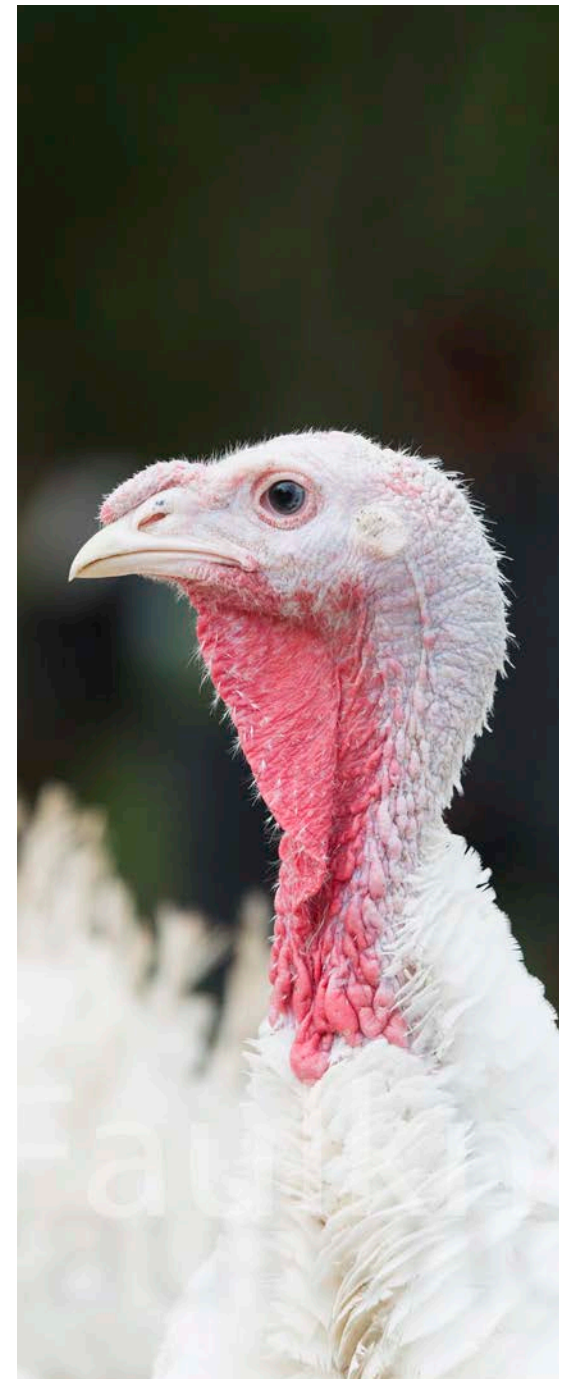




# 2017

# ANNUAL REPORT

OHIO POULTRY ASSOCIATION



# LOOKING BACK - AND FORWARD



## LOOKING BACK - AND FORWARD

Benjamin Franklin said, “Without continual growth and progress, such words as improvement, achievement, and success have no meaning.” 2017 indeed was a year of great growth and progress for Ohio’s egg, chicken and turkey farming communities.

Through it all, we have focused on what brought us from yesterday to today and what will lead us to tomorrow – working collaboratively for the greater good of our industry. We celebrated together, we mourned together, and we overcame challenges together. What the Ohio Poultry Association (OPA) does on your behalf is so meaningful, and we appreciate all you do to support our organization.

We take our role as leaders of this community very seriously, as we do our firm obligation to be good stewards of the investments you make as members to educate our constituencies, advance regulatory and policy issues, and encourage demand for the foods we produce.

It is our distinct honor to look back at 2017 and realize all we were able to achieve – and to contribute to the success and vibrancy of animal agriculture in Ohio. As we did, we also remained true to our roots – doing the right thing, at all times, for our stakeholders and our animals.

