

THE EGGSAMINER

A Publication of The Georgia Egg Commission

Robert N. Howell, Editor

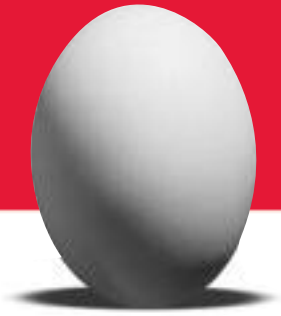
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Huevos, a cualquier hora

Para desayuno,
almuerzo o la cena



Georgia
Egg Commission

U.S. Poultry & Egg
ASSOCIATION

GEORGIA
NATIONAL FAIR
ESTABLISHED
★1990★

October 7-16, 2005 • Perry
"Sweet 16!"

The Georgia Egg Commission and the Georgia National Fair have been "kissing cousins" for 16 years, and for 2005 the Commission returns to join the fair in their **SWEET 16** celebration!

This year, the Commission's Jewell Hutto and Holly Hidell will team up again with a new program entitled "Sweets and Treats!" Fair go'ers will certainly drool with eggcitement as Jewell and Holly prepare some of the sweetest egg dishes ever, featuring Georgia Eggs, of course.

Everyone is sure to scream with laughter, as these two prepare some really special and funny treats! Presentations are scheduled for: Friday, October 7, at 2:00 p.m.; 5:00 p.m.; and 6:30 p.m.; and on Saturday, October 8 at 1:00 p.m. and 2:30 p.m. from the Georgia Living stage, located in the Miller-Murphy-Howard exhibit building.

With Halloween closing in, folks attending the shows are invited to wear their Halloween costume for a chance to win a great prize. Jewell and Holly say that a scary frown won't win the prizes, as the frown will definitely turn into a smile, thanks to the fun and delicious samples of "Sweets and Treats!"

This year's state-sponsored Fair plays from October 7th through the 16th.

Hispanic Billboards Promote Eggs Anytime!

Thanks to a grant from the U.S. Poultry and Egg Association, the Georgia Egg Commission has launched a billboard campaign in an effort to reach the ever-increasing Latino community.

The billboard message (above) which reads: *EGGS ANYTIME... FOR BREAKFAST, LUNCH OR DINNER* is being seen on a total of 22 billboards in heavy Hispanic population areas throughout Atlanta. All but two of the boards are lighted for night-time exposure, as well. All the boards were selected based on their close proximity to

neighborhood grocery stores. A second design, which features the use of eggs for holiday meals, will be posted in late November.

The Hispanic population reportedly increased in Georgia an estimated 36 percent between 2000 and 2004. With this in mind, the Georgia Egg Commission has utilized grant money from the Association on two prior occasions for Latino radio advertising. Commercials aired on Spanish-speaking stations in Atlanta, Gainesville, and Dalton.



Eggs Are Winners This Fall



Thanks to state support funds provided by the American Egg Board, the Georgia Egg Commission is promoting our favorite product this fall at all University of Georgia and Georgia Tech football games. The Commission's 30-second spots air during the tailgate show of each team's radio broadcast on a network totaling some 100 stations statewide.

In addition to the football commercials, an additional flight of 30-second commercials for Georgia eggs is being broadcast on

some 115 radio stations that are members of the Georgia News Network. The commercials utilize the American Egg Board's current "Think Fast, Think Eggs" advertising theme.

As a supplement to the radio advertising, Georgia egg messages in Spanish will be seen on 22 well-selected billboards throughout the Atlanta area (see story above) through the holiday season. Special thanks to the generosity of the U. S. Poultry and Egg Association for funding the project.

Fieldale Donates Money for K-9's

Fieldale Farms of Baldwin, Ga. has presented the Gainesville, Georgia Hall County Sheriff's Department with a corporate donation of \$16,950. The money will be used to purchase two dogs that will support patrol officers with tracking, clearing buildings and catching criminals.

Sheriff Steve Cronic said Fieldale's donation will cover the cost of the dogs, their training and the training of the handlers.



Excellence In Eggucation

In 1991, the Georgia Egg Commission realized that tremendous amounts of promotion and educational materials are being given the state's egg industry by the University of Georgia's Cooperative Extension Service.

Since that time, it has been the Commission's privilege to give its *Excellence in Eggucation Award* to outstanding Extension agents who have presented an egg program designed for either the youth or for adults. In addition to an official plaque, the Commission also presents the agent with a \$50 personal check as an "egg-stra" thank you.

