

Date: December 16, 2013

To: AEB

From: The Edelman AEB Team



Re: **Beyond Eggs Revised Blogger Recommendations**

To continue to drive positive and balanced conversations about real eggs in light of the Beyond Eggs coverage, we recommend working with a mix of influential real-food/agriculture advocates and RD bloggers (five to ten) to showcase the benefits of eating all-natural eggs. Please see below for our revised recommended approach along with bloggers we would like to engage (in order of preference).

Approach

Engage five to ten bloggers to publish content on the many benefits of eggs to generate buzz and awareness for all-natural eggs. We want to cast a wide net to reach consumers with our messaging, so the goal is to secure participation from influential bloggers with large followings on their blogs and social channels. Because the influencers outlined below have a large footprint, they may ask for higher compensation so we will need to consider their fees to determine exactly how many bloggers we can support within the budget of \$7,500 to \$15,000.

Blogger Roles/Responsibilities

- Each blogger will publish one blog post that will include the following key messages:
 - Eggs are all-natural and packed with a number of nutrients, including high-quality protein. The quality of egg protein is so high that scientists often use eggs as the standard for measuring the protein quality of other foods.
 - Egg farmers work hard to provide safe, nutritious food while maintaining the highest quality care for their hens. Today's hens are producing more eggs and living longer due to better health, nutrition and living environment.
 - Egg production today uses fewer resources and produces less waste. A new Egg Industry Center study shows the industry has decreased greenhouse gas emissions by more than 70 percent and uses 32 percent less water over the past 50 years.
 - At an average of just 15 cents apiece, eggs are the most affordable source of high-quality protein.
- Each blogger will Tweet 1-2 times; @IncredibleEggs will retweet. Tweets may include:
 - Links to the blog posts
 - Egg recipes
 - Nutrition nuggets
- Each blogger will post to Facebook 1-2 times. Facebook posts may include:
 - Links to the blog posts
 - Hashtag #TeamEggs
- All social media posts should use the hashtag #TeamEggs

Assets

We will share the following assets with each blogger:

- Environmental fact sheet and infographic
- Holiday fails/fixes list

- Dozen Reasons to Love Eggs fact sheet
- Fresh Start tips

Candidate Criteria and Rationale

Candidates are listed below and have been vetted using the following criteria:

- Has a large, active blog readership
- Has a large “social media foot print” with presence on sites like Twitter and Facebook
 - Note: Blog readership/footprints vary by candidate (e.g. some have more Facebook likes, but less Twitter followers, etc.), however the overall footprint of each candidate makes them a good partner
- Interested in nutritious, meal-time solutions and are egg-friendly
- Has not written about animal welfare concerns, organic/free-range focus, extreme religious views in the past

Influencer	Expertise	Social/Traditional Media Footprint
 <p>Ree Drummond ThePioneerWoman Osage County, OK</p>	<ul style="list-style-type: none"> • Ree is an award-winning blogger, best-selling cookbook author and mother of four. • Ree’s blog focuses on her transition from corporate city girl to domestic country wife. • The most popular section of her website focuses on cooking, where she posts step-by-step photos of all the “cowboy-friendly” dishes she’s cooked through the years. • She has numerous recipes on her blog that showcase eggs as the star of the dish. • <i>NOTE: It does not appear that Ree is currently doing sponsored content on her site</i> • <i>NOTE: Partnering with Ree would start upwards of \$25K</i> 	<ul style="list-style-type: none"> • 1.5M+ unique monthly visitors • 1.3M+ fans on Facebook • 440K+ followers on Twitter • 286K+ followers on Pinterest • She has been featured in USA Today, Parade and The New York Times, among others. • Ree has a show on Food Network that focuses on her family’s adventures on the ranch and cooking for all occasions – from throw-together suppers to elegant celebrations.
 <p>Temple Grandin, PhD TempleGrandin Fort Collins, CO</p>	<ul style="list-style-type: none"> • Temple is a renowned doctor of animal science and professor at Colorado State University, bestselling author, autistic activist (she is autistic), and consultant to the livestock industry on animal behavior. • In 2010, Temple was listed in the Time 100 list of the 100 most influential people in the world. • Has said that she sees nothing wrong with the use of large feedlots or confinement facilities as long as the animals have enough space to move and lie down, do not get overheated and can have some semblance of privacy for such acts as hens’ laying eggs. • In regard to Prop 2 and Egg Bill, Grandin said, “Enriched colony housing is a system that the egg industry should adopt.” 	<ul style="list-style-type: none"> • 8,600K+ unique monthly visitors • 100K+ fans on Facebook • 1,800+ followers on Twitter • Temple has been featured on major media programs, such as the <i>Today Show</i>, and has been the subject of feature stories in in Time, USA Today, Forbes and The New York Times, among others. • In 2010, HBO released an Emmy Award winning film on her life.

