



A YEAR IN REVIEW

Throughout the past year, the Ohio Poultry Association (OPA) remained focused on strengthening the state's egg, chicken, and turkey farming communities. OPA worked collaboratively with state and federal partners to safeguard flock health, administer poultry health programs, advocate for members at the Ohio Statehouse and in Washington, D.C., advance workforce development opportunities, and engage consumers statewide through targeted marketing and promotion.



BIRD HEALTH

In 2025, OPA remained the Official State Agency for Ohio's National Poultry Improvement Plan (NPIP) through cooperative agreements with USDA. As Ohio experienced significant impacts from Highly Pathogenic Avian Influenza (HPAI), OPA supported producers and response efforts while continuing its work in disease prevention, surveillance, biosecurity and rapid response.

OPA conducted nine hatchery inspections, four slaughter plant audits for NPIP pre-movement testing compliance, and 20 biosecurity audits. OPA also submitted more than 650 PCR samples for disease testing and supported testing of 220 exhibition and backyard flocks for Pullorum and Avian Influenza.



PRODUCER EDUCATION AND HPAI PREPAREDNESS

OPA expanded access to timely education opportunities to help farmers improve animal care and biosecurity practices. Top highlights from 2025 include the following:

- On October 7, 2025, OPA, in partnership with Indiana Pork, Indiana State Poultry Association and VTF Excavation, hosted the Catastrophic Mortality Disposal Training in Celina, Ohio, drawing more than 125 attendees.
- OPA and the Egg Industry Center also co-hosted a well-attended Dust and Disease in Egg Production virtual forum on June 12, providing timely industry updates and guidance.
- Building on lessons learned from the 2024-2025 HPAI outbreak, OPA continued engagement through producer hot washes, state and federal hot washes, and supported the formation of new committees to address ongoing challenges.
- Additionally, the Egg Industry Center's Egg Forum was held in conjunction with the OPA Annual Celebration Banquet in September 2025.





YOUTH AND PUBLIC EDUCATION

Strategic investments in workforce development strengthened the talent pipeline and equipped the next generation of poultry professionals. In 2025:

- The OPA team worked closely with OSU, 4-H and FFA throughout the year, participating in the 4-H Spark Expo, FFA State Convention, Wooster and Columbus Youth Poultry Clinics, poultry judging contests, and other outreach events to engage future industry leaders.
- The Ohio National Poultry Show, held November 7-9, 2025, at the Ohio Expo Center, featured more than 8,100 birds. OPA hosted a tabletop booth to connect with exhibitors on NPIP and biosecurity, while also selling apparel. OPA also designed, printed and displayed biosecurity signage throughout the exhibit halls and biosecurity footbaths at all major entrances and exits.
- In collaboration with Education Projects, OPA facilitated two, two-day Chickenology teacher workshops, reaching 46 teachers. Additionally, producers connected with teachers during the workshops and through a hosted dinner at OPA. Evaluation from the workshops showed that teachers plan to use **89% of the lessons** for an average of **8.9 years, representing a potential reach of 52,403 students.**
- In partnership with Shiftology, OPA hosted two live virtual field trips, reaching more than 4,500 students with continued engagement through on-demand views.



LEGISLATIVE ENGAGEMENT

OPA actively engaged with policymakers to advocate for responsible legislation that supports a resilient and competitive poultry sector. Highlights from 2025 included:

- OPA worked successfully to increase funding for laboratory services and more staff at the Ohio Department of Agriculture to combat HPAI outbreaks.
- OPA secured language in a bill to ensure remote veterinary care could be applied to the poultry industry when changes are made at the Federal level to allow such care.
- Assisted OSU to gain increased funding for the College of Veterinary Medicine, which will allow for more students to become veterinarians, increasing access to veterinarians for farmers.
- Obtained significant increase in budget funding to the poultry line item at a time when funding requests to the Legislature were severely constrained.
- Successfully drafted and placed language in the Ohio Revised Code that will shield OPA members from harmful public records requests from outside activist groups regarding HPAI outbreaks.
- Worked collaboratively with the Ohio Department of Agriculture, the Ohio General Assembly and USDA to minimize impacts of HPAI outbreaks.



EGG AND POULTRY PROMOTION

EARNED MEDIA

Earned media coverage throughout the year amplified OPA's message, **reaching more than 575 million consumers nationwide**. Coverage of OPA's Ohio State Fair deviled eggs generated national attention, including being featured as the Top Moment on NBC Nightly News with Tom Llamas. This visibility positions OPA and OhioEggs.com as a creative and trusted voice in the industry.

WEBSITE ENGAGEMENT

Website engagement remained strong, with more than 167,000 unique visitors accessing OPA's three websites.

BLOGGER/INFLUENCER ENGAGEMENT

In 2025, OPA strengthened its partnership with influential content creators to promote eggs, chicken and turkey through engaging recipe development and lifestyle-focused content.

- Total influencer reach: **52,303**
- Likes: **2,235**
- Views: **176,297**
- Comments: **1,010**



In 2025, OPA launched five integrated marketing and digital social campaigns to showcase eggs, chicken and turkey during key seasonal moments.

NEW YEAR HEALTHY EATING

 REACH: **189,060**  LINK CLICKS: **6,609**

EASTER

 REACH: **292,717**  LINK CLICKS: **11,715**

NATIONAL EGG MONTH

 REACH: **185,862**  LINK CLICKS: **9,002**

THANKSGIVING

 REACH: **1,505,008**  LINK CLICKS: **45,968**

HOLIDAY

 REACH: **1,047,273**  LINK CLICKS: **47,705**





OPA was proud to serve its members in 2025 by leading impactful initiatives, educating consumers, and advocating for Ohio's poultry farming community, and looks forward to building on that success in the year ahead.

Please contact OPA staff for more information about this report or specific initiatives at:
info@ohiopoultry.org.

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