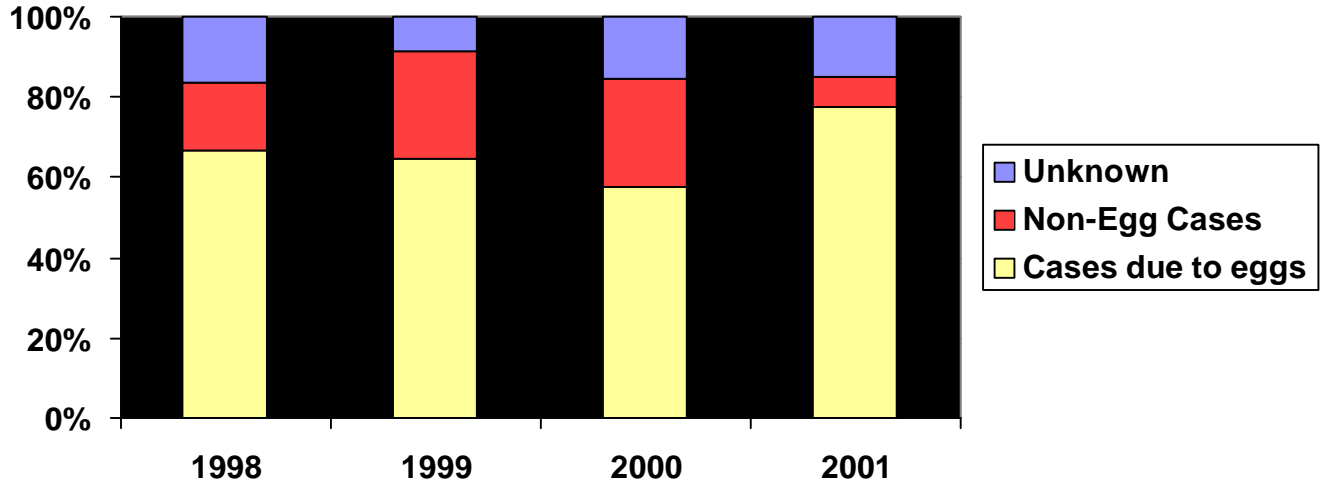


Figure 3. CDC SE Outbreak Surveillance System
SE Outbreaks: Number of Outbreaks per year 1985-2001

Figure 4. Total reported SE cases in outbreaks 1985-2001

The total number of SE cases due to outbreaks had been fairly stable at approximately 700 to 1000 cases each year. However, a large increase in 2001 was a concern for public health professionals. There were three very large outbreaks in 2001 in which eggs were associated. The largest outbreak caused 688 illnesses and the cause was suspected to be tuna salad with egg. The source of the SE was either the eggs, which were supposedly hard cooked, or food handler contamination. This outbreak occurred at a prison in South Carolina. The second largest outbreak was in Virginia and was caused by a raw egg spread at a deli which sickened 231 people. The third largest outbreak was 113 illnesses in North Carolina that were statistically linked to egg con-

sumption. No food source was identified. The total of these three outbreaks was 1032 illnesses, which accounted for 61.4% of all illnesses in all 46 SE outbreaks in 2001. Of note, only one outbreak of 46 was traced back to SE isolated from an egg farm (the outbreak that caused 688 illnesses). Other traceback investigations were completed, however SE was not identified on the farms. The CDC published a report on SE illnesses due to shell eggs in Morbidity and Mortality Weekly Report (MMWR) on Jan 3, 2003. This report (<http://www.cdc.gov/mmwr/PDF/wk/mm5151.pdf>) received considerable media coverage at the time.



The following figures show data from the CDC SE outbreak reports.