This year, two agents worked *egg-stremely* hard on a children's nutritional program entitled "Fit Families." Pictured with Executive Director Robert N. Howell are this year's winners in the Youth Division, REBECCA MOORE (at left) and CHRISTA CAMPBELL.

In the Adult Division, a program was developed entitled "Egg to Egg Nutrition for an Egg-stra Special Pregnancy," that helped "egg-spectant" mothers increase their knowledge of good nutrition. Congratulations to a team (not present for the photograph) headed by the winner RAMONA ADAMS.



Grain Conference Planned

The Grain Forecast and Economic Outlook Conference, sponsored by the U. S. Poultry & Egg Association, will be held November 16 at the Hilton Atlanta Airport Hotel in Atlanta, Ga.

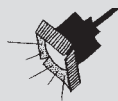
Topics of the Conference will include: *Crude Oil/Energy Prices Update and Outcomes... Bio-Diesel and Ethanol; Oilseed Outlook; Economic Forecast; and Feed Grain Outlook.*

Members of the planning committee, pictured above are: (seated from left) FRANK PIRKLE, Chairman, Cal-Maine Foods; and LAMAR NANCE, Keystone Foods; (standing from left) DR. DAN CUNNINGHAM, University of Georgia Department of Poultry Science; BILLY CONQUEST, Ingram Farms; and WAYNE BURGESS, Prestage Farms.

To register and for more information, contact U. S. Poultry at 770-493-9401 or via the web at www.poultryegg.org.



EGGS



IN THE SPOTLIGHT

When you think about eggs, you definitely would not think of Halloween or county fairs. Well, this year at the Georgia National Fair in Perry, Ga., eggs will be one of the main attractions.

With Halloween being right around the corner, we wanted to treat everyone with some great ideas for "Sweets and Treats." So this year at the fair, we'll be offering some great egg recipes for you to serve at a party or to share with your family.

Eggs, Halloween and Fairs— Reasons To Party!

By Jewell A. Hutto, Program Director

When you think about how excited kids and adults get about Halloween and going to the fair, the question is: "What else could you eat that would give you the energy to spend hours on your feet saying 'trick or treat and please, let's ride one more ride?'" EGGS!

The great thing about eggs is that you can use them for any occasion. Eggs taste great and are so easy to prepare that you'll open up a world of ways to eat them, and it also helps in being creative.

Eggs are a treat in themselves, offering us vitamins and minerals essential for a healthy lifestyle, and they are very economical. The trick is to make sure you have many different ways to prepare them. That's where we come in! So, party with us at the Georgia National Fair, and find out some of the great ways to cook and eat eggs! You'll be saying: "Trick or treat, give me something good to eat! Don't offer to smell my feet, just give me some eggs to eat!" See you there!



Harvest Celebration To Feature Gracin

For the thirtieth year in a row, the Georgia Agribusiness Council is pleased to announce its annual Harvest Celebration. This year's event is scheduled for November 18 at the Cobb Galleria Center in Atlanta, Ga.

Activities for the evening will include a silent auction and Field of Dreams reception followed by dinner and entertainment. This year's entertainer will be new country music recording artist and American Idol performer Josh Gracin.



The annual Harvest Celebration event traditionally sees leaders from every commodity and service sector gathering in a festive salute to the agribusiness industry. Proceeds from the event support the Council's work objectives. Tickets are available by contacting Christy Page in the GAC office at 800-726-2474, online at www.ga-agribusiness.org or from the Council's directors.

The Georgia Agribusiness Council is a non-profit organization serving as the voice for Georgia's massive, complex business of agriculture.



Leaders Make Omelets

Participants in the 2005 Leadership Georgia class are shown (above) putting the final touches on breakfast, thanks to their newfound ability to cook an omelet for themselves. Georgia Egg Commission staffers Robert Howell and Holly Hidell instructed the class of about 80 in the art of omelet-making, during the group's meeting in Perry, Ga.

The Leadership Georgia class spent a September weekend touring various agricultural sites in the Perry, Fort Valley and Tifton areas, focusing on the importance of agriculture to our state.



The Nutrition Station

By Holly Gillis Hidell, MS, RD, LD

THE REFRESHING FUN OF FALL

After a long hot summer, it's exciting to feel the refreshing, cool breezes of fall. The change in the season brings a change in many of our activities, as we enjoy weekends of tailgate parties, school festivals, county fairs and Trick or Treating. My favorite thing about these activities is the food, whether it's eating barbeque and deviled eggs at a tailgate picnic or splurging on hot apple dumplings at a fall carnival!

