

THE EGG SAMINER

A Publication of The Georgia Egg Commission

Robert N. Howell, Editor

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Breakfast Contest Winners

As part of this year's Georgia National Fair, the Georgia Egg Commission hosted its 13th annual "I'm A Good Egg From Georgia Breakfast Contest!" Co-sponsored by the Georgia National Fair, this year's first-place winner was REBECCA BROOKS (above left) of Byron, Georgia, who received a check for \$500, along with a blue ribbon, for her recipe entitled "Greek Pastries with Cucumber Sauce."

The second-place winner was Christine Vines of Warner Robins (above at center) who won \$100 and a Fair ribbon, for her recipe

entitled "Strawberry Crepe Torte." The third-place ribbon and \$60 went to Rose Abbott of Cochran, Georgia, for her original breakfast recipe "Hearty Bunkhouse Brunch."

Our judge for the event (pictured with the winners) was the American Egg Board's Howard Helmer, as he returned to the Georgia National Fair for his 13th year! In addition to his breakfast judging duties, Howard also judged the annual 4-H Omelet contest and appeared on stage to demonstrate "A Dozen-and-One Ideas for Preparing Eggs."



For this holiday season, the Georgia Egg Commission is wishing consumers "holiday greetings for the best in holiday eating!" A total of nine new recipes have been developed and are being offered at no charge via the state's media and by Commission staff members at various exhibits and demonstration programs. Two different handouts are being offered: the Commission's usual \$-bill-size leaflet and a 2-fold brochure.

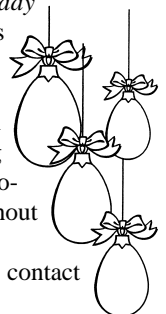
The leaflet features two recipes: *Holiday Crab Mini-Muffins*, which will serve as a starter or as a wonderful addition to the main meal; and *Cranberry and Pecan Cookies*, a treat to delight guests of all ages—especially Santa!

The multi-color, 2-fold brochure is highlighted by gayly-colored, egg-shaped ornaments that invite the reader to enjoy holiday recipes that include: Mashed Potato Bake; Chicken and Broccoli Casserole; Fruit Salad; Deviled Eggs; Peas and Corn; and Carrots Surprise. Naturally, the favorite of everyone who has tasted them is the recipe for *Strawberry Fantasy Dream Cake!*

The Commission's Program Director Jewell Hutto, who developed all the recipes for the campaign, said: "These recipes are absolutely certain to make this special time of the year more festive, delightful, and delicious!" A traditional poem, by Executive Director Robert N. Howell, compliments the piece.

The complete *Holiday Eatings* campaign has been offered at no charge to Georgia producers, teachers, and Extension leaders, and is being shared at cost to egg promotional groups throughout the nation.

For a free copy, just contact the Commission office.



The U. S. Poultry & Egg Association has selected "Leading Into the Future" as the theme for its 55th Annual International Poultry Exposition. The Expo is scheduled for January 22–24, 2003, at the Georgia World Congress Center in Atlanta, Ga.

Thanks to a 420,000-square-foot

expansion of the Center, the 2003 Exposition will have a new floor plan as exhibitors will utilize Building B (previously called the West Hall) and the newly-completed exhibit hall, Building C. Both buildings will include spaces for processing, packaging and live production, and together they will cover some 16 acres of floor space with nearly 1,000 exhibit booths!

The U. S. Poultry & Egg Association's International Poultry Exposition is the world's largest trade show devoted to products and services for the poultry and egg industry. Nearly 19,000 people from 49 states, Puerto Rico, and 89 countries attended the 2002 event.

If you need information, go to the U. S. Poultry & Egg Association's Web site, www.poultryegg.org or call (770) 493-9401.



Egg Prep Winner Chosen

KRISTEN DAVIS, above right, has been chosen as the 2002 blue ribbon winner of the annual State 4-H Egg Preparation contest, sponsored by the Georgia Egg Commission. Miss Davis, of Bleckley County, is pictured with the Commission's Holly Gillis Hidell, who served as a judge along with Gail Hanula of the University of Georgia.

As a part of her presentation, Miss Davis demonstrated a recipe for "Dashing Deviled Eggs with Crabmeat." She represented Georgia at the National Egg Prep Contest held in November in Kentucky.

