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AMERICAN EGG BOARD CONTINUES SUPPORT OF NATIONAL AGRICULTURE IN THE CLASSROOM

The American Egg Board will continue its partnership with the National Agriculture in the Classroom Organization (NAITCO) and its Agriculture in the Classroom (AITC) state program members to strengthen pre-kindergarten (Pre-K) through 12th grade agricultural literacy outreach and educate students about the nutritional value of eggs and the farm to table process.

“Educating youth about the nutritional value of eggs and the incredible story of America’s egg farmers ensures our next generations grow up to be consciously connected consumers,” said Emily Metz, President and CEO of the American Egg Board. “The AEB works diligently to support the future of the industry, and we’re excited to continue this very important partnership.”

The American Egg Board has supported NAITCO since 2017 as part of its commitment to educate students about the hen-to-home process and the nutritional value of eggs. The organization is dedicated in increasing the demand for eggs and egg products through research, education, and promotion.

“The continued support of partners like The American Egg Board, ensures NAITCO and AITC state programs reach even more teachers and students across the nation with lessons and programming that use agricultural concepts to teach reading, writing, math, science, social studies and other subjects,” said Tammy Maxey, president of NAITCO and programs director of Virginia Agriculture in the Classroom.

NAITCO and its AITC state program members reached 87,000 teachers and 8.2 million students in Pre-K through 12th grade in the U.S. in 2019.

The American Egg Board (AEB) was created by an Act of Congress in 1976 at the request of America’s egg farmers, who desired to pool resources for national category-level egg marketing. Home to The Incredible Egg and Egg Nutrition Center, AEB is dedicated to increasing demand for all U.S. eggs and egg products. For more than 40 years, America’s egg farmers have supported this mission by funding the AEB. The AEB is 100 percent farmer-funded, and those funds directly support the research, education, and promotion necessary to market eggs. To learn more about AEB, please visit www.incredibleegg.org.

NAITCO’s mission is to increase agricultural literacy through Pre-K-12 education and it does so with an online, searchable database of lessons and resources called the National Agricultural Literacy Curriculum Matrix, a national conference, a virtual conference, a national teacher awards program and professional development and support for Agriculture in the Classroom state programs in 50 states and the District of Columbia, Puerto Rico and the U.S. Virgin Islands. To learn more about NAITCO, please visit www.agclassroom.org.

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