

THE EGG SAMINER

A Publication of The Georgia Egg Commission

Robert N. Howell, Editor

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Booker Named Chairman

Vince Booker, president of Country Charm Eggs in Gainesville, (at left) has been elected as the new chairman of the Georgia Egg Commission's board of directors. Booker replaces long-time chairman Ed Houston, (right) who resigned his position, since he was no longer an egg producer. Jerry Straughan was named vice chairman (see story, page 2).

Booker has served both at the Georgia level and the national level, having served on the American Egg Board as a member of the Executive Committee and as Secretary. He was a director, treasurer, and chairman of Southern United Egg Producers, a director and treasurer of United Egg Producers and has been a director of the Georgia Poultry Improvement Association. He has also been a director and past president of the Georgia Egg Association. Booker has been a member of the Georgia Egg Commission's board since 1989.

After receiving his Bachelor of Business Administration degree in marketing from the University of Georgia, he became general manager of Crystal Farms Egg Products Division. In 1971, he became Vice President of Marketing and Operations at Crystal Farms' Shell Egg Plant, where he worked until 1981, at which time he became owner and president of Country Charm Egg Distributors in Gainesville.



Muse Paints Georgia's White House Easter Egg

Sara Millard Muse of Perry has been chosen by the Georgia Egg Commission to paint this year's official 2004 Georgia Easter Egg for the White House. The egg will be on display in the White House Visitors Center throughout the Easter Season along with eggs from each state and the District of Columbia.

Mrs. Muse used acrylic paint on the exterior of a large chicken egg, where she featured such Georgia icons as the Cherokee rose; the honey bee; and the peach. She then cut a hole in the shell on one side to achieve a shadow-box effect and utilized a decoupage process on the inside of the egg to resemble granite. Here, she illustrated a scene depicting the Confederate Memorial Carving on Georgia's Stone Mountain.

A native of Texas, Mrs. Muse resides in Perry, Georgia with her husband David. They have two sons, Pat and Doug. Pat and his wife Michelle live in Macon, Ga. and have an 18-month-old daughter Mia, and Doug lives in Columbus, Georgia.

Mrs. Muse received a Bachelor of Arts degree in Education and a minor with an emphasis on voice from Georgia College and State University, and in 1973, she obtained her Masters of Education degree. Mostly self-taught, Sara has been teaching art for at least 30 years. She retired in 1999 and has devoted much more time to painting and pursuing her lifetime dream of having



an art studio.

This is the tenth year that the White House has invited representatives of the nation's egg industry to have an artist decorate an egg depicting their state. The eggs, which can only be USDA large chicken eggs, are decorated in a variety of ways, ranging from painting to carving.

The Georgia Egg Commission has participated in the event each year and works directly with the American Egg Board which is the coordinator of the annual event. Previous artists to be honored by the display of their egg for Georgia include: Barbara Jennings and Dee Morgan of Conyers; Deb Collins and Amber Gerdes of Hiawassee; Carole Kjellsen of Cumming; Jodie Hobbs of Newnan; Susan Wilkinson of Lawrenceville; Susie Axton of Hartwell; and last year's artist, Dana Putnam of Augusta.

The search is now underway to pick an artist for the 2005 White House Easter Egg. The Commission invites any Georgia artist, amateur or professional, to submit an idea for the egg. The idea should be sketched on a piece of white paper and mailed along with the artist's name, address, and telephone number to: White House Easter Egg Display, Georgia Egg Commission, 16 Forest Parkway, Forest Park, GA 30297. Attention: Jewell Hutto, Program Director.



Teachers Receive New Teaching Tool

The Georgia Egg Commission has just completed an Educational CD intended primarily for the state's family and consumer sciences teachers. Shown receiving one of the first copies is Peggy Puckett (above left) of Watkinsville High School, who serves as the president for the Family and Consumer Sciences Teachers Association. The Commission's Director of Media and Nutrition, Holly Gillis Hidell, MS, RD, LD, was in charge of the project.

The CD, intended for grades 9 through 12, was shown for the first time during a Commission-sponsored luncheon at the Association's state meeting. During the premier, Hidell noted: "When the idea for the program was presented to a teacher focus group, they wanted it as paperless as possible on a CD, printing only what was needed!"

The focus group also wanted information on possible careers in the poultry industry, nutritional information, industry facts, a section demonstrating how to cook eggs, and an updated video showing how eggs are processed and packaged.

The group was introduced as: president Puckett; Kathy Carlan, of Cherokee High School; Lyvonda Crumb of North Cobb High School; Maryellen Epperson of Teasley Middle School and Pam McClure of Etowah High School.