Second place was awarded to Lindsey Shuman from Effingham County, and third place went to Andrew Mosely of Wilkinson County.

Each ribbon winner received a Georgia Egg Commission t-shirt and a savings bond. The event was held as a part of the 13th Annual Georgia National Fair, held in Perry.

Our Support of 4-H

In its annual report, the Georgia 4-H Foundation has recognized the Georgia Egg

Commission for its Better Breakfast, Between Meal Snacks, and Egg Preparation projects.

Over 150 Georgia 4-H'ers competed in the Commission-sponsored events during the past year. To participate, the young adults were required to research a topic, develop a presentation and deliver a speech using visual aids.

The Commission is proud to offer Georgia's young people the opportunity to build life skills and equip themselves with the tools to make wise life decisions.

Think Fast.
Think Eggs.

The American Egg Board has adopted a new advertising strategy that will focus on the speed and ease of preparing eggs for meals outside of breakfast. The new campaign takes AEB out of the breakfast world and into the dinner arena with new television and radio advertising that will be seen and heard throughout the day.

Recipes demonstrated on the television commercials will feature a few common ingredients and focus on skillet and microwave meals. The commercials, which rely solely on visual appeal, feature dramatic, appetizing shots of eggs in a quick, 15-second format with upbeat music to get the viewer's attention. The message closes with the new "Think Fast... Think Eggs" tagline.

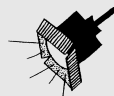
Afternoon and evening drive time radio spots will extend the *eggs for dinner* strategy to reach people who are trying to decide what to have for dinner as they are driving home.

The Georgia Egg Commission is using the new theme as a part of its 2002 radio schedule heard on the "Tailgate Show" prior to each University of Georgia football game.

We Helped Celebrate Expo XXV

While honoring its past, the Sunbelt Agricultural Exposition celebrated its 25th Anniversary October 15-17, and the Georgia Egg Commission was there to help celebrate!

EGGS



IN THE SPOTLIGHT

Plans for the Egg Commission's 20th Annual Egg Recipe Contest are getting underway, and this year, we are looking for "APPETIZERS." Recipes must be original, made with a minimum of four whole eggs and serve at least four people.

In celebration of the contest's twentieth year—for this anniversary year only—former egg recipe contest winners are also eligible. Entrants of the top ten original recipes will prepare them in a competitive cook-off Thursday, May 15, 2003 at the Georgia National Fairgrounds in Perry.

2003 Recipe Contest!

By Jewell A. Hutto, Program Director

The first-place recipe will receive \$1,000, second place \$500 and third place \$250. To enter, your typed recipe must include your name, address, and daytime telephone number. Contestants must be Georgia residents and at least 13 years of age by the entry deadline of April 1, 2003.

Send recipes to Recipe Contest, Georgia Egg Commission, 16 Forest Parkway, Forest Park, Georgia 30297, or via E-mail: goodeggs@bellsouth.net. Free copies of the 2002 winning recipes are available by writing or calling the office.

Publication Notice

Effective with this issue of *The Eggsaminer*, our publication date will change from bi-monthly to quarterly. Thank you for your readership and interest.



Learning From the Best

The Georgia Egg Commission has been fortunate to have two dietetic student interns in recent weeks from Southern Regional Medical Center.

Alanna Eubanks joined us at the Georgia National Fair and is shown above with the American Egg Board's Howard Helmer. In addition, Alanna joined Holly Hidell, MS, LD, RD as she visited several of the state's TV stations discussing eggs and good nutrition.

Laura Decuir's interest is in diabetes, and as our second intern worked on a brochure including eggs in a diabetic's menu. Laura said that this time of the year can be difficult for diabetics, but it is possible to enjoy eating some holiday favorites, by monitoring blood sugar levels and eating in moderation.

The Commission feels this is a great learning experience and hopes Alanna and Laura benefitted from the experience.

Eggs Come In Sixes and Sevens

The British Egg Information Council is backing a new packaging concept that will sell eggs in boxes of seven instead of six and will be round instead of rectangular.

The cartons, which originated in Australia, hold six eggs around the perimeter and one in the middle. Each cup is labeled with a different day of the week to encourage people to *eat an egg a day!* (*The London Times*)



Animal Care Logo Introduced

A new certification logo will soon be appearing on the nation's egg cartons signifying to the consumer that the farm producing the eggs adheres to new United Egg Producer animal care guidelines.