Among those achievements were:

- Continuing in partnership for the health of the state’s poultry flocks and working collaboratively with state and federal agencies to assure disease prevention standards are met;
- Holding regular preparedness meetings and training with staff from the Ohio Department of Agriculture and USDA, along with OPA and its farmer-members;
- Growing our presence at the Ohio State Fair, including adding new menu items and continuing to operate two food booths at the Taste of Ohio Pavilion;
- Celebrating the sixth anniversary of our OPA-sponsored “PJs and Eggs” fundraiser to benefit Nationwide Children’s Hospital;
- Maintaining the awareness of Ohio’s egg farming community through high-visibility sponsorships with The Ohio State University, Toledo Mud Hens and the Cleveland Marathon; and
- Increasing engagement with Ohio’s Latino community through sponsorship and booths at several Hispanic festivals statewide.

Learn more about these programs, and other important accomplishments, in the following pages of this report.

As a member, partner or friend of Ohio’s egg, chicken and turkey farming communities, we extend our gratitude for your valued support of all we do. We hope this year is filled with happiness, success and meaning.

  
Lisa Timmerman • OPA Board President

  
Jim Chakeres • OPA Executive Vice President

## 2017 BOARD OFFICERS

The 2017 leadership team included a diverse group of egg and poultry farmers and allied industry across the state. Board members serve two-year terms on the OPA board. The 2017 officers included:

**President** – Lisa Timmerman

**Vice President** – Josh Moore

**Secretary** – Doug Mack

# POULTRY HEALTH PROGRAMS



## POULTRY HEALTH PROGRAMS

OPA is responsible for administering the Notifiable Avian Influenza (NAI), National Poultry Improvement Plan (NPIP) and Upland Game Bird surveillance programs for the state.

Throughout 2017, scheduled AI Preparedness Team meetings were held with staff from the Ohio Department of Agriculture (ODA), USDA and OPA. Three Ohio Emergency Disease Management Committee meetings were held for industry to review Ohio's AI response plan and appendices and provide input. The Disposal and Depopulation subcommittees of the AI Preparedness Team continued to make progress on written support documentation and hosting several meetings with landfill representatives.

### NATIONAL POULTRY IMPROVEMENT PLAN

In 2017, OPA continued to work cooperatively with the ODA Division of Animal Industry and USDA Animal and Plant Health Inspection Service Veterinary Services (APHIS VS) as the Ohio administering state agency for NPIP. OPA also oversees the H5/H7 Avian Influenza Program for all NPIP Subparts.

In 2017, OPA:

- Conducted 11 hatchery inspections
- Qualified 37 Subpart E hatchery breeder flocks
- Managed 31 Upland Game Bird propagators operating on a 90-day monitoring program
- Conducted four slaughter plant audits for compliance with NPIP pre-movement testing

- Performed nearly 27,000 ELISA and 700 PCR AI tests in Ohio's commercial poultry production, 350 upland samples, and 750 backyard/exhibition tests

New in 2017 were the NPIP Biosecurity Principles. OPA reviewed several producer's biosecurity plans and performed mock audits throughout the year. Nine official biosecurity audits were conducted in 2017.

OPA continued to provide outreach and educational materials for NPIP programs, biosecurity, and AI surveillance and control programs. OPA is currently developing backyard and exhibition flock health and biosecurity content for the association's website.

OPA and ODA combined efforts to organize Certified Pullorum Tester Training classes. Ohio oversees 239 Certified Pullorum testers with 58 of those being certified in 2017. The certified testers were trained to test poultry for Ohio's 96-county and independent fairs. OPA's Authorized Agents tested 305 Subpart E (exhibition and backyard flocks) participants for Pullorum and Avian Influenza. Between backyard and Upland Game Bird participants, OPA tests in over 87 percent of Ohio's counties.

OPA worked collaboratively with ODA, Ohio Department of Health and USDA on the Ohio Egg Quality Assurance Program (OEQAP). The program outlines stringent guidelines for the production, processing and transportation of eggs. Ohio held two certification of participation training sessions in 2017.



