

VIRGINIA AGRICULTURAL COMMODITY BOARD
ANNUAL REPORT

Virginia Egg Board
Fiscal Year 2024-2025

- I. Introduction
- II. Budget & Finances
- III. Program & Projects
- IV. Year End Funding Level
- V. Board Meetings and Attendance

I. Introduction

The Virginia Egg Board is one of sixteen commodity boards overseen by the Virginia Department of Agriculture and Consumer Services and exists to support promotion, education, and research for the Commonwealth's egg industry. The Governor appoints Board members to terms concurrent with the Governor's term.

The operations, authorities, and funding framework for the Board are established in Chapter 16 of Title 3.2 of the Code of Virginia. The Code defines key terms such as "handler" and "registered handler," sets Board composition and appointment processes, and authorizes the Board to manage the Virginia Egg Fund for research, education, publicity, advertising, and other promotional activities. The Code also requires the Board to report receipts and disbursements annually and provides for audit oversight by the Auditor of Public Accounts.

Virginia's Egg Excise Tax, amended in July 1994 to include processed egg products and to define the handler as the seller prior to retail, is the primary funding mechanism for the Virginia Egg Board. Funding for Board programs is derived from revenues collected through this excise tax. Under current administrative guidance, shell eggs are assessed at a rate of \$0.05 per 30-dozen case and processed egg products at \$0.11 per liquid equivalent. Recent clarifications to forms and processes, such as clearer explanation of the under-500-case exemption, have improved transparency and handler compliance. As of April 2025, Virginia Department of Taxation reporting shows 115 registered egg handlers in the Commonwealth. Handlers submit reporting and remittances monthly to the Virginia Department of Taxation, which transfers funds to VDACS for distribution to the Virginia Egg Council under the Virginia Egg Board's contract.

For FY 2024–2025 the Board's membership and leadership included Rodney Wagner, Chair; Ken Risser; Hobey Bauhan; Lake Wagner; Keith Sheets; Lee Underwood; and Paul Ruzler, Ph.D. Cecilia Glembocki served as Secretary to the Virginia Egg Board and Executive Director of the Virginia Egg Council until her retirement on December 31st, 2024. Kirby Moir was hired by the Virginia Egg Council as Executive Director on November 5, 2024, and replaced Cecilia's role as Secretary of the Virginia Egg Board. The Virginia Egg Board works through a contractual agreement with the Virginia Egg Council to administer programs funded by assessment dollars; this contract is renewed every five years and is next scheduled for renewal in 2029. The Virginia Egg Council carries out educational, promotional, and research initiatives on behalf of the Board, providing science-based nutrition information and outreach to consumers, educators, health professionals, food-service operators, and producers.

II. Budget

2024-2025 BUDGET		
Accounting	\$	11,100.00
Administrative supplies	\$	2,000.00
Food Supplies	\$	4,500.00
Freight & Express	\$	500.00
Insurance	\$	550.00
Meetings	\$	750.00
Membership & Publications	\$	700.00
Office Rent	\$	6,000.00
Payroll processing	\$	600.00
Postal Service	\$	1,200.00
Printing	\$	5,000.00
Professional Development	\$	200.00
Public Info & Exhibits	\$	1,000.00
Repairs and Maintenance	\$	250.00
Skilled Services	\$	2,500.00
Storage Rent	\$	3,100.00
Supplies	\$	2,200.00
Telephone/Internet	\$	5,700.00
Travel	\$	2,100.00
Wages	\$	125,000.00
Retirement Expenses	\$	3,270.00
Medical Insurance	\$	12,000.00
Programs		
VPF	\$	15,000.00
Ag in the Classroom	\$	2,500.00
VT Research	\$	10,000.00
Virginia Agribusiness Council	\$	1,000.00
VDACS Charges	\$	500.00
FCCLA/VATFACS	\$	750.00
TOTAL	\$	219,970.00

III. Programs

Virginia Poultry Federation – funding \$15,000

Support program efforts for egg producers and poultry industry in Virginia including education, industry resources, economic development, and community events.

Virginia Tech Research – funding \$10,000

Research supports poultry specialists, farmers and educators are equipped with data-driven insights for continued industry growth that enhances egg production, poultry health, and industry practices.