 <p>Hemi Weingarten Fooducate San Francisco, CA</p>	<ul style="list-style-type: none"> • Hemi is a technology entrepreneur, business consultant and father of three young children. He also takes on the cooking duties in his home and his website to help others healthfully navigate the supermarket. • He has developed an app that shares nutritional and other health information for users to leverage while shopping. • The app was chosen by Apple as the best health app of the year and also came in first place in the US Surgeon General's Healthy App Challenge. • He blogs daily about nutrition in the news, ways to eat healthier and other health/lifestyle cross-over content. 	<ul style="list-style-type: none"> • 89K+ unique monthly visitors • 83K+ fans on Facebook • 22K+ followers on Twitter • Hemi is a semi-regular featured columnist for The Huffington Post.
 <p>Kris Gunnars AuthorityNutrition</p>	<ul style="list-style-type: none"> • Kris is a medical student and personal trainer who has a passion for all aspects of health and nutrition. • Kris blogs about nutrition and meal planning through a scientific lens; his posts have an evidential focus and are supported through peer-reviewed literature. • He lists eggs as one of his “basics” of a good low-carb meal plan. • His posts are frequently written in a list/numerically ordered format, which leads to easily shared content. 	<ul style="list-style-type: none"> • 112K+ unique monthly visitors • 75K+ fans on Facebook • 3.7K+ followers on Twitter • Kris recently had his pro-egg piece titled “6 Scientific Reasons to Eat Eggs” featured on Business Insider; the article has been viewed nearly 30K times since 12/5. • His work has also been featured on the Gawker Media property io9.
 <p>Kath Younger, RD KathEatsRealFood Charlottesville, VA</p>	<ul style="list-style-type: none"> • She is a registered dietitian who uses her blog to share updates on her personal weight loss goals, healthy recipes and various other family-oriented lifestyle content. • Proponent of “real food”: “There is plenty of research to support the consumption of real food. Numerous studies have found epidemiological evidence that eating whole foods (particularly plants!) has a protective effect on health and reduces risk of chronic disease.... Obviously foods like apples, eggs and green beans are real food.” • Kath also runs several other offshoot sites to Kath Eats Real Food, including writing about motherhood at Baby KERF and motherhood and health at Real Health. • She has a section on blog devoted to oatmeal; she is not paid by Quaker – she just loves oatmeal. She includes a wide variety of egg breakfast recipes throughout the site. 	<ul style="list-style-type: none"> • 21K+ unique monthly visitors • 5K+ fans on Facebook • 14K+ followers on Twitter • 5K+ followers in Instagram • Kath has won several blog awards over the past few years, including the FoodBuzz’s Best Food Blog 2009 and Best Healthy Living Blog 2011. • She has been profiled and her recipes featured on many top-tier national media outlets, including TechCrunch, O, The Oprah Magazine and Shape.