# ISSUES MANAGEMENT & LEGISLATIVE INITIATIVES



## ISSUES MANAGEMENT

Throughout 2017, OPA continued to monitor key issues impacting the Ohio egg, chicken and turkey farming communities. Issues included animal care and housing, water quality and food safety issues.

OPA regularly monitored and engaged with industry stakeholders to keep Ohio egg, chicken and turkey farmers apprised of any High Pathogenic Avian Influenza (HPAI) findings.

OPA also prepared issues and education materials for the egg and poultry industries. Some of this work included media coordination for individual farmer issues and updating economic impact talking points and fact sheets.



## LEGISLATIVE INITIATIVES

As the 132nd Ohio General Assembly was set to begin in January 2017, Republicans in Ohio, buoyed by successes in the 2016 elections, entered the new session with a 66-33 majority in the Ohio House, with Republicans in the Senate enjoying a 24-9 majority. House Speaker Cliff Rosenberger entered 2017 retaining his office of Speaker to lead his caucus while the Senate entered a new leadership era, as Senator Larry Obhof became the new Senate President.

As is customary for the beginning for a new two-year legislative session, the General Assembly kicked off the year with introduction of the biennial budget (House Bill 49). With Governor John Kasich off the presidential campaign trail and now a “lame-duck” governor, and with many uncertainties surrounding declining sales and income tax collections, the budget debate between the administration and legislature was largely contentious. While much of the budget focus was contained in the areas of Medicaid and K-12 education, several key policy changes were included in the legislation, particularly within various departments OPA works with (Ohio Department of Agriculture, Ohio Environmental Protection Agency and the Ohio Department of Natural Resources).

After many years of discussion and debate, changes to the Current Agricultural Use Valuation (CAUV) program were included in HB 49. Beginning in September 2017, these changes will be phased in over two reassessment cycles (six years).

Following passage of the budget and a brief summer recess, the legislature picked up work in the fall with

consideration of several pieces of legislation that are of interest to the association.

Below is a brief summary of some of the legislation enacted or of interest to OPA in 2017:

### HOUSE BILL 175 - SMALL LIVESTOCK

*(REP. TOM BRINKMAN)*

In spring of 2017, State Representative Tom Brinkman (R-Mount Lookout) introduced House Bill 175 at the urging of one of his constituents. In an effort to address “urban homesteading,” particularly concerns with “food security, food scarcity, and food freedom,” HB 175 would allow a property owner to keep, harbor or breed, “small livestock” (chickens and similar fowl) under certain conditions. The legislation also prohibits county and township zoning authorities from regulating certain agricultural activities conducted on residential property for noncommercial purposes. The legislation is currently being considered by the House Agricultural and Rural Development Committee and has received two hearings. OPA has attended several interested party meetings on the issue and will remain involved in discussions with both the committee members and members of the agriculture community.

### HB 382/HJR 4 – UNEMPLOYMENT COMPENSATION

*(REP. KIRK SCHURING)*

Resulting from a working group formed during the 131st General Assembly, Representative Kirk Schuring (R-Canton) introduced House Bill 328 in late 2017 in order to develop a long-term solution to address and re-vamp the state’s unemployment compensation system.

HJR 4, introduced in conjunction with HB 328, would allow for a proposed constitutional amendment to permit the state to issue bonds to pay off debt incurred if the fund needs to borrow money. HB 382 would increase the premium wage base to \$11,000 and create an employee coinsurance payment, of which employees would pay 10 percent of the amount paid by the employer. Benefits would be limited to 24 weeks, with 26 weeks available if the unemployment in the industry is caused by weather. HB 382 is currently under consideration in the House Government Accountability & Oversight Committee and has had over a dozen hearings. Business and labor groups are still in disagreement about the employer/employee split as well as several other minor issues.

Looking into 2018, OPA will continue to monitor and participate in discussions with the administration surrounding water quality rules and particularly, the work of the House and Senate Ag Committees as they review and issue their respective reports on the implementation of Senate Bill 1 from the 131st General Assembly.