If you plan to host such a gathering, it's your responsibility to protect your guests by practicing proper food safety. The first and most important rule is to wash hands before, during and after preparing food. If running water is not available, pack moist towelettes for everyone to use before digging in.

When traveling with food, tightly seal raw or thawed meats in airtight bags or containers to prevent juices from contaminating other food items. Consider packing meat products in one cooler and additional foods in another. Use

plenty of ice or ice packs to keep temperatures below 40°F. In cool-weather climates, transport coolers in your trunk rather than a heated car. The cold temperatures outside will help keep the food chilled. For warmer climates, do the opposite.

It's also extremely important to watch the clock. Perishable foods should not sit out of refrigeration longer than two hours in mild weather and for only one hour in temperatures of 90°F or higher. Once the event is over, throw away perishable items that have been sitting out for longer than two hours, and return other items to the refrigerator or coolers. If you've lost track of time, remember: "when in doubt, throw it out."

By following these tips, you can relax and enjoy the wonderful fall activities, knowing everyone had a great time and enjoyed the delicious food, because you protected them from food-borne illnesses which could have really spoiled your outdoor gathering.



The Twenty-Eighth Annual Sunbelt Exposition, the largest farm show in North America with field demonstrations, is set for October 18-20 in Moultrie, Ga. The Expo's permanent home is Spence Field, a former airbase on 1,680 acres.

Each October, the Expo's 600-acre working farm hosts a wide array of new machinery in the popular harvesting and tillage demonstrations for visitors from throughout the world. In addition, more than 1,100 exhibits, appealing to farmers and non-farmers alike, are expected this year. The Expo boasts 150,000-square-feet of indoor space and permanent exhibit buildings.

For more information, check the Expo Web site: www.sunbeltexpo.com.

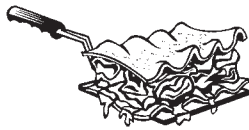




For the Fall months, the Georgia Egg Commission is adding an eggstra-ordinary twist, with real panache, to some good old favorites...scrambled eggs, lasagne noodles, sausage, a variety of interesting cheeses, and nachos...to make two brand new recipes! Both are perfect for feeding football fans or weekend entertaining.

"Sunrise Nachos" are *notch-ya average nachos* and would be delicious for an early bird breakfast. "Moonlight Lasagne" features eggs in a style and taste that will give you and your guests a new surprise from the usual "standard" dishes.

For a free copy of both recipes, just contact our office.



Moonlight Lasagne

Serves 8

- 6 eggs
- 2 tablespoons whipping cream
- ½ teaspoon salt
- ½ teaspoon pepper
- 1 lb. ground hot sausage
- 1 cup onion, chopped
- 1 (4 oz.) can sliced mushrooms, drained
- 1 (16 oz.) sour cream
- 1 (15.5 oz.) ricotta cheese
- 1 (26 oz.) jar tomato and basil pasta sauce
- 1 (9 oz.) box (no boil) lasagne noodles
- 2 (7 oz.) mozzarella and asiago with roasted garlic cheese
- 1 (5 oz.) fancy Parmesan and Romano cheese

Preheat oven to 375°F. Spray baking pan (13x9x3) with non-stick cooking spray. In a bowl, combine eggs, whipping cream, salt and pepper. Mix well and set aside. On medium high heat, brown sausage in a skillet until no longer pink. Add onion and mushrooms and cook until onions are tender. Add egg mixture and stir until eggs are no longer runny. Remove from heat and set aside. In a bowl, combine sour cream and ricotta cheese, set aside.

Layer in the following order:

1. Spread ½ pasta sauce on bottom of baking pan.
2. Layer 4 lasagne noodles, 1 cup ricotta mixture, half meat mixture, ½ cup mozzarella cheese, and ½ cup pasta sauce.
3. Layer 4 noodles, 1 cup ricotta mixture, 4 noodles, 1 cup ricotta mixture and ½ cup mozzarella cheese.
4. Layer 4 noodles, the remaining ricotta mixture, meat mixture, pasta sauce, and mozzarella cheese.
5. Top with Parmesan and Romano cheese.

Bake, covered with foil until bubbly, 50-60 minutes. Uncover and continue cooking until cheese is melted, about 5 minutes. Let stand 15 minutes before cutting.

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 5¢ per thirty-dozen case of eggs. Office facilities are located in Forest Park, Georgia, on the Atlanta State Farmers' Market.

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