February 2014 Issue

It's that time of year again! The Iowa Egg Council kicked off their annual "Incredibly Good Eggs" cooking contest on January 3, 2014. There are three divisions in this year's contest: adults age 18 and up, students in grades 6-12 and culinary arts students enrolled in a formal culinary arts program.

The contest gives Iowa residents the opportunity to be recognized for their food presentation and culinary creativity. The grand prize winner for each division will receive a mini iPad, second place a Kitchen Aid mixer and third place a $250 gift card to Williams Sonoma!
Entries due by March 3, 2014

INCREDIABLY GOOD Eggs!
Cooking Contest

Win fabulous prizes!
See contest details at www.iowaegg.org
or call 1-877-IOWAEGG

EGGS IN THE NEWS

EGGS, the No. 1 Food Trending in restaurants, for 2014
And the result are in! The No. 1 food for U.S. restaurants is (wait for it...) EGGS - and not just for breakfast! In 2014, we will be seeing eggs appear on popular dishes: burgers, pasta, casseroles AND pizza! Yes, pizza, an American favorite!

According to Restaurant.com, 2014 will be the year of the egg." Thousands of menus were surveyed from the website's list of over 15,000 restaurants nationwide to establish trend predictions. The one food item that kept showing up in menu items was the incredible egg. Read More

Top 10 Bargain Health Foods
Eggs are a perfectly pieced together package, and inside lies the value of an egg. The incredible egg is balanced in protein, provides Vitamin D, low in calories and offers choline. Choline is a compound that can help maintain healthy brain cell membranes. Eggs EVEN contain heart healthy omega-3 fats! For this and more click here.

Upcoming Events

Home Shows
The Iowa Egg Council continues to participate in local home shows. The home shows are an excellent way to interact with consumers, as well as educate and share our product! Look for us at these upcoming home shows:

February 8-9
Better Home and Living Show, Spirit Lake

February 20-23
Siouxland Home Show, Sioux City, Iowa

Events
At the Iowa Egg Council we thoroughly enjoy getting involved in the community. Especially, when we are involved in great events throughout the state of Iowa. Community events allow us to promote eggs to the masses, and we have fun while doing so! Here are the events coming up:

February 28-March 2
Kidsfest, Des Moines

March 3
Deadline for the "Incredible Good Eggs" cooking contest

March 27-28
Beyond Rubies, Cedar

Education in the Classroom
We are fortunate enough to go into classrooms and educate our youth about eggs. Our egg specialists focus on: egg safety, egg nutrition, cooking with eggs, egg facts and eggs importance to the Iowa economy. Upcoming classroom education and expos:

February 19
South Tama Ag Expo, South Tama

March 6
Ag in the classroom, Pella, Vermeer Pavillion
Rapids

**Featured Recipe**
While the weather remains cold and blustery, take the time to warm yourself up heart and soul with this delicious, mouth watering Caramel French Toast Casserole with fresh berry sauce! For this and more fabulous recipes visit our website

![Caramel French Toast Casserole](image)

Hello! Please take time to check out the Iowa Egg Council on Facebook, Twitter and Pinterest! There you will find excellent egg recipes, decorating ideas, product and nutritional information, fun facts and what's new at the IEC! [www.iowaegg.org](http://www.iowaegg.org)

Sincerely,

Katie Coyle
Director of Consumer Affairs
Iowa Egg Council

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Eggsaminer Easter Edition

Happy Easter!

Spring is in the air, and Easter is just around the corner! The Easter season offers us a sense of renewal, a new beginning, a reason to celebrate with friends and family. It's also the perfect time to celebrate with the nutritious, inexpensive, versatile and delicious EGG! This is your guide to all things EASTER. Enjoy!

All the best,

Katie Coyle
Iowa Egg Council

DIY Egg Design

In This Issue
- DIY Egg Design
- Easter Brunch Menu

Iowa Egg Council
8515 Douglas Avenue
Urbandale, Iowa 50322
Katie Coyle
Decorated eggs have become a staple, in many homes, during the Easter season; although, egg decorating is not what it used to be. Egg decorating used to be simple dyed, plastic and egg decorating kits. The process is still simple, but now eggs have become more creative, almost an art form. We are seeing eggs splattered, glittered, gilded and yarn wrapped Easter eggs. Whatever your decorating style may be, there is an egg design that compliments it!