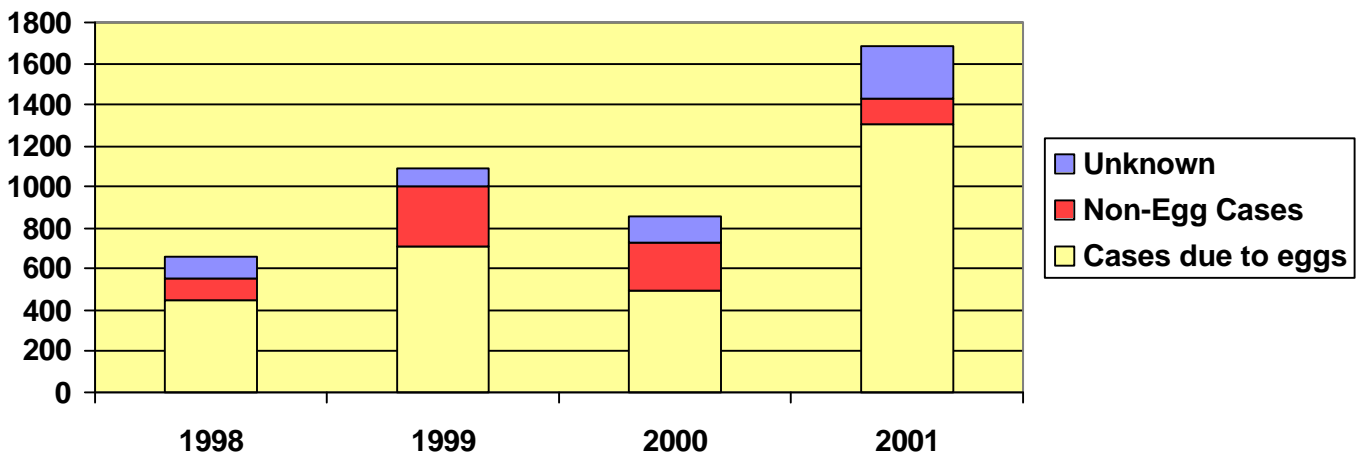


Figure 5. 1998-2001 CDC Outbreak Data for *Salmonella* Enteritidis (as Percent)
Figure 6. 1998-2001 CDC Outbreak Data for *Salmonella* Enteritidis (total number of cases)

The egg industry continues to take actions to prevent SE infections in laying hens and in eggs. Most of the industry has adopted voluntary quality assurance programs and vaccination has become more common. The federal Egg Safety Action Plan proposed rule is expected to be pub-

lished in 2003. This rule will be published by both the Food and Drug Administration and the US Department of Agriculture and is expected to propose guidelines for the industry to reduce SE infection in eggs by 50% and ultimately by 100%.

An important part of preventing SE illness from eggs depends on educating consumers and food preparers to properly refrigerate, handle and cook raw shell eggs. The American Egg Board is a founding member of the Partnership for Food Safety Education and the FightBAC!® Campaign. The American Egg Board provides food safety information to consumers and to food service professionals through their programs. The Egg Nutrition Center supports those efforts with technical and scientific information in addition to providing materials for health care professionals.

For more information on egg safety, contact the Iowa Egg Council (www.iowaegg.org), the American Egg Board (www.aeb.org) or the Egg Nutrition Center (www.enc-online.org) who produced this article.

PROMOTIONAL HIGHLIGHTS **July 2002 – June 2003**

The following highlight year-to-date promotional activities by the Iowa Egg Council. The good news is we do more than listed here!

July

????IEC sponsored two Iowa Cubs games this year on July 2 and September 1. Recipe brochures were handed out to the first 1000 people at both games, egg council t-shirts were thrown out and egg statistics were mentioned throughout the game. We were also included in all print, radio, or TV media leading up to the games.

August

????Iowa Family and Consumer Science

educators' conference. Displayed materials for statewide FCS teachers.

????Iowa State Fair – We served over 30,000 samples. IEC sponsored WHO's Crystal Studios this year. We still maintained our cooler display in the Agriculture building, but had our sampling booth in Crystal Studios. We received interviews with each radio personality and received tremendous media exposure.

????Howard visited Iowa and the state fair August 13-16. While in Iowa we met with Meredith Food Editors promoting eggs as a convenience food. The next two days were spent at the fair. Howard gave radio interviews, did three, one-hour programs at Homemakers Theater, and another program in the Agriculture building.