 <p>Gina Homolka <u>Skinny Taste</u> New York, NY</p>	<ul style="list-style-type: none"> • Focus on healthy, low-fat and nutritious meal options • Author, photographer and recipe developer • Currently testing recipes for first cookbook, due fall of 2014 • Marries taste with nutrition to create satisfying meals • Focus on portion control and eating whole foods • <u>Fitness Magazine Best Healthy Eating Blog Winner</u> (2012) • <u>The Daily Meal Top 25 Food Blogs 2012</u> • <u>Huffington Post Living 35 Diet and Nutrition Experts to Follow</u> (2012) 	<ul style="list-style-type: none"> • 475K+ UMV • 360K+ Facebook fans • 28K+ Twitter followers • 420K+ Pinterest followers • Skinnytaste has been featured in <u>Runner's World</u>, <u>Oprah.com</u>, <u>Glamour.com</u>, <u>Gourmet Live</u>, <u>The Kitchn</u>, <u>Fincooking.com</u>, <u>Fitness Magazine</u>, <u>More Magazine</u>, <u>Country Living</u>
 <p>Lori Lange <u>Recipe Girl</u> Lake Tahoe, CA</p>	<ul style="list-style-type: none"> • Food Blogger/Writer & Recipe Developer • Creates and delivers recipes that inspire novices and veterans alike and makes cooking in the kitchen fun. Her blog houses more than 2,700 original and adapted recipes, many of which include eggs as an ingredient or centerpiece • Lori's first cookbook, "The Recipe Girl Cookbook" was published in April 2013 	<ul style="list-style-type: none"> • 165K+ unique monthly visitors • 180K+ Facebook fans • 29K+ Twitter followers • 202K+ Pinterest followers • Work has been featured in <u>Savour</u>, <u>LA Times</u>, <u>Huffington Post</u>, <u>Shape</u>, <u>Bon Appetit</u>, <u>The Daily Meal</u>, <u>Parade Magazine</u>, <u>Taste of Home</u>, <u>Ladies Home Journal</u> and <u>USA Today Weekend</u>
 <p>Keri Glassman MS, RD, CDN <u>Nutritious Life</u> New York, NY</p>	<ul style="list-style-type: none"> • Founder and president of Keri Glassman, Nutritious Life, a nutrition practice based in New York City • "Whole person" approach to health and wellness • Member of <i>Women's Health Magazine</i> advisory board and writes a popular monthly column called "Lighten Up" and a page called "Flat Belly Day" • Has authored four books, including <i>The New You and Improved Diet</i>, which gives readers 8 rules to finding their best body ever • Keri recently participated in AEB's Back-to-School outreach with a blog post on eggs for breakfast on <u>Livestrong</u> 	<ul style="list-style-type: none"> • 1K+ unique monthly visitors • 8,700+ Facebook fans • 13K+ Twitter followers • 1K+ Pinterest • Keri is frequently featured on national television programs including NBC's <i>The Today Show</i>, ABC's <i>Good Morning America</i>, <i>The Chew</i>, <i>Dr. Oz</i>, <i>The Doctors</i>, MSNBC, The Fox News Channel and CNN