Following a demonstration that gave all the teachers attending the luncheon a tour of the program, Executive Director Robert N. Howell concluded the program by thanking U.S. Poultry and Egg Association for having provided the Commission with a grant that made the much-needed project possible. He also expressed the Commission's appreciation to the American Egg Board and Egg

Nutrition Center for providing various materials used in the CD.

Entitled "FROM THE HEN HOUSE TO YOUR HOUSE," the CD was produced by Paradigm Media in Kelseyville, California, and it will be sent at no charge to family and consumer sciences teachers and extension agents. It will also be made available to other state egg organizations for their use.

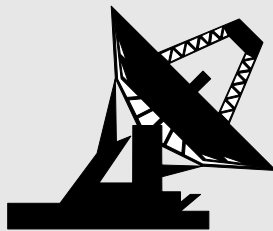


Straughan Named Board Vice Chairman

During the January meeting of the Georgia Egg Commission's board, Jerry Straughan of Greensboro, Ga. (right) was elected as vice chairman. Straughan replaces Gene Sutherland, Sr. (left), who resigned his position due to no longer being an egg producer.

Straughan is General Manager of Cal-Maine Foods of Shady Dale. He has been a member of the Commission's board of directors since 1997.

Vince Booker was named chairman replacing Ed Houston. Nominations to fill the positions vacated by Houston and Sutherland have been received from members of the Georgia Egg Association, the state's egg trade organization, and given to the Commodity Commission's Ex-officio members who will make the final choice as to their successors.



The Nutrition Station

By Holly Gillis Hidell, MS, RD, LD

THE TRENDS OF TIME

As the obesity epidemic grows, the need for the perfect diet solution also begins to explode.

Years ago, our nation was faced with a diet craze that revolved around the simple solutions of eating low-fat and fat-free foods to shrink our waistline. The problem began as manufacturers developed a fat-free version of almost everything. People forgot about portion control and calorie counting and began eating "fat-free" cookies by the box-full.

Today, it seems that the big push is for eating more low-carbohydrate foods and/or increasing the intake of high-protein foods. As popular diets such as Atkins, South Beach and Zone catch on in greater numbers, we begin to see some of the same old "fat-free" trends taking place.

In the rush to jump on the new dietary craze, manufacturers and restaurant chains are promoting low-carb diet products and menu items that mirror food crazes from the past. This one too, does not emphasize portion control, calorie counting, variety, or exercise...all of which are extremely important to obtaining a healthy weight.

As new diet trends come and go, many will continue to promote the newest, quick-fix weight loss solution; but, for those looking for the perfect, low-calorie, low-fat, low carbohydrate, high-protein food, look no further than the egg! One large egg only has about 75 calories, 4.5 grams of fat, 1 gram of carbohydrate, and 6 grams of protein.

The egg is one "diet" food that we can all count on to withstand the trends of time.



Macedonian Visitor Welcomed

The Georgia Egg Commission recently had the privilege to welcome Stojan Gjoreski of Macedonia. Mr. Gjoreski (pictured above left) met with Executive Director Robert N. Howell to learn more about the Commission's activities, marketing, and egg distribution.

Mr. Gjoreski is Chief Financial Officer and Marketing Officer for GICA Doel, a company with some 80 employees which produces consumer eggs, Omega-3 eggs, noodles, and trial animal feed from their facilities in Ohrid, Macedonia.

Stojan's visit was coordinated by the Georgia Council for International Visitors. The Council works to satisfy the requests of the State Department and the U. S. Embassies around the world who select five hundred international visitors annually to come to Georgia.



Commission Grant Assists Poultry Students

The Georgia Egg Commission has provided a \$5,000 grant to the University of Georgia to support scholarships and recruitment funding for students intending to major in Poultry Science.

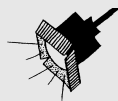
Department of Poultry Science Professor and Department Head Michael P. Lacy (left) accepted the Commission's check from Board Chairman Vince Booker (right) and said: "Of all the many services we provide the Georgia poultry industry in the form of research, educational programs, problem solving and other Extension activities, none is as important in the long term as

educating young people who will make lasting contributions to the future of Georgia's poultry companies."

Lacy noted that the past several years have been incredibly difficult for the Department of Poultry Science, College of Agriculture and Environmental Sciences and the University as a whole, in respect to budget cuts.

Chairman Booker said: "We hope our grant will act as seed money that will grow into an amount that will have a positive impact upon the poultry and egg industry for many years to come."

