



PRESS RELEASE

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American Egg Board Announces 2025 Eggcelerator Lab® Product Development Competition

JACKSON, Miss. – The Mississippi Egg Marketing Board (MEMB) works to promote and expand the market for Mississippi produced eggs. Every year, the MEMB and the American Egg Board (AEB) combine efforts to educate communities on the versatility and cost-effective nutrition source that eggs provide. As part of those efforts, the American Egg Board’s Eggcelerator Lab® is excited to launch its annual Product Development Competition. This year’s competition challenges students to develop new and innovative products featuring egg yolk. Students can win a total of \$18,000 in prizes and a trip to Chicago.

This competition will engage, excite and encourage students to think big by showcasing their knowledge, expertise and ideas in creating food products that focus on new and novel uses for egg yolks. Eggs are an ingredient with endless nutritional and functional benefits. Through this competition, participating students will have the unique opportunity to develop innovative ways of using common egg ingredients to meet today’s consumer preferences for new types of food products.

Undergraduate and graduate students enrolled in institutions within the United States are eligible to compete in creating new food products that incorporate egg as an ingredient. Successful entries will meet specific competition criteria demonstrating innovation and providing value to consumers.

AEB’s Eggcelerator Lab® is the egg industry’s innovation center, created to spearhead innovation and help bring new egg-based product ideas to market through unparalleled insights and proven innovation methodologies, along with unmatched technical, functional, culinary and nutrition expertise. The Eggcelerator Lab® is addressing consumer needs through transformative products and technologies that capitalize on the unique functional and nutritional benefits of the incredible egg.

Visit www.incredibleegg.org/eggceleratorlabcompetition/ for guidelines and eligibility requirements. For more information about the Mississippi Egg Marketing Board, contact Jennifer Thompson at msegg@mdac.ms.gov.

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