

American Egg Board Collection

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1974-2004



Title Statement

American Egg Board CollectionAmerican Egg Board Collection , 1974-2004 Ms.2009.124

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Profile Description

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Descriptive Summary

Unit ID

Ms.2009.124

Unit Date

1974-2004

Language

The majority of the material in the collection is in English. There is one recipe pamphlet in Spanish.

Abstract

This collection contains educational pamphlets, recipe cards, and other materials created by the American Egg Board and previously used as part of an exhibit. Also included are issues of the American Egg Board bulletin "Sunny Side Up" and reprints of Reader's Digest articles about the American Egg Board.

Creator

American Egg Board

Extent

0.4 Cubic Feet 1 box

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Conditions Governing Access

The collection is open for research.

Conditions Governing Reproduction and Use

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Source of Acquisition

The American Egg Board Collection was donated to Special Collections in 2004.

Processing Information

Initial processing, arrangement, and description of the American Egg Board Collection commenced and was completed in September 2009. Further processing to remove adhesives from materials was completed in December 2022. Items were part of an exhibit prior to donation and adhesive residue from their use in that exhibit remained. As much was removed as possible and acid-free paper has been interleaved between items to prevent them from sticking to each other.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [identification of item], [box], [folder], American Egg Board Collection, Ms2009-124, Special Collections and University Archives, Virginia Tech, Blacksburg, Va.

Administrative History

Well known for its "The Incredible, Edible Egg" advertising campaign, the American Egg Board (AEB) was created in 1976 by an act of the United States Congress, per the organization's website (incredibleegg.org). That act was the Egg Research and Consumer Information Act of 1974. AEB is one of many United States commodity checkoff programs - groups that are established to provide research and information for a particular agricultural commodity without reference to specific producers or brands. Effectively, they market the product to consumers without advertising a specific brand. The programs are overseen by the United States Department of Agriculture's Agricultural Marketing Service (AMS) and include commodities such as eggs, beef, cotton, dairy, pork, Christmas trees, honey, softwood lumber, etc.

Scope and Content

This collection contains educational pamphlets, recipe cards, and other materials created by the American Egg Board and previously used as part of an exhibit. Also included are issues of the American Egg Board bulletin "Sunny Side Up" and reprints of Reader's Digest articles about the American Egg Board.

Keywords

History of Food and Drink

American Egg Board

Rights Statement for Archival Description

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Arrangement

The collection is arranged in two series:

Series I: Pamphlets and Recipe Cards, 1974-2004, includes items that were part of an exhibit prior to their donation. No information was provided regarding the order of the categories and any original order for them had been lost by the time of donation. The category names from the exhibit have been used for the files in

this series and they have been arranged in alphabetical order.

Series II: Publications, 1974-2004, includes copies of American Egg Board bulletins and Reader's Digest articles about the organization.

Description of Subordinate Components

Pamphlets and Recipe Cards

Unit Date 1974-2004

Language English.

Basics, The

Unit Date 1981-1995

box-folder 1 (box)

Container 1 (folder)

Breakfast/Brunch

Unit Date 1974-2001, n.d.

box-folder 1 (box)

Container 2 (folder)

Dieting

Unit Date 1983-2004

box-folder 1 (box)

Container 3 (folder)

Economy

Unit Date 1986

box-folder 1 (box)

Container 4 (folder)

Entertaining

Unit Date 1974-1996, n.d.

box-folder 1 (box)

Container 5 (folder)

Ethnic

Unit Date 1977-1994

box-folder 1 (box)

Container 6 (folder)

Language English, Spanish; Castilian .

Food Safety

Unit Date 1988-2000

box-folder 1 (box)

Container 7 (folder)

Kids

Unit Date 1986-2003

box-folder 1 (box)

Container 8 (folder)

Microwave**Unit Date** 1981-2001**box-folder** 1 (box)**Container** 9 (folder)**Nutrition****Unit Date** 1982-2000, n.d.**box-folder** 1 (box)**Container** 10 (folder)**Popular/Egg Basics****Unit Date** 1974-2000, n.d.**box-folder** 1 (box)**Container** 11 (folder)**???? (Question & Answer)****Unit Date** 1980-1999**box-folder** 1 (box)**Container** 12 (folder)**Quick/Easy****Unit Date** 1979-2002, n.d.**box-folder** 1 (box)**Container** 13 (folder)**Senior****Unit Date** 1985-1991**box-folder** 1 (box)**Container** 14 (folder)**Publications****Unit Date** 1974-2004**"Sunny Side Up" bulletins****Unit Date** circa 2002**box-folder** 1 (box)**Container** 15 (folder)**Reader's Digest reprints****Unit Date** 1978-1983**box-folder** 1 (box)**Container** 16 (folder)