In order to participate in the program and to use the logo, producers must agree to follow standards that are based on recommendations from an independent scientific advisory committee commissioned in 1999 by United Egg Producers to review the treatment of egg-producing hens. The guidelines place top priority on the comfort, health and safety of the chickens.

About 300 companies in Georgia and throughout the nation, representing more than 200 million hens, have agreed to the guidelines as part of a comprehensive animal welfare program. Companies participating will be audited yearly through an independent certification program to ensure the new standards are being met.

Several grocery chains and distributors are reported to have decided they will mar-



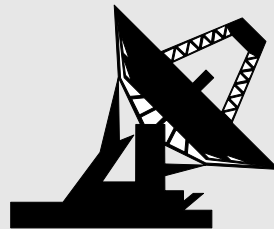
Census of Agriculture

The Georgia Agricultural Statistics Service will join USDA and the National Agricultural Statistics Service in conducting a Census of Agriculture beginning in January of 2003. This Census is conducted every five years and includes data not collected in the Service's regular programs.

David S. Abbe, State Statistician, hopes that every farm in the state will be counted (a farm is defined as any agricultural place that had one thousand dollars in sales or potential sales in 2002.)

The Georgia Egg Commission's board of directors has gone on record in support of the Census and urges all producers to complete the form when it is received.

ket only *animal care certified* eggs. These include Safeway, Costco, Wal-Mart, Sam's Club, Kroger, Publix, Wegmans, Ahold, and Sysco.



The Nutrition Station

By Holly Gillis Hidell, MS, RD, LD

HOLLY'S HOLIDAY HELPINGS

With the holidays upon us, great food must be close by! Surprisingly, eating is one of my favorite things about celebrating the season. My mouth begins to water, when I think about my uncle's roasted turkey, my aunt's broccoli casserole, my mom's cranberry salad and her famous pecan pie! My holidays wouldn't be the same without these traditional treats.

Even though it's the season to be jolly, many often suffer mealtime guilt from overindulgence, while others battle through their meals counting peas and calculating calories. Denying yourself of favorite foods—especially during an emotionally-charged time—almost always comes back to bite you in the buns!

The average meal of turkey and all the fixings can add up to 2,000 calories and 100 grams of fat, which is more than one may typically consume in a day's time. On a positive note, the same meal also provides generous amounts of phytochemicals, numerous vitamins and minerals, and an abundance of fiber.

For instance, three ounces of lean white or dark turkey can contain as much as 26 grams of protein and provide a variety of vitamins. A half-cup of cranberries can

provide great fiber and phytochemicals that help prevent urinary-tract infections. Even mom's sweet potato casserole contains 300 percent of the daily allowance for vitamin A, and 40 percent of that for vitamin C; not to mention those delicious deviled eggs that serve up some of the highest quality protein and a long list of vitamins and minerals.

Don't forget the dessert! A slice of pumpkin pie provides half the daily requirement of vitamin A and 3 to 5 grams of fiber, while pecan pie delivers heart-healthy fat, 3 grams of fiber, and 20 percent of the daily requirement of selenium. And when you're downing your drink, remember that red wine is especially rich in antioxidants. These benefit your heart and cholesterol, lowering the bad kind and increasing the good.

So, if your stomach turns when you think of the holiday food overload, just remember the following tips:

1. All foods fit and provide nutrients needed for good health.
2. Variety is important, and portion control is essential.
3. Holiday food is a tradition and should be celebrated.
4. Eat, drink, and have a happy holiday!



Ring In the Holidays With Eggs!

Sung to the tune of "Winter Wonderland"

By: Jewell Hutto

*Sleigh bells ring, the food is coming.
 You can't wait, you're starving.
 The eggs are on the way.
 You'll have a merry day.
 Eating...Good Eggs...From Georgia.*

*In the kitchen we will scramble some eggs.
 Then we'll add some bacon too.
 And before you know it, it'll be breakfast.
 For Santa, the kids and you.*

*Eggs are good...and yummy.
 They will fill up your tummy.
 So jump into the sleigh.
 Buy more eggs today.
 And have a Happy Holiday!*

Editor's Note: A portion of Jewell's song is being aired by the Commission as a radio commercial during the "Tailgate Show" prior to the University of Georgia football games.

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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