

THE EGG SAMINER

A Publication of The Georgia Egg Commission

Robert N. Howell, Editor

VOL. XXIX

September–November 2003

NUMBER 2



Schimmel To Head Georgia Egg Association

Gijs Schimmel, (above right) Centurion Poultry of Lexington, Ga., has been elected as the Georgia Egg Association president for 2003/2004. His first duty was to thank outgoing president James Brock, Crystal Farms of Chestnut Mountain, for his having led the Association for the last two years. Schimmel then presented him with a wall clock and thermometer noting his term. The election came during the Association's 42nd Annual Meeting held at the King & Prince Hotel and Golf Resort on St. Simons Island.

Andy Bowers, manager of United Egg Marketers, Blackshear, Ga., was elected First Vice-president; Larry Thomason, of Calhoun, was named Second Vice-president, and Vince Booker of Gainesville will continue serving the group as its Treasurer.

Directors elected to serve for one year are: David Aldridge, Tim Floyd, Scott Horton, David Lathem and Jerry Straughan. Two-year directors are Jim Brock, Jim Hull, Mike Hulsey, Tom Oliver, and Gene Sutherland, Sr. Three-year directors are Steve Anders, Ed Houston, Mohammed Mousa, Randy Nelson and Fred Tingle. Advisors for the Association are Dr. Mike Lacy and Dr. Dan Cunningham of the University of Georgia's Poultry Science Department.

The Board voted to return to the King

& Prince on St. Simons again for the next two years. Meeting dates were set for Wednesday, Thursday, and Friday, June 23–25, 2004 and June 22–24, 2005.

Robert N. Howell serves as the Association's executive director, from the offices of the Georgia Egg Commission, located on the Atlanta State Farmers' Market in Forest Park, Ga. Additional industry information is available from the group's web site: georgiaeggs.org.



The International Egg Commission (IEC) has established the second Friday in October as World Egg Day. This year, 2003, October 10 will be the day egg associations, egg companies, and allied egg industries throughout the world celebrate the natural nutrition, versatility, convenience, and economy of eggs and egg products.



Association Awards Advertising Grants

In January of this year, U.S. Poultry and Egg Association awarded the Georgia Egg Commission with a \$25,000 grant to promote eggs during the first six months of 2003 using radio advertising.

A portion of the grant was intended to reach the state's ever-growing Latino population. A schedule of sixty-second radio commercials was purchased for air in March and May on three Spanish-speaking radio stations that would reach our target audience in Atlanta, Gainesville and Dalton, Georgia. The content of the commercials stressed food safety, economy and nutrition.

The 2000 census showed the Hispanic population to be our largest minority, representing about 13% of the U.S. population. In Georgia, the total Hispanic population is 435,227 or approximately 5.3%. Of this number, approximately 55% live in the Atlanta area counties of Gwinnett, DeKalb, Fulton, Cobb, Hall and Clayton.

The remainder of the grant was intended to promote the egg in an English-speaking environment. Commercials, similar to the Spanish ones, aired throughout the state on the 115-station Georgia News Network.

To keep up the momentum of these commercials, the Association honored the Commission's efforts with an additional \$25,000 for use during the last six months of 2003! Roughly one-third of the money is being used to purchase additional Spanish commercials, with the remainder being used once again to air the English equivalent on the Georgia News Network.

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Georgia Egg Commission Honors Golden Egg Winners

The Georgia Egg Commission has selected three friends of the state's egg industry as Golden Egg Award winners for 2003. The announcement as to the recipients came during the annual meeting of the Georgia Egg Association, held June 25-27 at St. Simons Island, Ga.

BARRY DOVER (above left), of the Georgia Department of Agriculture's

Accounting Department, was chosen in thanks for his having done such a fine job in thoroughly auditing the industry.

DR. JEAN SANDER, of the University of Georgia's Avian Medicine Department, was recognized by Commission board member David Lathem, for her technical assistance given this past year.

PHIL STREETMAN, of WSST-TV, in

Cordele was honored for the many free hours of airtime he and his television station have afforded the Commission. The Commission's Holly Hidell presented the award to Streetman while appearing recently on his Noonday show. The program provides the Commission the opportunity to demonstrate various egg dishes and to further educate the public about the Good Egg From Georgia!



And a Great Time Was Had By All!