**Glittered Eggs**

**Materials:**

- Eggs
- Powdered glitter in assorted colors
- Egg blower
- Craft glue
- Paintbrush
- Pin
- Wax paper
- Bowl, spoons (for glitter)

**Steps:**

- Blow out eggs. Pierce both ends of the egg, using a sharp object. Blow on one end of the egg forcing contents of the egg to flow into a bowl. Rinse egg inside and out; let dry.
- Brush craft glue onto the egg. Gently set in a bowl of glitter. Carefully sprinkle glitter over the egg, covering entire surface. Remove from bowl; place on wax paper and let dry for 1 hour.

**Yarn-Wrapped Easter Eggs**

**Materials:**

- Eggs
- Yarn
- Scissors
- Hot-glue

**Steps:**

- Hard boil eggs.
Tips and Techniques for Cooking Eggs the Easy Way - Hardboiled Eggs

- Cool completely
- Start at one end of a ball of yarn, and make a 1/2-inch coil.
- Hot-glue the coil to one end of the egg, and press with your fingers to secure.
- Wrap the yarn around the egg, adding dabs of hot glue every 1/4-inch.
- When you are close to the other end of your egg, cut the yarn and finish your coil.

NOTE: If you plan to eat your Easter eggs, decorate them only with food-grade dyes. Click here for the USDA tips on Easter egg safety.

Easter Brunch Ideas

Yes, decorated eggs accessorize the Easter season making dining tables look beautiful, but the main focus of the dining table is the...FOOD! What better way to bring out the colors and scents of the season than with a delicious brunch?! A brunch menu offers tastes for everyone’s palates, such as easy-way deviled eggs, sweet apple pecan French toast cups, and a savory scalloped eggs and ham casserole. The possibilities are endless!

Apple Pecan French Toast Cups

Ingredients:

4 large eggs  
8 cups French bread, cut into 1 in. cubes  
1 cup milk  
1/2 cup heavy whipping cream  
1/2 tsp. vanilla extract  
2 tsp. apple pie spice, divided  
3 cups baking apples, peeled, cored and finely chopped  
1 cup brown sugar, divided  
2 Tbsp. cornstarch

Topping:

6 Tbsp. butter, melted  
1 Tbsp. and 2 tsp. maple syrup  
3/4 cup pecans, chopped

Garnish: maple syrup, pecans, whipping cream or apple pie spice

Directions:

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Place bread cubes in a large bowl. In a medium bowl, beat together eggs, milk, whipping cream, vanilla, and 1 teaspoon apple pie spice. Pour egg mixture over bread and let soak for 15 minutes. Preheat oven to 350 degrees.

Combine 1/4 cup brown sugar, 1 teaspoon apple pie spice, and cornstarch. Sprinkle over chopped apples and stir.

Divide soaked bread cubes among 20 well greased muffin cup, filling each about 2/3 full. Lightly press bread down. Top evenly with apple mixture. Combine melted butter with maple syrup, 3/4 cup brown sugar, and pecans. Mix well and spoon evenly over apples.

Bake 22-25 minutes, or until egg has set and tops are golden brown. Unmold and serve with additional maple syrup, pecans, and whipping cream if desired.

Serves 20.

For more Easter recipes, tips and decorating ideas visit us at www.iowaegg.org, or check us out on Facebook, Twitter, Pinterest and YouTube.

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May is...EGG MONTH! It is time to celebrate the nutritious, delicious, versatile and inexpensive egg. May provides us with several opportunities to celebrate and honor the incredible egg, such as Cinco de Mayo, Mother's Day and Memorial Day.

**Recipe Ideas**

We can't forget Mother's Day! Mother’s Day is always the perfect time to host a brunch. Hosting a brunch provides so many options on your menu, and many of those options include eggs! A quiche is a dish that is quick, easy and nutritious. One of our favorites is the Garden Quiche. Looking for something a little sweet and savory for your brunch menu? Try the Apple Cinnamon Strata, and something that grown ups and kids will love is the Strawberry-Raspberry Gelato. For more brunch ideas, stop by our website.

Shortly after Mothers Day comes...Memorial Day! Memorial Day is an excellent holiday to celebrate with friends and family. Not only does it represent remembering our loved ones, but it is also a kickoff to warmer weather ahead. Fire up the grill and throw on the burgers and hot dogs. While the burgers and dogs are grilling, treat your guests to some tasty appetizers, such as BLT Devilled Eggs, Blue Cheese Egg Dip, or Easy Egg Cheese Spread.
Events
At the Iowa Egg Council we thoroughly enjoy getting involved in the community. Especially, when we are involved in great events throughout the state of Iowa. Community events allow us to promote eggs to the masses, and we have fun while doing so! Here are the events coming up:

May 3
Hy-Vee Springtime Event, West Des Moines

May 5
"Incredibly Good Eggs" cooking contest winner announced

May 9
Leader Cast, Sicux Center

June 7
Diabetes Tour de Cure, Clive

June 28
Bacon Ride, Waukee
http://baconride.com

Diabetes Tour de Cure, Iowa City

Education in the Classroom
We are fortunate enough to go into classrooms and educate our youth about eggs. Our egg specialists focus on: egg safety, egg nutrition, cooking with eggs, egg facts and eggs importance to the Iowa economy.