Agriculture in the Classroom – funding \$2,500

Program offers forty curriculum units featuring STEM-integrated lessons, hands-on activities, and classroom-ready resources, including extensive coverage of egg production and consumption. Program has reached over 700,000 children in the past year. Including school grants, volunteer-driven initiatives, and educator training. School grant program - 25,000 students in 44 localities statewide, with over half residing in suburban and urban areas. Partnering with 12 colleges and universities for guest lectures within elementary education coursework.

Virginia Agribusiness Council – funding \$1,000

Support Legislative Appreciation Banquet - over 900 attendees, including legislators and agribusiness leaders.

Traditional & Social Media Campaigns - funding \$8,000

The Virginia Egg Council expanded its outreach across both traditional and digital channels in 2024–2025, combining targeted earned media with creative social content to reach consumers statewide. Mary Rapoport led traditional media efforts, participating in 50 media segments with an estimated reach of 1,333,679, and consistently incorporating seasonal and regionally focused programming that showcased local producers and tied messaging to Virginia calendars and food traditions.

On social platforms, the Council maintained an active presence on Instagram and Facebook to amplify campaign messaging, celebrate Virginia egg producers, and engage educators, families, and food enthusiasts across the Commonwealth. Social content was coordinated with resources and national messaging provided by the American Egg Board (AEB) to ensure consistent, science-based communications about the nutritional benefits and versatility of eggs.

Professional Engagement – funding -\$5,000

Significant investment in working with educators and nutrition professionals empowers them to better understand and communicate the nutritional benefits and practical uses of eggs. Through active collaboration with professional associations and university partners, the Council equips educators and nutrition leaders with science-based tools, recipes, and messaging that support lifelong wellness.

Student Engagement

The Council's outreach extended meaningfully to students and emerging professionals through a variety of hands-on learning experiences designed to build confidence in the kitchen and deepen understanding of egg nutrition. Notably, *Teacher Appreciation Week* events at high schools such as Great Bridge, Hickory, and Appomattox provided opportunities to celebrate educators while introducing students to the versatility and health benefits of eggs. In partnership with Virginia Cooperative Extension, the Council also supported the

Food Frenzy weekend, an immersive experience that brought together students, educators, and Extension agents for interactive cooking labs featuring eggs.

Community Support & May Egg Month Celebration

The Virginia Egg Council’s commitment to community engagement was on full display during the 2025 May Egg Month celebration. In partnership with the Virginia Department of Agriculture and Consumer Services (VDACS), the Council launched a social campaign to honor Virginia’s egg producers and promote egg nutrition through education, outreach, and charitable giving.

In celebration of May as Virginia Egg Month, Dutt & Wagner and Green Valley Poultry of Abingdon, Virginia generously donated 10,800 eggs to Feeding Southwest Virginia Foodbank in Abingdon, Virginia. The donation was commemorated during a special event on Tuesday, May 20, 2025, where Virginia Secretary of Agriculture and Forestry, Matthew Lohr, presented the official Governor’s Proclamation declaring May as Egg Month in the Commonwealth. The proclamation recognizes the vital role of Virginia’s egg producers in providing nutritious food and supporting the state’s agricultural economy. To further commemorate the occasion Suzanne Youngkin, the First Lady of Virginia, prepared a special video celebrating Egg Month and recognized the impactful donation. The board viewed the special video from the First Lady of Virginia.

IV. Year End Funding Level

1. Cash Balance	<i>June 30, 2024</i>	\$31,934.34
2. Assessment Receipts (CC 665)	<i>July 1, 2024-June 30, 2025</i>	\$205,116.78
3. Other Receipts (Interest)	<i>July 1, 2024-June 30, 2025</i>	\$1,193.77
4. Total Balance and Receipts (1+2+3)		\$238,244.89
5. Expenditures		\$217,871.42
6. Cash Balance	<i>June 30, 2025</i>	\$20,373.47

V. Board Meetings & Attendance

Members	Roanoke, Virginia – June 24, 2025
Rodney Wagner	Yes - <i>Virtual</i>
Ken Risser	Yes
Keith Sheets	Yes
Lake Wagner	Yes
Lee Underwood	No
Hobey Bauhan	Yes
Dr. Paul Ruszler, Ph.D.	No