Have you ever seen a more patriotic group? The fun was part of the Georgia Egg Association's annual meeting. The good sports pictured above are (left to right) Kenneth Franklin, Mrs. Larry Goff, Dr. Dan Cunningham, and Mrs. Jack Watford.

Anderson At Harvest Celebration

For the twenty-eighth year in a row, the Georgia Agribusiness Council is planning its annual Harvest Celebration. This year's event is set for November 21st at the Cobb Galleria Center in Atlanta, Ga.

Country music recording artist John



Anderson will take center stage as the featured entertainer for this year's program. Since the 1970's, this music veteran has been recording hits

including: "Straight Tequila Night," "Swingin'," and "Seminole Wind." His awards include CMA Album of the Year, Single of the Year and the Horizon Award.

Activities for the evening will also include a silent auction and Field of Dreams reception, dinner and dancing. This annual event provides an opportunity for leaders from every commodity and service sector to gather in a festive salute to the agribusiness

It's Football And Eggs

The 2003 football season is already underway, and this year, commercials for the "Good Egg From Georgia" are being heard on the pre-game tailgate shows of all University of Georgia and Georgia Tech football games.

Funding was made possible by The American Egg Board, through its state support program for the 2003 calendar year.

The theme of the commercials will center on the current AEB advertising slogan: *Think Fast, Think Eggs!*

industry. Tickets are available from GAC directors, the GAC office at 800-726-2474 and on line at www.ga-agribusiness.org.

Proceeds from the event support the Council's work objectives, including state and federal legislative monitoring, agricultural education, media relations activities and coalition building within the agricultural community.

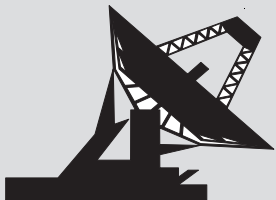




2003 Georgia Egg Commission Board of Directors

The Georgia Egg Commission's program has received many compliments through the years. Much of the Commission's success is due to its board of directors operating behind the scenes. Pictured above are (seated, left to right) David Latham, Latham Farms, Pendergrass; Vice Chairman, Eugene Sutherland, Sr., Sutherland Foods, Forest Park; Board Chairman Ed Houston, Lumber City Egg Company, Lumber City; and Marcia

Crowley, representing Ex-Officio board member Commissioner of Agriculture Tommy Irvin. (Standing, left to right) Advisor, Dr. Mike Lacy, University of Georgia Poultry Science Department; Vince Booker, Country Charm Eggs, Gainesville; Jimmy Lee, representing Ex-Officio board member Georgia Farm Bureau president Wayne Dollar; and Jerry Straughan, Cal-Maine Eggs, Shady Dale. Not pictured, Advisor, Dan Cunningham.



The Nutrition Station

By Holly Gillis Hidell, MS, RD, LD

NATIONAL FOOD SAFETY EDUCATION MONTH

September has been declared National Food Safety Education MonthSM. While the American food supply is among the safest in the world, there are still millions of Americans stricken by food illness every year. To get involved and to promote egg food safety, the Georgia Egg Commission's once again partnering with the Global Food Safety Education Campaign (GFSEC) to conduct outreach and educational programs.

About 9,000 foodborne illnesses are reported annually, affecting the very young, elderly, and those with a compromised immune system. The Campaign, which originated in 1999 in the Southeast Region, now flourishes nationally thanks to grant funding from the Food and Drug Administration Center for Food Safety and Applied Nutrition. Its purpose continues being to expand educational programs with a

seamless food safety education message to consumers: reduce the global incidence of food-borne illnesses to the lowest extent feasible.

During the month, the Campaign will continue to support food safety awareness activities in various grocery stores, schools, community parades, health departments, food banks and food distribution centers, extension services, churches, low income and food stamp programs, and special food safety TV cooking shows. Teaching materials developed with "Fight BAC!" and "Thermy" food safety education messages are used in combination with the "Kids Recipe Book," as teaching tools. Many of the educational materials are offered in both English and Spanish.

The Georgia Egg Commission is proud to have been involved with this outstanding partnership since its inception.



The Georgia National Fair has invited our Georgia Egg Commission to provide stage demonstrations for the 14th annual Fair, scheduled for October 3-12, 2003, in Perry, Georgia. The invitation has been extended to the Commission for all 14 years of the giant event!