With this being the final year of the Kasich administration, it is expected that agencies will be encouraged to pursue any remaining initiatives or goals through the promulgation of administrative rules so we will be vigilantly monitoring agencies for items related to our industry. Additionally, we will be working with other interested parties in anticipation of possible ballot initiatives being pursued by HSUS and other entities. This ballot language could include issues concerning local control versus state control in relation to animal welfare or possibly environmental issues.

# PRODUCER & ASSOCIATION PROGRAMS & EVENTS





## PRODUCER AND ASSOCIATION PROGRAMS AND EVENTS

In 2017, OPA attended many regional and national conferences and meetings.

### ANNUAL BANQUET AND INDUSTRY CELEBRATION

OPA celebrated the 32nd Annual Banquet on April 21, 2017, at the Columbus Renaissance Hotel. The event theme was “Peace, Love & Poultry” and a groovy time was had by all, thanks to great food, entertainment and friends.

Attendees donned their best 60s/70s-themed outfits and competed for “best dressed” to win a lava lamp and other prizes. In addition, attendees helped raise money, which resulted in a \$1,000 donation to the Ohio Association of Foodbanks on behalf of the association.

This year, four awards were presented, which honored five individuals who have made significant contributions to Ohio’s egg, chicken and turkey farming communities, including:

**Golden Egg Award:** Jim Cooper

**Legacy Award:** Stoller Farms

**Golden Feather Award:** Representative Brian Hill and Former Representative Dave Hall

**Meritorious Service Award:** Dr. Tim Barman

### OHIO NATIONAL

OPA attended the 2017 Ohio National Poultry Show at the Ohio Expo Center. This year’s show featured more than 5,400 birds representing dozens of breeds.

During the show, OPA encouraged attendees to use a custom filter on Snapchat, an image messaging mobile application, to share with their friends.

### WHITE HOUSE EGG ROLL

The 2017 White House Easter Egg Roll was held on April 17. The American Egg Board had more than 50 volunteers on hand, including Jim Chakeres and Allison Mills of OPA, to assist with distributing 14,700 eggs-on-a-stick. AEB also exhibited the Hen to Home interactive display at the event, which allowed attendees to see how an egg goes from the farm to their kitchen.



## OHIO STATE FAIR

From cookoffs to new menu items, it was another egg-citing year at the Ohio State Fair!

### Culinary Competitions

On July 29, OPA sponsored three culinary competitions in Cardinal Hall challenging Ohio home cooks to create their best recipes using Ohio eggs and turkey.



- **Egg-citing and Devilishly Good** - Featuring a round for local celebrities followed by a round for amateur chefs, participants competed to create the best deviled eggs. Contestants were provided with eight hard-boiled eggs and given 30 minutes to develop their recipe, prepare on-site and serve 12 deviled egg halves for the judges. Local celebrities included: Mary Yost, editor of Columbus CEO; Marshall McPeck, meteorologist from ABC6; Katie Ferrell, anchor at NBC4; and J.R. McMillan, food writer at 614 Magazine. McMillan took first place with his “Huevos Diablos al Pastor,” deviled eggs inspired by Mexican spit-grilled pork. Michelle Kusma won the amateur competition with her Mexican Street Corn Deviled Eggs.



- **Egg-stra, Egg-stra!** - Ohio home cooks were challenged to use Ohio eggs to make the best homemade frittata or quiche, brownie, cheesecake, Bundt cake and éclair or cream puff. The winning recipes included Rustic Fudgy Peanut Butter Brownies (pictured), Mocha Cheesecake, Tiramisu Bundt Cake, Traditional Cream Puffs and Hearty Flavorful Quiche!
- **Turkey Grilling Cook-off** - Contestants had 30 minutes to grill a provided selection of turkey products and create their own side or garnish/ sauce using their own ingredients and supplies. Ed Kowalski won first place with his Kentucky Hot Brown- inspired sliders, pizza and meatballs.

