

**Virginia Egg Board Annual Report
For FY 2009-2010**

I. Narrative

The Virginia Egg Board is one of the commodity boards at Virginia Department of Agriculture and Consumer Services. Members of the Virginia Egg Board are appointed by the Governor to serve a term concurrent with the term of the Governor. The Virginia Egg Board consists of seven members: Keith Sheets, Chairman of the Board; Ellen Baber, Vice Chairman; and Neal Martin, Treasurer. Additional members are Rodney Wagner, Dr. Paul Ruzsler, Lori Wagner, and Dr. Lance Minear. Cecilia Glembocki serves as the secretary. The Virginia Egg Board contracts with the Virginia Egg Council to conduct educational/promotional programs; oversee research at Virginia Tech; advertise and conduct programs that would be of interest to support egg producers in their marketing/promotional efforts. The contract is renewed every five years. The next renewal will be in 2014. The Virginia Egg Council provides consumers, educators, health agencies, the food service industry and egg producers the most up to date science based information on the nutritional contributions of eggs to the American Diet. The Council promotes the egg as a nutritious, convenient, safe and affordable contributor to a balanced, varied and nutritious diet. The Virginia Council educates, promotes and advertises with those specific facts in mind.

As of July 1994, the Egg Excise Tax was amended to include processed eggs and changed the egg handler to be anyone who sells eggs or egg products before retail use or consumption. Directives have been sent to all egg handlers. Eggs are taxed at a rate of \$.05 per 30 dozen case and \$.11 per liquid equivalent. The tax is levied once. The Egg Council's Executive Director, Cecilia Glembocki, is a duly authorized agent and therefore monitors worksheets, reporting the volume of shell eggs and processed egg products. The Council advises egg handlers if returns are not reported and tabulated correctly. The revenues are collected by the VA Department of Taxation, transferred to VDACS and sent to the Virginia Egg Council. The Virginia Egg Board receives financial statements as they are received from the VA Department of Taxation.

II. Budget and Finances

1. Cash Balance: June 30, 2009	\$11,349.99
2. Assessment Receipts: July 1, 2009 - June 30, 2010 ... (+)	\$145,621.78
3. Other Receipts: July 1, 2009 - June 30, 2010 (+)	\$163.26
4. Total Balance and Receipts (1+2+3) (=)	\$145,785.04
5. Deduct Total Actual Expenditures (-)	\$145,672.10
6. Cash Balance: June 30, 2010 (=)	\$11,462.93

III. Projects and Funding

The Virginia Egg Board contracts with the Virginia Egg Council to conduct educational/promotional programs, oversee research at Virginia Tech, advertise and conduct programs that would be of interest to support egg producers in their marketing/promotional efforts. The contract is renewed every five years. The next renewal will be in 2014.

The Virginia Egg Council has received awards and accolades from various organizations. We have partnered with: VDACS; The Virginia Agribusiness Council; The

Virginia Poultry Federation; Virginia Dietetic Association; The Virginia Association of Family and Consumer Sciences; The Virginia Assoc. of Teachers of Family and Consumer Sciences; The Virginia Association of Fairs; Virginia Tech Cooperative Extension Service; Mid Atlantic Innkeepers Association; the Select Registry of Bed and Breakfast Inns; The Virginia Department of Tourism; Jamestown Foundation; and the Williamsburg Foundation.

The American Egg Board's cooperative funding program, allows states to receive monies based on number of hens in the state *and* the state's population. Since we have more people than laying hens, our allotment for 2010 was \$21,232.94. The funds were used for a state promotion meeting, the White House Easter Egg Roll, educational materials, a chiffon cake booklet and prizes at a state fair contest.

The Virginia Egg Council participates in the activities for the White House Egg Roll. Activities included are:

- Served 1,500 egg salad sandwiches to event volunteers.
- Decorated the South Lawn and Ellipse with donated flowers.
- Organized sponsors who contributed table cloths, flowers, baskets.
- Organized the Victorian Society of Falls Church to represent various presidents who were in character for the entire day.
- Prepared gift baskets for White House with donated items.
- Worked with the Maryland Egg Council and the Penn Ag Quality Insurance Program, who provided the manpower and funds to help with the event.