????The White House Easter Egg Contest was held. A record twenty-two entrants decorated a large size chicken egg in a way that best represented the state of Iowa. The winning egg will represent Iowa in the White House during Easter 2003.

????Packets were sent to Iowa School Foodservices. Each included foodservice recipes, an egg handling and care guide and Iowa Egg Council contact information. This is a continuing project trying to get more eggs into the school foodservice menus.

????A WIC conference was held in Ames. Hundreds of materials were handed out to WIC coordinators. The office has now been contacted repeatedly by WIC offices asking for additional materials for their clients.

????A backlit sign was purchased at Jack Trice Stadium in Ames. Along with the sign, we received the "egg cam" and instant replays announcements each half. This exposure took place during the ISU football season.

? Cyclone Radio Network – Advertising on the Cyclone Network during ISU

football games.

September

- ? IEC had a booth at the Clay County Fair manned by industry volunteers. Egg salad samples were given away along with many recipes and nutritional information.
- ? Women's Day Expo was held at the Polk County Convention Complex. IEC handed out samples, recipes and nutritional information.
- ? Press release sent out for Food Safety Month
- ? Governor's Annual Race – Rose Acre Farms donated eggs that were used to make a turkey and egg breakfast for the participants that morning.
- ? IEC purchased a PM "Dinner Campaign" schedule that ran every Tuesday and Thursday, drive-time (4-6PM) through June 2003. Commercials ran on KMXD (Des Moines), KICD (Spencer), KDAT (Cedar Rapids), KLTQ (Omaha), and WLLR (Quad Cities).

October

- ????Multi-state (Minnesota, Nebraska, Missouri, and Iowa) radio advertising schedule ran from October 7-11. This led up to World Egg Day on October 11. The message highlighted was eggs; quick, easy, and economical. A recipe brochure was sent to those listeners requesting one.
- ? IEC had a display at the Iowa Association for the Education of Young Children (IAEYC) Conference.

November

- ????For the holidays, the Iowa Egg Council ran a multi-state media campaign emphasizing egg uses for the holidays. Commercials ran on 39 stations in 28 different markets. Regional exposure

includes some of the following cities: Minneapolis, MN; St. Paul, MN; St. Louis, MO; Springfield, MO; Omaha, NE; Lincoln, NE; Des Moines, IA; Sioux City, IA; Mason City, IA; and the Quad Cities. A total of 1170 commercials ran promoting egg uses for the holidays, and also offering our free holiday recipe brochure.

- ????Cyclone Radio Network – Advertising on the Cyclone Network during men's and women's ISU basketball games.
- ? Two backlit signs purchased in Hilton Coliseum. Along with that, we received the Iowa Egg Council "kidcam", and two instant replays during all men's and women's home basketball games.

December

- ????Live TV and radio interviews were given in December. WHO – Des Moines, KMXD – Des Moines, KICD – Spencer, KWMT – Fort Dodge, KDAT – Cedar Rapids, WOI TV – Des Moines, and KCRG TV – Cedar Rapids were some of the stations giving live appearances or interviews helping promote eggs for the holidays.
- ????Farm Bureau Trade Show booth

January

- ????IEC sponsored the ISU vs. Kansas nationally televised men's basketball game on January 6 in Ames. We had a booth on the concourse where we handed out recipe brochures, face tattoos, and nutritional materials. IEC's banner hung behind the pep band and the pep band wore "eggheads" for part of the game. We received PA announcements recognizing Iowa's egg industry. During half-time, t-shirts and stress eggs were thrown into the crowd.
- ????January 16 the Iowa Egg Council served 1000 deviled eggs at Governor Vilsack's inaugural event. All of the commodity groups were there featuring

their Iowa products.

February

????The Iowa Newspaper Association held their annual conference on February 6 and 7 in Des Moines. Publishers and editors from all across Iowa come to the two day event. The Iowa Egg Council ran an ad in their conference brochure and supplied the brochure "Eggs... What's the Story?", from the American Council on Science and Health, for the attendees goodie bags.

