

Virginia Department of Agriculture and Consumer Services
Virginia Egg Board
Annual Report
July 1, 2022- June 30, 2023

I. Narrative

The Virginia Egg Board is one of the sixteen commodity boards within the Virginia Department of Agriculture and Consumer Service (VDACS). 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: Rodney Wagner, Chairman of the Board, Paul Ruzzler Ph.D., Ken Risser, Hobe Bauhan and Lake Wagner, Keith Sheets and newly selected Lee Underwood. Cecilia Glembocki of the Virginia Egg Council serves as the secretary of the Virginia Egg Board. A contract is in place between the Virginia Egg Council and the Virginia Egg Board to enable the Council to conduct educational/promotional programs, oversee research at VA Tech, advertise and conduct programs that support egg producers in their marketing/promotional efforts on behalf of the Board. The Virginia Egg Board and the Virginia Egg Council contract is renewed every five years and the next renewal will be in 2024. The Virginia Egg Council provides consumers, educators, health agencies, food service-based operators and egg producers with the most up to date science-based information on the nutritional contributions of eggs in the American diet. The Council promotes eggs as healthful, convenient, safe and an affordable contributor to a varied and nutritional diet. The Virginia Egg Council educates, promotes, and advertises with these specific facts. There were 743,000,000 eggs produced in Virginia ranking 24 th in the country (in 2022).

As of July 1994, the Virginia Egg Excise tax was amended to include processed eggs and changed the handler to be the one 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 cases and \$.11 per liquid equivalent. The egg handler is registered once at the time of registration and payments are made monthly to the VA Department of Taxation. The Virginia Egg Council's Executive Director, Cecilia Glembocki is a duly authorized agent and therefore can monitor worksheets, report the volume of shell eggs and processed egg product sales. In July of 2015, the Egg Excise Tax forms were revised to make producers and egg handlers more aware of the 500-egg case exemption. The revenues are collected by the Virginia Department of Taxation, transferred to the VA Department of Agriculture, and then transferred to the Virginia Egg Council each month as per the contract. The contract expires in 2024. It is anticipated that the contract will be renewed.

There are 79 registered egg handlers to pay the Egg Excise tax in the Commonwealth. Tax revenues are higher on a year over year basis. There are 90 open egg accounts but some of those handlers don't pay the tax.

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II. Budget & Finances

Cash Balance June 30, 2022	\$34,270.78
Assessment Receipts July 1, 2022 to June 30, 2023	\$196,168.96
Other Receipts July 1, 2022 to June 30, 2023	\$308.16
Total Balance and Receipts (1+2+3)	\$230,747.90
Expenditures July 1, 2022 to June 20, 2023	\$194,132.42
Cash Balance June 30, 2023	\$36,615.48

III. Projects & Funding

Programming: The Virginia Egg Board operates via the Virginia Egg Council through a contract. Monthly transfers are made to the council based on collections from the Virginia Department of Taxation. In 2023, the Virginia Egg Board collected \$196,168.96 and transferred \$194,132.42 to the Council. The Virginia Egg Council planned various programs ranging from consumer presentation, media coverage on Radio and Television segments to professional presentations to health professionals as Academy of Physicians, Nurse Practitioners, Nursing Assistants, Dietitians, and Educators in classroom settings or in 4-H of FFA activities. Through the creativity and ingenuity of the Virginia Egg Council staff, many virtual events occurred as well but far less than in 2021-2022. Eggs were supplied to food pantries who were badly in need of eggs. Through the generous contribution of these eggs by Egg Dutt and Wagner, the Egg Council presented these eggs on behalf of the Governor and the First Lady of Virginia.

New venues and programming ideas were created and successfully completed.

Health Professional Presentations were the highlight of the last year of programming.

New Dietary Guidelines promotes Baby's First Bite as Eggs

- VA Academy of Physicians Assistants engaged with a presentation and b'fast sponsor.
- The Academy of Physicians had an exhibit and sponsored eggs for Breakfast.
- The Academy of Nurse Practitioners had an exhibit and breakfast promotion .
- Established contact with physician, Dr. Hogan of Eastern Virginia Medical College. We have contracted with her to serve as a speaker to address professional groups on the topic of Dealing with Food Allergies in Children.
- A total of 6 programs spent \$10, 520 for these efforts.

Virginia Egg Council Public Relations Effort with Virginia Department of Agriculture and Consumer Service.

Promoted May is Egg Month and a Feed More promotion with First Lady of Virginia Suzanne S. Youngkin.

Feed More Food Bank celebrated May is Egg Month by Dutt and Wagner providing 14,400 shell eggs to needy family in the Richmond area and Abingdon area.

The new children's hospital received egg activity books and crayons that were distributed to children entering the hospital. It was the grand opening of this new hospital facility.

The Virginia Egg Council promoted May is Egg Month at the VDACS by serving egg salad sandwiches to the VDACS staff as well as the 71 staff members of the Governors office.

Two Fairs, the Rockingham County Fair and the Washington Co fair enjoyed egg treats and promotional materials from the Council.

There were 10 opportunities spending \$ 2,147.71 for these efforts.

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Educational Promotions developed along with the New Dietary Guidelines promoting eggs as baby's first bite.

Distributed to hospitals such as UVA and UVA children's hospitals, VCU- OBGYN Departments and to nurse practitioners. The latest information as how to feed babies eggs as their first solid food as young as 4 months was presented and distributed to patients. .

Presented professional program to the Virginia Assn .of Early Childhood ASSN State Conference and Zoom presentations to various groups.

Numerous mailings were sent out to Farmers' Day activities, and Extension agents.

AEB 's cooperative funds were awarded to the Virginia Egg through a preapprove campaign for Health Professional. \$1,500 was awarded to the Virginia Egg Council' professional seminar and \$3,000 was award to the Council for materials purchased from Finer Line. "Day on the Farm" activity books were purchased and distributed to hospitals and fair activities.

Television Segments topped a higher number than usual. There were 69 food segments presented on television stations throughout the state with 5.7 hours of free TV segments.

Local TV segments, featuring egg recipes for holidays, nutrition, weight loss, feeding babies, etc. and some were conducted via Zoom in four markets on five stations each month. A total cost of \$6,422.22 was spent for these segments. There was a total of 5.7 hours of free food segments on televisions stations in Virginia.

IV. Year End Funding Level

Cash Balance June 30, 2023: \$36,615.48

V. Attendance

No meeting was held between 7/1/2022 and 6/30/2023.

The Board met 6/30/2022

VI. Summary:

The Virginia Egg Board contracts with the Virginia Egg Council to conduct educational and promotional programs, oversee research at VA Tech in animal husbandry, promotes the sale of shell eggs and egg products, advertises, and conducts programs that support the producer's promotional efforts. The next contract will be renewed in 2024. The mission statement for the Virginia Egg Board is to build demand for more eggs. Guidance for educational programming comes from the American Egg Board and the creative staff of the Virginia Egg Council.