For this year's Fair, Commission staffers Jewell Hutto and Holly Hidell, will be the "featured entertainers." The two will demonstrate several egg dishes, while discussing nutritional issues and safe handling methods.

Demonstrations are scheduled for Friday, October 3rd at 2:00 p.m.; 4:00 p.m.; and 6:00 p.m. and on Saturday, October 4th at 1:30 p.m. and 2:30 p.m.

The Commission's annual Omelet Contests for Junior and Senior 4-H'ers are scheduled for Saturday from 9 a.m.-12:00 noon. The "I Love Eggs Breakfast Contest," co-sponsored by the Fair and the Commission is set for 3:30 p.m.

The Commission-sponsored 4-H Egg Prep Contest will be held on Saturday, October 11th.



Lights, Camera, Action!

It was "professional" from the time the lights were turned on until the final "it's a wrap" was sounded! That's the way it was on the set of the Georgia Egg Commission's new Educational CD being produced for distribution to the state's Family and Consumer Science high school teachers.

The CD is being funded by a grant from the U.S. Poultry and Egg Association and will include egg production, cooking, nutrition and food safety segments. Working on the cooking section (pictured above, left to right) are videographer Gene Lambert of Paradigm Media and Commission staffers Jewell Hutto and Holly Hidell.



Promoting Eggs Is Our Business

In recent months, the Georgia Egg Commission has used two new themes as a means of promoting the Good Egg From Georgia. For the official change of season from Winter to Spring, we were ready with a new



Catch the Spirit of Spring with Eggs!

campaign: *Catch the Spirit of Spring, with Eggs!* As the theme implies, Springtime always blossoms with new and wonderful things. I developed two recipes that featured eggs, of course.

Everyone said the recipe for "Savory Salmon Cakes" not only opened their taste buds, but it opened new ideas for the kitchen, as well. The second recipe in the campaign, "Smooth Italian Cream Sauce" was developed to serve over the cakes; but, it's also delicious over fish, meats, salads, pastas, or vegetables.

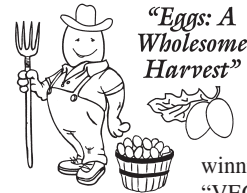
For the summer months we featured the theme *Puffs...Pastries...and Pies* which included two recipes that gave consumers a creative, new way to enjoy the incredible, edible egg! The first recipe I developed covered the puffs and pastries por-

tion of the theme. Entitled *"Maple Cinnamon Puffs,"* this recipe featured a lighter-than-air puff made with maple flavoring and ground cinnamon, that we filled with a favorite fruit and a filling featuring cheesecake-flavored cream cheese. A

whipped cream topping topped it all off for a truly refreshing summer dessert.

The second recipe featured a "Coconut Cream Pie" with double crusts...one was butter, the second, tart lemon...highlighted by one of the most delicious, creamy coconut fillings you've ever tasted, thanks to our friend the egg! Whipped cream and toasted coconut completed this naturally delicious dish. Even though the campaigns are over, the recipes are still available by contacting us.

And for Fall, we're ready with two new recipes and a new fall theme: "EGGS, A WHOLESOME HARVEST!" Both recipes take advantage of wholesome vegetables readily



"Eggs: A Wholesome Harvest"

available at this time of the year, and when they are combined with the versatile egg, you've got a real winning combination!

"VEGETABLE HARVEST PATTIE" is a recipe that every fan and the entire team will love! It's baked, using black-eyed peas, corn, onions, corn meal and eggs...of course...as the ingredients for a delicious meal that will get all the cheers!

"WHOLESOME CORNBREAD" is the second recipe in this campaign. It's a whole new way to use those delicious kernels in a great-tasting, high-scoring cornbread.

Give the office a call today for your copy of the recipes.

THE EGGSAMINER

"The Eggsaminer" is published quarterly 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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Dr. Mike Lacy, *Head*
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STAFF

Robert N. Howell,
Executive Director
 Jewell F. Hutto,
Program Director
 Holly J. Gillis Hidell, MS, RD, LD
Media and Nutrition Director

OFFICE HOURS:

8 A.M.-5 P.M., Monday thru Friday
 Phone Number: 404-363-7661
 FAX Number: 404-363-7664
 E-Mail: goodeggs@bellsouth.net
 Web: www.georgiaeggs.org

Think Fast.
 Think Eggs.