????Home and Garden Show – Approximately 500 samples were given out in a kitchen designed for Van & Bonnie of WHO's morning show.

March

????The Iowa Egg Council annual cooking contest will be held March 29 at Merle Hay Mall in Des Moines. A total of 273 entries were received and have been narrowed down to 10. We are focusing on eggs as the main lunch or dinner entrée. KDSM Fox 17 ran TV promotions for the event.

????IEC exhibited at the Bed and Breakfast Guild Conference in Amana. The owners were looking for new egg recipes.

????IEC exhibited at the Iowa Consulting Dietitians Conference in Des Moines.

????Exhibit at the BASICS for Nutrition Conference for the Iowa Nutrition Education Network

April

????April 12 the Iowa Egg Council served egg salad sandwiches to attendees of the American Heart Association's Metro Heart Walk. The walk was held at Grey's Lake Park with an attendance of 5000. We served roughly 1000 sandwiches and handed out an IEC recipe brochure printed with the AHA logo on it.

????April 19 IEC partnered with Cookies Salsa and served "eggs with legs" to those attending the Easter celebration at Living History Farms. We served around 1500, before the rain ended the event. Star 102.5 ran ads promoting eggs and Cookies Salsa leading up to the event.

????Posters sent out to every library in Iowa with information on how to celebrate May Egg Month. Suggestions were given for book displays and our contact information was given if they wanted to order materials from us.

May

????For May Egg Month IEC purchased a multi-state radio advertising package to include cities in Minnesota, Nebraska, Missouri, and Iowa. The package includes a total of 1140 -30 second commercials to be run over 3 weeks. The theme will focus on eggs for lunch or dinner. A new brochure titled "Eggs Make the Meal!" was developed and was mailed out to all consumers requesting it.

???? May Egg Month TV commercial on KCCI ran for 4 weeks.

????54 billboards in 9 metro Iowa locations were purchased jointly by IEC and the Iowa Beef Industry Council. The billboards were for Iowa egg and beef month and the theme was "Steak & Eggs: Breakfast, Lunch or Dinner". The purpose of these ads was to educate consumers on the fact that eggs are not only great for breakfast but for lunch and dinner also, and steak is a good breakfast option also.

????Other joint promotion with the Beef Council included specials being run at all 22 Country Kitchen restaurants in Iowa, and also at the 2 Machine Shed Restaurants in Iowa. Posters, newsletters, and aprons and pins for servers, were all forms of promotion that each of the restaurants pitched in for.

???

Governor Vilsack signed the IEC proclamation on May 23.

???

IEC cooked omelets for a luncheon at Camp Dodge. The luncheon was put on in order for donations to be received for the Families Support Group at Camp Dodge. State workers, military troops, and their families were in attendance.

???

WHO radio's Redhead Convention was held May 29. IEC cooked "red" filled omelets that morning for around 200 - 250 people. Numerous on air mentions were given for the Iowa Egg Council prior to the event.

June

???

IEC sponsored an Iowa Cubs game on June 9. Recipe brochures were handed out to the first 1000 people at both games, egg council t-shirts were thrown out and egg statistics were mentioned throughout the game. We were also included in all print, radio and TV media leading up to the game.

???

KICD Tractor Ride sponsorship June 12 -14.

???

WHO's Great Iowa Tractor Ride sponsorship. IEC will be serving deviled eggs at a lunch in Eldon and cooking omelets the last morning of the ride in Ottumwa. Radio promotion leading up to the event began in February. We will receive multiple mentions and live interviews in the upcoming weeks.

HOWARD HELMER AT IOWA STATE FAIR

Howard Helmer, "The Omelet King", will once again be featured guest of the Iowa Egg Council at the 2003 Iowa State Fair. Helmer will be making several appearances at the Family Center and making media appearances. IEC will be located in the Agricultural Building this year. Contact the IEC office if you are interested in volunteering for the IEC booth at the fair.