Upcoming classroom education and expos:

May 7
McCombs Middle School Health Fair, Des Moines

May 20-21
Maple Valley Elementary, Maple Valley

June 24
Downtown Des Moines School Central Campus, Des Moines
2014 "Incredibly Good Eggs" Cooking Contest Winners

The results are in for the 2014 "Incredibly Good Eggs" cooking contest! Here are the Top 3 winners in each category:

Adult Division:

1. Carol J. Chase, Sioux City, Iowa
2. Jack Darland Jr., Cedar Falls, Iowa
3. Louise Piper, Garner, Iowa

Student Division:

1. Katie Joiner, Ames, Iowa
2. Rachel Stiehm, Ames, Iowa
3. Amber Voss, DeWitt, Iowa

This mouth watering recipe, above, was given to us by one of our contestants in the "Incredibly Good Eggs" cooking contest. The recipe is called a Reub-egg-en Sandwich, and believe me, it is as good as it looks! For the complete list of the cooking contest winners and their recipe go to...

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Sincerely,

Katie Coyle
Director of Consumer Affairs
Iowa Egg Council

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Another summer has come to a close, and it is time to reflect on those memories of summer. Two memories that are near and dear to our hearts, at the Iowa Egg Council, is the Iowa State Fair and the Clay County Fair. Both fairs had a record breaking year for eggs-on-a-stick. The Iowa State Fair handed out 136,800 eggs-on-a-stick and the Clay County Fair handed out 21,888 eggs-on-a-stick! The numbers show that the egg-on-a-stick has become a tradition to many fairgoers.

Other highlights from the Iowa State Fair include: Howard Helmer, the Omelet King, the Kids' Egg-on-a-Stick contest, the Iowa State Fair Cooking Contest, and the Egg Decorating Contest.
Recipe Ideas

Start your day out right with this delicious meal...Breakfast Egg Pizza! It's a new spin on a classic dish. Eggs, prosciutto and asiago cheese make this pizza a satisfying breakfast that will get you through the morning. For more creative breakfast ideas stop by our website.

Looking to spice up Taco Tuesday Night? How about a Sp-egg-tacular Turkey Taco Frittata? This dish is fast, inexpensive, and full of flavor that will please everyone in the family. Serve with fruit and you have a complete meal!

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World Egg Day

Celebrate World Egg Day
October 10th is World Egg Day! A chance to celebrate the incredible, edible egg! Iowa ranks number one in the country in egg production. Iowa's egg farmers produce 15 billion eggs per year. That is enough eggs to circle the earth 21.39 times! World egg production is predicted to reach more than 1.15 trillion eggs by 2015!

Eggs continue to be one of the most versatile foods on the market. Eggs can be scrambled, poached, fried, hard cooked, and baked. Whether it is an omelet for breakfast, egg salad for lunch, or an egg-chilada for dinner, any time is the right time for eggs!

Celebrate World Egg Day with one of our delicious recipes, go to our website.

What's Happening

Events
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Education in the Classroom
We are fortunate enough to go into classrooms and educate our youth about eggs. Our egg specialists focus on: egg safety, egg nutrition, cooking with eggs, egg facts and eggs importance to the Iowa economy. Upcoming classroom education and expos:

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October 4
Susan G. Komen, Race for the Cure, Des Moines
www.komeniowa.org

October 10
World Egg Day

November 5-6
UNI Wellness Fair, Cedar Falls

November 6
Food Expo, Fort Dodge

December 7
Holiday Magic, Bettendorf

September 30
Callen Middle School, Des Moines

October 3
Southeast Polk High School, Pleasant Hill

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Sincerely,

Katie Coyle
Director of Consumer Affairs
Iowa Egg Council

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katie@iowaegg.org
IOWA EGGS are on a roll! As eggs become more popular as a fast-food restaurant breakfast staple, and 'brinner' (breakfast for dinner) is on the rise, so is the demand for the incredible, edible egg.

The high demand, for eggs, has kept prices at record levels, even as production increases.

