



## AMERICAN EGG BOARD

### Customer Guidance Document: Educating Consumers About Egg Supply & Pricing

To our valued retail partners,

Thank you for trusting the American Egg Board and America's egg farmers to provide clear and transparent communication to your shoppers during this time of fluctuating egg supply and evolving pricing dynamics. To support you, we've developed three resources designed to inform and reassure your shoppers. These materials address common concerns, answer frequently asked questions, and build trust while emphasizing the value of eggs.

#### **Resource 1: Shelf Talkers – Educating Shoppers on Egg Supply and Pricing**

##### Options Available:

- Two sizes: 5"x3" and 8"x8"
- Two distinct color palettes for flexibility in presentation
- Customizable version available to include store-specific details, such as purchasing limits, restock dates, and more

##### Suggested Use:

- Print on stickers or window clings: Ideal for shelves or doors
- Print on cardstock for versatile for placement near displays

##### Ordering Option:

- Pre-printed stickers are available to order through [AEB.FinerLine.com](https://AEB.FinerLine.com) for your convenience.

Each shelf talker includes a QR code that directs customers to [IncredibleEgg.org/ValueOfEggs](https://IncredibleEgg.org/ValueOfEggs), where they can:

- Learn about the factors affecting egg prices and supply
- Compare eggs to other protein sources
- Access budget-friendly recipes and holiday meal ideas

#### **Resource 2: Temporary Signage – Communicating Low Supply or Outages**

##### Key Features:

- Designed for quick printing on standard office paper or cardstock
- Includes a QR code linking to the same customer resources as above
- Customizable version available to incorporate store-specific updates, such as restock dates or purchasing policies



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### **Resource 3: Frequently Asked Questions – Avian Influenza Impact**

#### Key Features:

- Easy-to-print format on standard office paper or cardstock

#### Provides clear, concise information on:

- The current avian influenza outbreak
- Public health implications
- Impact on the egg supply

### **Questions or Assistance?**

For support, please contact Dana Lawnzak at [dlawnzak@aeb.org](mailto:dlawnzak@aeb.org).

We appreciate the opportunity to assist you in educating and informing your shoppers about the egg market. Together, we can provide the transparency and reassurance they need while highlighting the unmatched value of eggs.