Promotional Activity Highlights

- Printed 45,000 Chiffon cake booklets that are being distributed through a cooperative venture with Virginia Department of Agriculture and Consumer Services. The Egg Council saves over \$10,000 by working with VDACS, placing these recipe booklets in the 12 VA Welcome Centers throughout the commonwealth.
- The recipes are from a state wide contest in cooperation with the Virginia Assn. of Fairs. Local fairs hold their own contests and their winner compete at the finals at the State Fair of Virginia. \$750 in prize money is awarded.
- The contest creates much local and state media interest, promoting Virginia localities and eggs.
- Participated in the Agribusiness Legislative Banquet by providing desserts and prizes for the golf outings.
- Sponsored a breakfast featuring eggs for 350 Family and Consumer Sciences teachers, along with a featured speaker who addressed animal protein diets vs. plant based diets.
- Presented at employee work-site weight-loss programs, working with Food Science instructors from Virginia Tech. (240 participants)
- Supplied American Egg Board coloring books, *Color Them Delicious* activity books and Virginia's Best Pound Cake booklets to the Williamsburg Foundation who placed packets of these materials in every guest room in Williamsburg during the Easter tourist season.
- Presented food segments, featuring eggs, on local television shows throughout the state.
- Conducted radio interviews on stations throughout the state, promoting eggs.

Ongoing Support for the Following:

- Supply free eggs for classroom use
- Loan omelet making equipment to teachers, clubs, churches, etc. for lessons, fund raisers and various projects.
- Supply food service instructors with lesson plans, teaching kits and videos
- Supply Cooperative Extension Agents educational materials, workshops and free eggs for lessons
- Supply 4-H programs free eggs, loan of equipment and premiums for students
- Supply consumers with free recipes and advice about egg safety, preparation and nutrition
- Food Editor releases 5 times a year.
- Acted as a resource for SCNEP and EFNEP (federally funded programs assisting low income families). Presented programs; developed and monitored materials and supplied with free eggs)
- VA Egg Council FCS professionals act as keynote speakers at many events, statewide.

State Meeting Support and producer support by supplying educational materials:

- State Culinary meetings
- Local fairs and producer events
- Supplies sent to local food, health and organizational events held in the state

IV. Year End Funding Level

The cash balance on 6/30/2010 was \$11,462.93.

V. Board Meetings and Board Member Attendance Roster

Name	Attendance	# Terms Served
Rodney Wagner	10/12	3 full terms
Neal Martin	10/12	3 full terms
Dr. Lance Minear	4/4	2 full term
Dr. Paul Ruzsler	8/8	3 full terms
Ellen Baber	3/5	2 full term
W. Keith Sheets	10/13	2 full terms
Lori Wagner	3/5	1 full term

VI. Concerns

Decline in Revenues

The Egg Council has concerns about the **decline in revenues** over the past few years. Shortly after the Virginia Dept. of Taxation’s Janice Cole passed away, the department implemented a new computer system. There may be problems with the new system contributing to the decline in revenues. Cathy Erley and Cecilia Glembocki are addressing those problems.

Food Safety

In 2010, the national egg industry faced an **egg recall** during the summer months. Unfortunately, 5,800 illnesses were reported, mostly all from food service operations. The Virginia Egg Council worked directly with the American Egg Board in addressing how to cook

eggs properly, to avoid any possible problems. The slogan, *Thoroughly Cooked Eggs are Thoroughly Safe Eggs* became the mantra in promotions, education and with concerns from the public. The United Egg Producers handled the recall's legal matters and the American Egg Board worked with the public, bolstering consumer confidence when preparing and enjoying eggs. None of the tainted eggs were shipped to the Commonwealth.

Culinary schools, family and consumer science professionals and extension departments throughout the state were sent educational and food safety materials by the Virginia Egg Council.

Howard Magwire, from United Egg Producers, addressed 120 health sanitarians through a video conferencing session, arranged by the VA Dept. of Health. Follow-up materials were distributed to the health department's Gary Hagy for distribution to the personnel who work with Virginia food service operations.

VII. Summary

After many years of promotion, advertising, educating and conducting research at VA Tech, the egg industry has gained the respect of health professionals, state egg organizations and promotion groups throughout the Commonwealth and the nation. The American Egg Board has methodically and specifically conducted research to prove that the egg is now considered a functional food and the research concludes that it nature's miracle food. The latest finding is that an egg contains only 185 mg. of cholesterol, 14% less than previously found. This has created a new advertising message. The Virginia Egg Council uses the materials and program suggestions from the American Egg Board. AEB sets the direction that state affiliates are to follow for their educational programs. The Egg Council solicits funds to conduct promotional programs and advertising projects. Any printed materials developed by the Virginia Egg Council must be reviewed by USDA for approval, prior to printing.