The USDA reported that Iowa had a 4 percent increase in egg production from last year, producing a record 1.41 billion in October. Iowa also had more laying hens than ever before at 59.2 million.

Why does Iowa lead the nation in egg production? Because corn and soybean meal, the primary ingredient found in chicken feed, costs less in Iowa than any other state. (Maro Ibarburu, associate scientist and business analyst at the Egg Industry Center, ISU)
Holiday Recipe Ideas

Looking for something to serve for a holiday brunch? Try these Brown Butter Pumpkin Streusel Muffins! They are packed full of flavors - pumpkin, cinnamon, nutmeg, cloves, brown sugar, and pecans. They can be the center stage of your brunch, or compliment other side dishes. For this recipe and more stop by our website.

Corn, one of the most classically American of comfort foods, has been grown in the Americas for thousands of years. Puffy Corn Pudding is a creamy dish made with corn, eggs, dairy, flour, and a touch of sweetness that requires only 10 minutes of prep before popping into the oven. It’s a versatile side with eggs in the morning, a perfect accompaniment for ham or a yummy snack when the mood for comfort food hits.
Iowa Food and Family Project

We continue to support the Iowa Food & Family Project (IFFP) and all efforts to educate and bring consumers and farmers together for a common good. All Iowans benefit when we have a greater understanding of where our food comes from and have trust the men and women who provide it.

The IFFP conducted a recent survey, and their survey found that more Iowans understand how their food is grown and they increasingly trust farmers to do a good job growing it. The survey also found that 81 percent, of people, have a positive impression about farming.

The Iowa Soybean Association launched the IFFP in 2011. The Food & Family project acts as a 'missing link' between farmers and consumers. They are developing greater confidence among food-minded Iowans about how their food is grown and gets them to know the farmers who grow it. Partners include, but not limited to: Hy-Vee, Iowa Beef Industry Council, Iowa Pork Producers Association, Iowa Soybean Association, Midwest Dairy Association, Iowa Corn Growers Association and Subway.

Overall, survey results show that the IFFP is getting their point across. Iowans aware of the Food and Family Project said they are more knowledgeable about farming and have a more positive impression about agriculture.

For more information visit the website

visit the website
Events
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December 7
Holiday Magic - Davenport, Iowa

December 16
Van and Bonnie - Des Moines, Iowa

January 5
"Baking with Eggs" contest announced

January 16-17
Inspire Health Fair - Des Moines, Iowa

January 16-18
NW Iowa Home Show - Spencer, Iowa

February 26 - March 1
Siouxland Home Show - Sioux City, Iowa

Education in the Classroom
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Upcoming classroom education and expos:

December 8
GMG Schools - Garvin, Iowa

December 10
Johnston Schools - Johnston, Iowa

December 15-16
Brody Schools - Des Moines, Iowa

December 18
Southeast Polk Schools - Pleasant Hill, Iowa
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Sincerely,

Katie Coyle
Director of Consumer Affairs
Iowa Egg Council

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February 2016

With a New Year comes change, and at the Iowa Egg Council we are experiencing just that 'change'! We are happy to welcome Randy Olson as our Executive Director.

Iowa poultry and Iowa egg industry taps Randy Olson as new leader
Long-time state ag expert to take the helm of diverse, evolving industry

The Iowa Egg Council and Iowa Poultry Association have hired Randy Olson as executive director. Olson will navigate the state's poultry and egg industry through a changing environment as it adjusts to new food safety standards and other requirements.

"In a national search, Randy Olson rose to the top with his strong background in agriculture and vast array of experiences to bring to the table," said Rich Hall, a producer who serves as chairman of the Iowa Egg Council. "He's also very personable and a capable leader. We think he will be a great fit."

Olson most recently served as a marketing director for the U.S. Soybean Export Council. He was accountable for ensuring continued market access for U.S. soy around the world, and helping U.S. soy farmers maintain the freedom to operate. Olson's career also includes serving as executive director of the Iowa Biodiesel Board from its inception in 2007.

"I look forward to joining this diverse industry that caters to varied markets and consumer tastes," Olson said. "There are many challenges and opportunities ahead
with growing this strong industry so fundamental to Iowa's economy and farming communities."

Iowa is the nation's top egg-producing state. The nonprofit egg council focuses on producer and consumer education, while the poultry association concentrates on policy and regulation.

"Randy has a tremendous opportunity to grow our membership and industry," said Andrew Kaldenberg, Iowa Poultry Association president. "Egg and poultry operations come in all shapes and sizes, and our organization needs to provide high-level service to them all through changing times."

