Hi friends!

Spring has been a busy season filled with numerous fundraisers and events. As the temperature gauge continues to rise this summer, we would like to take a moment to wish all of you a fun and safe summer!!

**SPRING PROMOTION**

**EGGS IN SCHOOLS**

*A new study linking protein-filled snacks to enhanced learning aids in promoting “Eggs in Schools” campaign*

In a new project conducted by the Iowa State University Extension and Outreach known as the "Protein Intervention", it was discovered that protein snacks could lead to improved classroom behavior. Conducted in an Iowa school district during the 2015-16 school year, this project substituted protein-based snacks (hard boiled egg, string cheese, yogurt) for carbohydrate snacks to students visiting the nurse. It was found that when students did not receive protein intervention, the percentage of behavior referrals drastically increased. A hard boiled egg is a great choice for a protein filled snack because it contains little carbohydrates, therefore not influencing blood glucose levels. Not only are they high in protein, but also contain thirteen different vitamins and minerals. The results from this project have fueled the spark in working to implement eggs into Iowa school nutrition programs.
With the goal of incorporating more eggs into school nutrition programs via the "Eggs in Schools" campaign, the IEC met with Malissa Marsden, a school nutrition specialist working with the American Egg Board (AEB). Schools in West Des Moines, Waukee, Ankeny, SE Polk, Johnston, Iowa City, Pella, and Cedar Rapids were toured by Marsden alongside IEC’s Kevin Stiles, Katie Nola, and Bruce Dooyema to gain a better understanding in how eggs and breakfast can fit into their programs, and what marketing techniques will best move this campaign forward. The Iowa Department of Education was also visited to find out more of the rules and regulations surrounding Iowa school nutrition programs.

Many promotional events and celebrations have taken place in Iowa schools to begin the incorporation of eggs. Ankeny schools celebrated National School Breakfast week featuring a $1 breakfast, that included egg pops, for any and all who came (students, parents, friends, staff). AEB has created and provided numerous marketing materials for schools to utilize. This "Eggs in Schools" campaign is the first step to positively impacting Iowa students and Iowa egg producers.

Along with the Protein Intervention study, two other studies have been published by the University of Arkansas and Washington University in St. Louis that reinforce the need for protein, like eggs, in young children. Published in the journal Food & Nutrition Research, the University of Arkansas study found that adding eggs to the diets of six through eight year olds in undernourished part of Uganda increased their heights and weights. The other study, published in the journal Pediatrics, found that giving six through nine month olds one egg a day versus zero eggs decreased the prevalence of stunted growth by 47% and underweight by 74%.

These results provide a hopeful glimpse into a world where malnutrition is all too common. According the the World Heath Organization, 159 million children are stunted, and another 50 million suffer from wasting. In the United States, according to worldhunger.org, 3 million households are unable to provide sufficient amounts of nutritious food for their children. In majority of these cases, malnutrition comes as a result of poor access or affordability of nutritious foods.

These astounding statistics and research study results instilled a drive in the egg industry to begin integrating more eggs into school nutrition programs. Adding
eggs into these programs have the opportunity to influence the physical and mental capabilities of students across the country, as well as the world.

WIDENING THE SCOPE OF EGGS IN SCHOOLS

IEC spoke and had a booth at the annual SNAI Summer Conference

In addition to promoting eggs in nutrition programs, the Iowa Egg Council (IEC) partook in the School Nutrition Association of Iowa Conference, which took place June 13-14th. The IEC’s Katie Nola led a breakout session providing greater detail into why and how eggs should be implemented in to school nutrition programs. A booth was also set up within the vendor food show to allow for one-on-one interactions with potential school participants. Over 1,000 school nutrition directors, buyers, and cafeteria workers attended.

GREEN EGGS AND HAM WITH GOVERNOR BRANSTAD

Elementary students celebrate Dr. Seuss’ birthday at the Capitol
The Governor, along with Capitol View Elementary Students and Iowa Egg Council celebrated Dr. Seuss’ 113th birthday, which is National Read Across America Day, on March 2nd at the State Capitol. The Governor read "Green Eggs and Ham" to the students, and enjoyed a nutritious breakfast of green eggs and ham. Each child was also sent home with a copy of "Green Eggs and Ham", courtesy of Iowa egg farmers.

HEART & EGG REUNION TOUR

Reunited…and it feels so good

The American Heart Association (AHA) hosted its annual Heart Walk in April. Over 3,000 walkers gathered at Western Gateway Park in downtown Des Moines. The IEC passed out ham and egg sandwiches, which were a huge hit. This provided a great opportunity to plug eggs in as a wonderful component to a heart healthy diet. According to AHA guidelines, an egg a day is an acceptable and healthy food choice.

The beautiful weather made for a great turnout to the event.