### Taste of Ohio Café



This year, OPA hosted two booths inside the Taste of Ohio Café featuring Ohio-produced eggs, chicken and turkey! This year’s menu featured new Maple Butter Breakfast Sliders in addition to familiar favorites, including the famous “Thanksgiving at the Fair,” juicy turkey ribs, salads and signature sandwiches.

## Agriculture and Horticulture Building

OPA's hatching unit hosted both eggs and baby chicks allowing fairgoers to observe and watch chicks hatch up close!

## Ag Hall of Fame Breakfast



OPA was honored to be a sponsor of the 52nd Annual Ohio Agricultural Council Hall of Fame Breakfast, an event dedicated to inducting new agricultural leaders into the Ohio Agricultural Hall of Fame. OPA provided nearly 40 made-to-order omelet stations allowing the 600 attendees to receive their own custom omelets made fresh in front of them.

## Sale of Champions

OPA members supported the 50th Anniversary of the Sale of Champions on August 6 at the Ohio State Fair. The grand and reserve champion market chickens were purchased by Gerber Poultry and The Kroger Company for \$15,000 and \$11,000, respectively. The grand champion market turkey sold for \$15,000 to Cooper Farms, the Ohio Harness Horseman's Association and Kale Marketing.



## PJS AND EGGS

The sixth annual PJs and Eggs event was held on October 26. Ohio egg farmers once again partnered with 11 central Ohio restaurants that served breakfast for dinner to benefit Nationwide Children's Hospital.

Open to guests of all ages, attendees were encouraged to dine in their family-friendly pajamas and bring new pajamas sized newborn to 12 years to donate to Nationwide Children's Hospital for children receiving care and services through its Columbus-wide treatment network. In exchange for pajamas donated, guests received a free dozen Ohio eggs.



This year's event raised \$3,628 in monetary donations and collected 1,737 pairs of pajamas. To date, PJs and Eggs has raised \$9,423 in monetary contributions for Nationwide Children's Hospital and donated 7,313 pairs of pajamas.

A special thanks to Cal-Maine Foods, New Day Farms, Nature Pure, Sauder's Eggs, Trillium Farms, Stoller Farms, Hemmelgarn & Sons, Hendrix-Genetics, Cooper Farms, Weaver Brothers and Wendel Poultry Service for collecting pajamas and staffing the event!

# SPONSORSHIPS & PARTNERSHIPS



## SPONSORSHIPS AND PARTNERSHIPS

### THE OHIO STATE UNIVERSITY ATHLETICS PARTNERSHIP

Ohio egg farmers once again were a sponsor of Ohio State Football for the 2017-2018 season!

As part of OPA's sponsorship with The Ohio State Buckeyes, the Buckeyes share a "Tailgate Treat" recipe every Saturday during football season on the official Buckeyes' Facebook page, which reaches more than 2 million fans. OPA has worked the past few years with Ohio food bloggers to develop creative buckeye candy-inspired recipes that are on OhioEggs.com and are shared by Ohio State and on OPA's social media throughout football season.

In 2017, OPA worked with two Ohio food bloggers to develop two new buckeye recipes—Buckeye Cake Mix Cookie Bars by In Katrina's Kitchen and Chocolate Dipped Buckeye Cupcakes by Tastes of Lizzy T, which also included a video.

For fans attending the games, OPA sponsored the fourth-quarter replay, which was named the "Incredible Replay."





## TOLEDO MUD HENS PARTNERSHIP

Ohio egg farmers and Hertzfeld Poultry Farms were pleased to partner with the Toledo Mud Hens for the “Eggs and Bacon” Series against the Lehigh Valley Iron Pigs for the third consecutive year. The three-game series ran from April 28-30, 2017.

The Mud Hens wore egg-inspired specialty jerseys during the games. Visitors also took part in egg-related contests for prizes and entered for a chance to win free eggs for a year.