 <p>Alison Lewis Ingredients, Inc. Birmingham, AL</p>	<ul style="list-style-type: none"> • Food, health and travel blogger, Alison also develop recipes, has published a cookbook and is both a culinary nutritionist and media consultant • Focuses on simple, approachable recipes and lifestyle tips to help her readers make healthy food choices • Part of her personal nutrition services includes a grocery shopping tour to help clients create healthier habits in-store 	<ul style="list-style-type: none"> • 12K+ unique monthly visitors • 3,700+ fans on Facebook • 7,500+ followers on Twitter • 34K+ followers on Pinterest • Editor-in-Chief and Founder of “Healthy Travel,” a U.S. and International Travel Magazine launching in print and digitally in March 2013 • Creator of “The FoodLife Project” devoted to educating people on living a healthy lifestyle • A monthly radio guest on WMJJ Magic 96.5 in Birmingham, AL
 <p>Gaby Dalkin What’s Gaby Cooking Los Angeles, CA</p>	<ul style="list-style-type: none"> • Private chef, recipe developer, food stylist/photographer and food writer specializing in simple and sassy recipes for the home cook • Frequently shares recipes that are healthy; focuses on developing well-rounded dishes 	<ul style="list-style-type: none"> • 30K+ UVM • 11K+ Facebook fans • 14K+ Twitter followers • 26K+ Pinterest followers • Has been featured in Redbook, LAWeekly and on PBSFood.com
 <p>Rebecca Scritchfield, MA, RD, LD RebeccaThinks Washington, DC</p>	<ul style="list-style-type: none"> • Rebecca Scritchfield is a registered dietitian and fitness expert specializing in helping people build healthy lifestyles through her work in nutrition counseling, professional speaking, and media communications. • Rather than encouraging people to diet, she helps them learn eating skills that balance individual nutrition needs, hunger, satiety, appetite, and pleasure. • Named as The Huffington Post Diet & Nutrition Expert You Should Already be Watching 	<ul style="list-style-type: none"> • 1.9K+ UVM • 400+ Facebook fans • 9,500+ Twitter followers • 775 Pinterest followers • Featured on national television, including Today Show, Fox News, MSNBC, and CNN. • Quoted in Oprah the Magazine, Shape, Runners, Prevention and more

 <p>Carolyn O'Neil, RD O'NeilOnEating Atlanta, GA</p>	<ul style="list-style-type: none"> • Noted nutrition expert, award winning food journalist and television personality • She is a registered dietitian and award-winning author t who reported on food and travel at CNN for nearly 20 years. • Carolyn is the co-author of “The Dish on Eating Healthy and Being Fabulous!” Her new cookbook, a Southern Living cookbook on healthy southern foods called “Slim Down South: Eating Well and Living Healthy in the Land of Biscuits and Bacon!” was just released this month. 	<ul style="list-style-type: none"> • 1K+ unique monthly visitors on blog • 3,500+fans on Facebook • 3,700+ followers on Twitter • 500+ followers on Pinterest • Writes a weekly column for the Atlanta Journal-Constitution, “Healthy Eating Out”, • Contributes to WebMD as a nutrition expert • Nutrition advisor to BestFoodFacts.org which answers consumers’ questions on food, nutrition, cuisine and agriculture by tapping into a network of 150 university-based experts to find the best food facts
 <p>Susan Whetzel Doughmesstic Virginia</p>	<ul style="list-style-type: none"> • Susan is a SAHM who is a self-taught cook, chronicling her cooking experiences on her blog and learning as she goes. • Susan has written several cookbooks and has also become a cake decorator and has a small catering business. • Participated in GEP farm tour at Willamette Egg Farm in 2010 	<ul style="list-style-type: none"> • 17K+ unique monthly visitors • 36,500+fans on Facebook • 54,000 followers on Twitter • 12,000+ followers on Pinterest • Susan has been featured on Taste of Home and Betty Crocker
 <p>Alysa Bajenaru, RD InspiredRD Gilbert, AZ</p>	<ul style="list-style-type: none"> • Alysa’s background as an RD, as well as a certified fitness professional, makes her a trusted voice in the fitness and healthy lifestyle community. • Alysa shares recipes for all diets and fitness for the whole family. • Alysa is the official dietitian for Mamavation.com, nutrition and fitness expert for EcocentricMom.com and member of NutritionBlogNetwork.com 	<ul style="list-style-type: none"> • 7.3K+ unique monthly visitors • 4K+ fans on Facebook • 7,600+ followers on Facebook • 5,600+ followers on Pinterest • Alysa’s expert voice on diet and nutrition has been included in many print and online publications including Shape Magazine, Health Magazine, ACE Fitness, MSN’s Fitbie, Fitness Magazine, ABC News, EverydayHealth.com, Today’s Dietitian

We look forward to your thoughts and are happy to discuss in more detail. In the meantime, please let us know if you have any questions.

Best, Edelman Team