MOST EGG-CELLENT OMELET IN IOWA

Many will enter…only one will win

The Most Egg-cellent Omelet in Iowa contest was held in the months of April and May. Over 300 nominations were submitted, and the Top Ten were announced in May. The omelets at each restaurant were judged by a panel of anonymous judges, and evaluated on taste, appearance/presentation, and proper cooking
MAY EGG MONTH
Let's get egg-cited

Egg month was kicked off at the Machine Shed for the first-ever Food & Farm Fiesta on May 5th. Over one thousand guests celebrated National Egg Month and Beef Month enjoying free brisket and egg breakfast burritos. Sonny Perdue, the United States’ new Secretary of Agriculture, stopped by during his first official visit to Iowa. Iowa Secretary of Agriculture Bill Northey also stopped by. A $555 Hy-Vee gift card was the top prize amongst a multitude of giveaways.

Iowa Food and Family Project workers pass out free brisket and egg breakfast burritos.

On May 1st, the "Incredibly Good Eggs" Recipe Contest winner was announced. The event itself took place on April 10th at Iowa State University. A first, second, and third place was selected for both the adult and student divisions. The winners and their dish from each division are as follows:

Adult: Cheryl Rogers, Ankeny - Monte Cristo Sandwich*
Student: Matthew Adams, Dewitt - Baked Egg Boats

The panel judged the finalists on taste, appearance, originality, and use of eggs in their dish.

Partnering with the Food Bank of Iowa on May 25th, the IEC co-held a community breakfast in Western Gateway Park in downtown Des Moines. Free breakfast burritos, fruit, and juice were given out. Through free will donations, over $1,000 was raised. These generous donations went directly to the Food Bank of Iowa. Capital City Fruit, Rose Acre Farms, Great Caterers of Iowa, and Nationwide all donated time and supplies to make this event possible.

*pictured above.
IEC's Kevin Stiles patiently awaits for hungry, downtown employees to arrive.

NATIONAL EGG DAY
#eatalltheeggs

To commemorate National Egg Day, the Iowa Egg Council partnered with the Iowa Cubs during June 3rd's game at Principal Park. Eggs-on-a-stick were sampled by over 500 baseball patrons. Iowa Poultry Queen Emily Martins threw the first pitch, which to her surprise ended up over the plate. It was great event promoting the poultry industry.

Iowa Poultry Queen Emily Martins and Iowa Cubs mascot Cubbie proudly display their eggs-on-a-stick.

UPCOMING EVENTS

Stuart Good Egg Days: June 16-18
**SUMMER RECIPE IDEA**

**Spicy Breakfast Ring**

- 6 slices bacon, cut in half crosswise
- 1/3 cup plus 1 tbsp. milk
- 6 eggs, slightly beaten
- Salt, pepper, cayenne, garlic, minced onion to suit your taste
- 1 1/2 tubes refrigerated crescent rolls (need 12 rolls total)
- 1 1/2 cups Mexican cheese blend, divided
- 1 cup browned breakfast sausage
- 1 1/2 cups shredded potatoes, seasoned with salt and cayenne to taste
- 4 ounces fresh cilantro, chopped
- 15 ounces cheesy dip, if desired

Preheat oven to 375 degrees.
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Line a large baking sheet with parchment paper. In 10 inch skillet, cook bacon over medium heat about 4 minutes or until cooked but not crisp, turning once. (it will cook more in the oven) Set bacon aside. Drain all except 2 tsp. of drippings from skillet.
In medium bowl, beat with fork 1/3 cup milk, eggs, salt and pepper and other seasonings as desired. Pour egg mixture into skillet. As mixture heats, the eggs will begin to set. Gently push cook portions to outside edge of skillet. Avoid stirring constantly. As more egg sets, push it to the edge and place it on top of the already set egg mixture. Cook 5-6 minutes or until eggs are thickened throughout but still moist.
Unroll dough. Separate into 12 triangles. On parchment lined baking sheet, arrange triangles with shortest sides toward center, overlapping in star shape and leaving 5 inch circle open in center. Crescent dough points may hang over edge of baking sheet. Press overlapping dough edges at center to flatten. Place bacon on each of the triangles. Sprinkle 1/2 cup cheese onto widest part of dough. Add hash browns evenly among the triangles making a molded circle. Evenly distribute the browned sausage over the hash browns. Spoon eggs over the sausage. Sprinkle with 3/4 cup of cheese. Pull points of triangles over eggs and cheese and tuck under dough at center to form ring. (Filling will be visible) Carefully brush dough with remaining 1 tbsp. milk and sprinkle with remaining 1/4 cup cheese. Bake 20-25 minutes or until deep golden brown. Cool 2 minutes. With broad spatula, carefully loosen ring from baking sheet and slide onto serving platter. Garnish with cilantro and serve with dip. May also garnish with chopped tomato, green onions, sour cream or salsa if desired.

check out more recipes for every occasion [here](#).

Please visit the Iowa Egg Council on [Facebook](#), [Twitter](#) and [Pinterest](#)! There you will find incredible egg recipes, product and nutritional information, fun facts and lots more!

Enjoy your summer!

Katie Nola
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Iowa Egg Council

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