

THE EGGSAMINER

A Publication of The Georgia Egg Commission

Robert N. Howell, Editor

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Excellence in Eggucation Awarded

For the past twenty years, the Georgia Egg Commission has had the privilege of recognizing outstanding UGA Family and Consumer Science Agents who have presented egg-based programs to the adults and youth of their area.

This year, Georgia Egg Commission president Robert Howell had the honor of announcing the winners during the group's annual meeting, which this year was held on Jekyll Island.

Pictured (above) with Howell are Edda Cotto-Rivera of DeKalb County (left) and Caroline Richardson of McDuffie County.

Mrs. Cotto-Rivera was honored for her work with the adults of her county who are members of the First Spanish Church. She presented an egg program that was designed to promote the use of eggs and food safety.

Ms. Richardson of McDuffie County was recognized for youth programs she presented during the year, as she worked with Junior and Senior 4-H'ers during local summer camp activities. Georgia Egg Commission materials were used to enhance the program. In addition to a distinctive plaque, each winner received a \$50 check.

Poultry Exports Set New Record

The USA Poultry and Egg Export Council has reported that for the first half of 2011, U.S. poultry exports set a new year-on-year record in value. The quantity was the third-highest on record, according to trade data released by the Foreign Agricultural Service.

For table eggs, exports for June, 2011 were 5.9 million dozen (down 4 percent from the same month of last year), while export value reached \$5.3 million, up 14 percent. Cumulative exports of table eggs for the first half of 2011 were 36.9 million dozen valued at \$33.4 million, up 17 and 28 percent year on year, respectively.

For processed egg products, June exports were \$9.4 million, down 11 percent from June 2010. Cumulative exports of egg products in the first half of 2011 were \$59 million, down less than 1 percent year on

year. Exports to Japan increased 44 percent to \$28.9 million, accounting for nearly half of U.S. total exports of egg products worldwide.

Read The Eggsaminer via E-mail

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Two Appointed to Commission Board



Straughan

JERRY STRAUGHAN has been reappointed to serve another term on the Georgia Egg Commission's board of directors and GIJS SCHIMMEL has been named to fill the position of Vince Booker, who resigned due to health concerns.

Straughan is general manager of the Cal-Maine Foods operation in Shady Dale, Georgia. He served as president of the Georgia Egg Association from 1999 - 2001 and has been a member of the Georgia Egg Commission's board since 1997. He has served as Commission board chairman since 2005.



Schimmel

Schimmel grew up on a dairy and poultry farm in Holland, and after studying poultry science and graduating from Barneveld College in the Netherlands, spent several years as a Poultry husbandry advisor in several Middle Eastern countries. Gijs came to the United States in 1989, and in 1991, he and his wife Louise established Centurion Poultry, Inc. which has grown to be the second largest supplier of egg layer chicks in the U.S. Production units are in 5 different states, with headquarters in Lexington, GA. He has been a member of the Georgia Egg Association since 1998 and served as the group's president from 2003 - 2005. He currently serves as Secretary/Treasurer.

The Commission board appointments were made by Ex-officio members, who chose from names submitted to them by the state's egg producers. The Ex-officio members include Agricultural Commissioner Gary Black, GA Farm Bureau president Zippy Duvall and two members appointed by the Legislature.

Other Georgia Egg Commission board members are: Larry Thomason, Thomason Farm Fresh Eggs, Calhoun, GA; KY Hendrix, Rose Acre Farms, Monroe, GA; and Dennis Hughes, United Egg Marketers, Blackshear, GA. Advisors are Dr. Mike Lacy and Dr. Bruce Webster of the UGA Poultry Science Department.



Twins Return to Fair as Nurses



Hutto

The Georgia Egg Commission's Double Yolk Twins, Jewell Hutto and Holly Hidell, return to the Georgia National Fair for 2011, with a hot, new stage show that's sure to tie with the Fair's theme: "Fair Fever...Catch It!"

Dressed as nurses, the Twins will be prescribing plenty of laughter – which after all is the best medicine – while demonstrating some fresh, new egg recipes

that are guaranteed to keep temperatures down. While enjoying the show, fair-go'ers can put their minds at ease, as these two faux medicos offer some real nutritious facts, while filling everyone's stomach with delicious samples.

Show times are Friday, October 7 at 2:00 and 3:30pm and Saturday, October 8 at 1:30 and 3:00pm from the culinary stage of the Miller-Murphy-Howard Building.



Hidell

"I Love Eggs" Breakfast Contest

The Georgia Egg Commission invites everyone to compete in the 22nd Annual Georgia National Fair Breakfast Contest using the "Good Egg From Georgia". The 2011 contest is scheduled for Friday, October 7, at the Georgia National Fairgrounds, with a 4:00pm check-in. For this year's competition, cooks are invited to catch the fever with eggs and to create a recipe that would "give you fever!"

The best breakfast recipe must be original, contain at least two eggs as a main ingredient, serve a minimum of four people and meet the contest theme. The first place winner will receive a Fair Medallion and \$200 in cash. The second place winner will be awarded \$100, and \$60 will go to the third place winner.

The competition will be in the Miller-Murphy-Howard Building.

For more information and to enter, contact the Georgia National Fair at 1-800-YUR-FAIR.

New Chicken Labeling

The U. S. Department of Agriculture wants food companies to let consumers know when there's less chicken in their chicken. A proposed rule would require that poultry and other raw meats be labeled appropriately, when they're plumped up by added solutions such as chicken broth, teriyaki sauce, salt or water.

Labels now say that the meat contains added ingredients or is "enhanced;" but, the labels may not be visible to consumers or understandable.

The Department estimates that almost 40 percent of all raw meat and poultry products contain added ingredients.