Olson begins his new position Feb. 9.

He lives on his family's Century Farm in Story City, Iowa.

In the News

"Good News for Eggs: New Dietary Guidelines Reveal Positive Effects About Eggs and Cholesterol"

URBANDALE, IOWA - The Dietary Guidelines Advisory Committee, the nation's top nutrition panel, has decided to drop warnings about eating foods high in cholesterol. Experts now say cholesterol in the diet is no longer considered a "nutrient of concern."

"The Iowa Egg Council welcomes the release of this report, and it amplifies what we all know to be true, that eggs are great for our health. Additionally, eggs are great for Iowa's economy and we should all be proud of that fact," according to Iowa Egg Council Executive Director Randy Olson.

Eggs are nutrient rich, making them one of the few foods that naturally contain vitamin D. In addition to Vitamin D, including the highest quality protein, eggs promote healthy brain function and eyesight. Eggs are an excellent source of choline, which contributes to fetal brain development. Eggs, also, provide small amounts of lutein and zeaxanthin, two nutrients that contribute eye health.

Iowa ranks #1 in egg production, producing 15 billion eggs annually. The Iowa egg industry generates 2 billion in total statewide sales annually, 8,000 jobs statewide and $424 million in personal wages. Additionally, the Iowa egg industry contributes $19.3 million to the state general tax revenues every year.

Full report found here
Get Involved

IOWA EGG COUNCIL ANNOUNCES:

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"DECADENT DESSERT BAKING CONTEST"

The Iowa Egg Council is holding the first, ever, "Decadent Dessert" Baking Contest. The contest kicked off on January 23, 2015, and gives Iowa residents the opportunity to be recognized for their food presentation and culinary creativity.

The 2015 "Decadent Dessert" Baking Contest will have only two divisions for entrants this year: Adults 19 and up, and Students grades 6-12.

Contestants may enter up to two recipes. Recipes can include any dessert, i.e. cheesecake, crème brûlée, pies, cakes, brownies, etc. but no cookies. All recipes must be originals and must contain at least four eggs. The recipe may include four whole eggs, yolks, or whites. Recipes will be judged on: use of eggs, taste, appearance/creativity, and originality.

The top 5 entrants in each division will be invited to Reiman Gardens, in Ames, Iowa, on April 18th to prepare their dessert in front of a panel judges who will determine the winners.

The "Decadent Dessert" Baking Contest, at Reiman Gardens, is open to the public and we encourage family and friends to attend and support their favorite baker. Van and Bonnie from WHO will also be broadcasting LIVE from the event.

Prizes will be awarded to the top 5 entrants in each division. The first place winner will receive a $750 cash prize, the second place winner will receive a $350 cash prize, third place winner will receive a $350 cash prize, fourth place winner will receive a $75 cash prize and the fifth place winner will receive a $50 cash prize.

To enter the "Decadent Dessert" baking contest, visit www.iowaegg.org for a downloadable entry form, and a complete list of contest rules, or call 1-877-IOWAEGG for mailed contest information. All entries must be received by 5 PM, March 16, 2015. Good luck and happy baking!

For more information visit the website
Events
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February 26 - March 1
Siouxland Home Show - Sioux City

March 5 & 6
Beyond Rubies - Kirkwood Community College - Cedar Rapids

March 6 & 7
Estherville Home Show - Estherville

March 5, 6 & 7
Kidsfest - Des Moines

April 4
Family Easter Party - Living History Farms Urbandale

April 9 & 10
Iowa School Nurse Organization - Moravia

April 11
Taste of Iowa - ISU - Ames

Education in the Classroom
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February 26
Farm Bureau Ag in the Classroom - Pella

February 27
Green High School

March 2
Dysart Middle School
LaPorte High School

March 9
Graettinger/ Terrill Middle School

March 12
Laurens/Marathon Middle and High School

March 16
Ruthven/ Ayrshire Elementary
April 18
"Decadent Dessert" Baking Contest - Reiman Gardens - Ames

April 23
Family Food Fair - Mason City

March 13
Manning High School

March 17
Clay County Ag Breakfast

March 23, 24 & 30
Netherlands Reformed School, K-6

March 31
Zion Lutheran, K-2

April 6 & 10
Brody Middle School
Please take time to a "Like" our Facebook Page and follow us on Twitter and Pinterest! There you will find excellent recipes, decorating ideas, event information, fun facts and what's new at the IEC!

Sincerely,

Katie Coyle
Director of Consumer Affairs
Iowa Egg Council

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