EGGS



IN THE SPOTLIGHT

The Eleventh National Egg Quality School will be held May 17-20, 2004 at the Atlanta Hilton, in Atlanta, Ga. The School will continue the tradition of a curriculum that is designed for the serious-minded student who is willing to learn as much as possible about egg quality in a concentrated, comprehensive four days.

Students will have the opportunity to work with a staff that includes leading university scientists, experienced state and federal egg inspectors, and seasoned industry persons. The school specializes in individualized instruction, coupled with "hands-on" laboratory experience that has proven to be most successful. Certificates will be awarded to those students who attend all sessions and satis-

National Egg Quality School

By Jewell A. Hutto, Program Director

factorily pass the examination.

The School is administered through a Board of Directors elected by egg industry stakeholders, with support and leadership provided by many different organizations. This school is a great opportunity for anyone in the egg industry to increase their knowledge and understanding of the egg inside and out. After attending the school myself, I feel that my understanding of the egg and its importance is much greater. I urge anyone that has not gone to go!

For an application form or for additional information, visit the Website: <http://www.ces.ncsu.edu/depts/poulsci/> or call (765) 494-6349. The enrollment deadline is April 30, 2004.

Poultry Times Has New Owner

Poultry and Egg News Inc., parent company of Poultry Times, in Gainesville, Ga., has been obtained by Morris Multimedia Inc. through an exchange with Gannett Co. Inc.

As part of the transaction, Morris Multimedia obtained *The Times* of Gainesville, Ga., and several non-daily publications, which includes *Poultry Times*; in exchange for *The Review Appeal* of Franklin, Tenn.; and *The Daily News Journal* of Murfreesboro, Tenn.

The announcement was made by Gary Watson, president of Gannett's Newspaper Division and Charles H. Morris, president and CEO of Morris Multimedia.

Headquartered in Savannah, Ga., Morris Multimedia was founded in 1970, and operates 35 daily and weekly newspapers, 49 specialty publications, plus four network-affiliated television stations in eight states and the Caribbean.

(www.poultryandeggnews.com)

Jewell Hutto, Program Director



**HAVE A SPRING FLING...
 WITH EGGS!**



Whether you believe Georgia's Official Weather Prognosticator General Beau Lee, Ph.D., or Pennsylvania's world-famous weather forecasting groundhog, Punxsutawney Phil, spring is on its way! No matter if it's 6 weeks early... or 6 weeks late... we're ready to: *Have A Spring Fling With Eggs!*

Two new recipes highlight the campaign: "Spring Hazelnut Crepes," which brings back the ever-popular crepe in a new and delicious way, and "Spring Breakfast

Roll," that's as fresh as Springtime. Both recipes are sure to melt in your mouth!

As always, the recipes and accompanying camera-ready art sheets are being made available to Georgia egg producers, Extension agents, teachers and consumers at no charge and just in time for use on March 20th—the Vernal Equinox—better known as the first day of Spring!

For a copy of both recipes, contact the Commission office.

Spring Breakfast Roll

Serves 4 (2 per person)

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|--|---|
| 2 (8 oz.) packages crescent rolls | $\frac{1}{4}$ teaspoon black pepper |
| 4 eggs, beaten | $\frac{1}{2}$ pound hot pork sausage |
| $\frac{1}{2}$ teaspoon salt | 1 cup smoked Gouda cheese, shredded |
| 1 teaspoon parsley flakes | |

Preheat oven to 375° F. Remove first two crescent rolls and press triangle perforations together. Place on ungreased cookie sheet. Repeat steps making four squares of dough. In mixing bowl, combine eggs, salt, parsley and pepper; beat until well blended. Crumble sausage into non-stick skillet, cooking over high heat until done. Turn heat to medium; add egg mixture to sausage and scramble until eggs are done. Add cheese and cook until melted. Spoon 3 tablespoons onto each square of dough and spread evenly, leaving at least $\frac{1}{4}$ inch on each edge. Roll in a jelly roll form. Bake for 12–15 minutes or until golden brown. Top with Spring Mustard Sauce.

SPRING MUSTARD SAUCE

Serves 4

- | | |
|--|---|
| 4 tablespoons sweet zesty mustard | $\frac{1}{2}$ cup peach spreadable All Fruit |
| $\frac{1}{2}$ cup whipping cream | |

Combine ingredients in a small mixing bowl, mix well. Microwave for 30 seconds. Spoon over breakfast roll.

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.

Funding is through a producer-paid assessment of 5½¢ per thirty-dozen case of eggs. Office facilities are located in Forest Park, Georgia, on the Atlanta State Farmers' Market.

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Think Fast.
 Think Eggs.