The Nutrition Station

By Holly Hidell, MS, RD, LD

Choose My Plate



At one time or another, we have all tried to watch our diet and were referred to the U.S. Department of Agriculture's Food Guide Pyramid. On June 2, 2011, the USDA Center for Nutrition Policy and Promotion launched the "ChooseMyPlate.gov" meal pattern icon to replace the Pyramid. ChooseMyPlate.gov was first unveiled by First Lady Michelle Obama as part of her signature campaign against obesity.



MyPlate is simply a plate divided into four sections for fruit, vegetables, grains, and protein with an adjacent circle for

dairy. The new MyPlate suggests that each meal is an opportunity to consume a balanced intake of nutrients from each of the food groups and is intended to be a reminder to consider eating them as a part of a healthy lifestyle.

The protein section of the plate represents lean protein foods like eggs. Due to the current US obesity epidemic, all dietary guidance recommendations must relate to the importance of low-calorie, low-fat intake. ChooseMyPlate.gov suggests that one egg a day should be a part of everyone's weekly choices, while egg whites are a good choice in unlimited quantities.

(News From AEB)



Egg-cicles – The Newest Old Craze

The newest craze on the table may soon be the Georgia Egg Commission's Egg-cycle. Although it may sound new, it's an old idea. The concept is simple – a boiled egg on a stick – yet, everyone wants one!



Craig Stephens enjoying an egg-cicle in 1977

First introduced in 1976, when the Georgia Egg Commission joined other companies in celebration of the opening of the Georgia World Congress Center, the egg-cycle was served to the public as they toured one of the nation's premier convention facilities.

The egg-cycle's reputation continued on a cold night in January, at the Gainesville, GA railway terminal. The Peanut Express, a train carrying supporters of Jimmy Carter on their way to Washington, DC for his inauguration, made a quick stop-over. While the Gainesville High School band played "Hail to the Chief," friends of the poultry industry boarded the train with boxes of fried chicken and an egg-cycle for everyone!

Although eaten and enjoyed many times since then, the novel and nutritious snack was most recently served at the Georgia State Capitol, as Legislators took a break from redistricting to enjoy a showcase of agricultural products, including the Good Egg From Georgia! Three of the folks having fun during the activities are pictured (above) as they eggspecially enjoyed the eggstra special treat.

So, while it may be an old idea, it's new to many folks. Try offering an egg-cycle to your family as a fun and nutritious snack or treat.

Cereal Sales Drop


Nutritionists consider breakfast to be the most important meal of the day, and for at least 100 years, cereal has been part of it. It has been reported, however, that in the last year cereal sales have declined by some 2.55%.


At the same time, the popularity of egg-based breakfast sandwiches is surging. It remains unclear how much this eats into cereal sales, since some people apparently eat a small breakfast at home and eat a "snack" later in the morning.



The WMAZ-TV News Team

Don't let appearances fool you! Yes, that is the Commission's Holly Hidell between WMAZ-TV, Noon News Anchor Stephanie Susskind (at left) and Meteorologist Sonya Stevens. Holly, who certainly looks the part of a newsperson, is a regular guest on the program, as she demonstrates an egg dish and offers free recipes and information to the viewers in the Macon, GA area.





IN THE SPOTLIGHT

World Egg Day

By Jewell A. Hutto, Executive Director

World Egg Day is celebrated in Georgia and around the world on the second Friday in October. This year's celebration, on October 14, means countless countries will recognize all the attributes of "The Incredible Edible Egg"™ in activities ranging from festivals to celebrity chef cook-offs and from recipe promotions to egg hunts.

And there is a lot to celebrate - 70 calories, varying amounts of 13 essential vitamins and minerals and high-quality protein - plus the announcement that the cholesterol content is lower than originally thought; 185mg per large egg!

Need another reason to celebrate World Egg Day? Recent studies by the USDA have determined that eggs are a good source of vitamin D, the sunshine vitamin, which bodies need to stay healthy. One egg provides 10 percent of the Daily Recommended Value (DRV) of vitamin D and 23 percent of the DRV of choline. Choline, another essential nutrient important for normal brain function, is found mostly in the egg yolk.

From scrambled, to omelets; from hard-cooked, to over easy; there are many ways to celebrate World Egg Day! What's your favorite?



Eggs are Catching On!

Hope you are making your plans to join Holly Hidell and me – better known as the Double Yolk Twins – at this year’s Georgia National Fair. We’ll be there on Friday and Saturday, October 7 & 8 with some new recipes and fun ideas that will tie to the Fair’s theme: “Fair Fever...Catch It!” (See more about the Fair in this issue).

Our theme line is “Eggs Are Catching On!” Two of the recipes we will be demonstrating are “Spicy Egg Salad” (printed below) and “Omelet Crepe Roll.” If you can’t get to the Fair, drop us a note, and we will be happy to send you a set of the recipes at no charge.

SPICY EGG SALAD

- | | |
|---|--|
| 6 hard-cooked eggs, chopped | 2 tablespoons pineapple, chopped |
| Pepper to taste | |
| ¼ teaspoon celery salt | 2 tablespoons sweet relish |
| ¼ teaspoon celery seed | 1 teaspoon yellow mustard |
| 1½ tablespoons red onions, finely chopped | 2 tablespoons mayonnaise |
| ¼ teaspoon fresh Jalapeno, finely chopped | 4 drops hot sauce |
| | 2 tablespoons almonds, sliced |
| | 2 tablespoons green olives, finely chopped |

Combine all ingredients and mix well. Refrigerate and serve as a sandwich, over lettuce or with crackers.

THE EGGSAMINER

“The Eggsaminer” is published by the Georgia Egg Commission as part of its informational services to Georgia egg producers and consumers. The Georgia Egg Commission has a three-fold purpose: Promotion, Education, and Research.

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