APHIS SAYS END ON THE MEND

USDA's Animal and Plant Health Inspection Service (APHIS) says no new contaminated flocks have been reported in the last three weeks. The agency reports it has recently taken the following significant regulatory actions:

1. A prohibition on the interstate and international movement of animals for fighting, which directly addressed gamefowl movements for fighting, was published in the *Federal Register* on May 12, 2003.

2. With the complete eradication of END in the States of Nevada and Arizona, effective May 14, 2003, APHIS lifted federal quarantines on the five counties affected in Nevada and Arizona. Additionally, all Federal/State emergency response incident command posts in the two States have been closed.

3. With the successful eradication of END in the single index flock in Texas, the Federal/State incident command post in Socorro, TX, has also been closed and the quarantine lifted on the five counties affected in Texas and New Mexico.

More than 14,000 premises are still under quarantine. Nearly 2,500 flocks have been depopulated with the loss of nearly 4 million birds (about 3.2 million commercial layers). More than 700 personnel are still committed to the eradication effort.

RIEGER TO CHAIR UEA

Steve Rieger of Henning Construction Company has been elected Chair of the UEA Allied members for the coming year. Tom Lippi of Chore Time Equipment will serve as Vice Chair.

AVIAN INFLUENZA STATUS UPDATE

Worldwide Outbreaks (2003)

Hong Kong / China

- ? human illnesses February
- ? H5N1

Netherlands

- ? February – May
- ? H7N7 High Pathogenic AI

Belgium

- ? April 2003
- ? H7N7 High Pathogenic AI

Germany

- ? May 2003

United States

2002 Low Pathogenic AI outbreaks in live bird markets, broiler and layer flocks

- ? Pennsylvania
- ? North Carolina
- ? Virginia
- ? West Virginia
- ? Texas
- ? California

2003

- ? Connecticut
 - March - Low Pathogenic H7N2
 - April - Rhode Island (not confirmed)

What is Avian Influenza?

Avian influenza is a virus that can affect all bird species caused by the Influenza A virus. It is believed that wild birds, especially migratory waterfowl, carry the virus and they may or may not show signs of having the virus. The problems arise when the virus infects domestic bird species especially chickens and turkeys.

The different subtypes for the AI virus are assigned based on surface antigens on the virus HA and NA subtypes. H stands for Hemagglutinin of which there are 15 types. N stands for Neuraminidase of which there are 9 types. In theory, there are 135 different subtypes of

the virus that causes Avian Influenza. The more severe viruses with higher mortality rates for birds are called highly pathogenic Avian Influenza (HPAI) and the less severe viruses that cause milder illnesses are low pathogenic Avian Influenza (LPAI). The H5 and H7 subtypes are more likely to be highly pathogenic than the other subtypes. Since viruses are made up of genetic material and undergo mutation, it is possible for the viruses to mutate from the LPAI to a HPAI form. For that reason, the detection of any AI illnesses cause farmers, veterinarians, and government officials to work quickly to contain and control the virus.

Does Avian Influenza affect humans?

It is extremely rare for humans to experience health problems due to AI; however, there have been a few documented cases when humans have become ill due to AI. Here in the US, the only known cases have been conjunctivitis of the eyes when people handling sick birds have then touched their eyes. It was reported in Hong Kong in 1997, that eighteen people became ill and six people died after contracting AI after direct contact with sick birds. Experts reported that all of the individuals affected by AI had direct contact with sick birds. It is important for farm workers and animal health professionals to use the proper protective clothing and equipment when working with birds infected with AI or other diseases.

Are eggs safe to eat?

Yes, eggs are safe to eat. If egg laying hens develop AI, one of the first symptoms is that they stop laying eggs. After the virus is discovered, the farm is usually quarantined. Scientists are completing studies to determine if the virus is even transmitted to the eggs by the hen. In laboratory studies, scientists artificially put the virus into eggs and then measure temperatures required to destroy the virus. The AI virus is destroyed at tempera-