## CLEVELAND MARATHON SPONSOR

OPA was a bronze sponsor for the 40th anniversary Rite Aid Cleveland Marathon, one of the 50 longest-running marathons in the United States. The event was held on May 21, 2017, which was a great way to

promote eggs to more than 15,000 runners during National Egg Month.

As part of the sponsorship, OPA received recognition on the Cleveland Marathon website, signage, social media and finish line announcements, e-blasts with specific content from OPA, and an insert in the virtual goody bag sent to all race participants.

OPA also staffed a booth at the Health and Fitness Expo, which was a great opportunity to promote egg nutrition and the role eggs play in a high-protein diet. OPA also encouraged attendees to sign-up to win a year’s supply of free eggs from Ohio egg farmers. As a result, OPA received nearly 200 entries, including email addresses that can be used for future correspondence.

## HISPANIC FESTIVAL SPONSOR

In 2017, OPA sponsored the Dayton Hispanic Festival and the Cincinnati Hispanic Festival in honor of Hispanic Heritage Month. Both festivals celebrated Hispanic culture through live music, dance, traditional Latino food, prizes, information booths and children’s activities.

OPA teamed up with the Kentucky Poultry Federation to staff one exhibit at the Cincinnati Hispanic Festival. At the event, OPA provided bilingual information about egg nutrition, egg farming and recipes. OPA also encouraged attendees to sign-up to win a year’s supply of free eggs from Ohio and Kentucky egg farmers. Both events drew in thousands of attendees from surrounding regions.

# INTEGRATED CAMPAIGNS



## INTEGRATED CAMPAIGNS

In 2017, OPA executed integrated communications campaigns to promote Ohio's egg, chicken and turkey farming communities during key times of the year.

### EASTER



OPA leveraged the popular Easter season to share information related to egg farming, nutrition, safety and cooking on its social media platforms. Content shared on Facebook leading up to Easter received 3,524 likes, 258 comments and 800 shares, and Facebook drove 1,300 clicks through to OhioEggs.com.

To help add new Facebook fans, OPA hosted a Facebook sweepstakes to win a \$200 grocery gift card to buy all of the ingredients for an Easter feast, including fresh Ohio eggs, which received **6,500 entries**. In four weeks, OPA added 2,140 new Facebook fans and 100 Twitter followers. Recipes that OPA promoted on Pinterest received 253,400 impressions, 500 saves and 600 clicks through to OhioEggs.com.

OPA also partnered with three Ohio food bloggers to create and share egg-inspired recipes on OhioEggs.com and on their personal sites. In addition to sharing the three recipes on OhioEggs.com, the recipes were also shared on the bloggers' sites to a **combined 1.56 million readers, where they received an estimated 18,300 views**.



## NATIONAL EGG MONTH

For National Egg Month in May, eight Ohio food and lifestyle bloggers from throughout the state gathered in Columbus to attend a special two-day, one night event hosted by OPA. During the event, the bloggers learned all about eggs—from cooking tips and hacks to egg safety to egg farming. Several Ohio egg farmers joined the bloggers throughout the event to tell their stories, provide insight into modern egg farming practices and candidly answer the bloggers' questions.

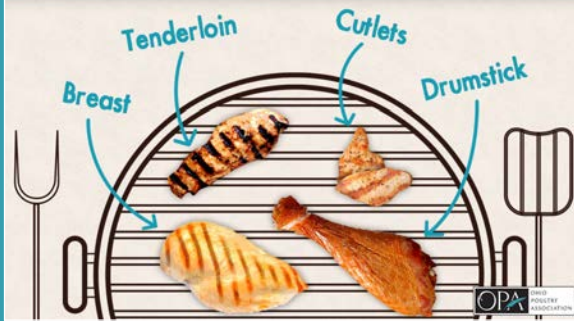
During the event, the bloggers were very active on social media, sharing updates frequently across Instagram, Facebook and Twitter with their **95,000 combined followers**. Instagram Stories, which are live updates that are shared on an Instagram profile and disappear after 24 hours, were the most popular way that the bloggers shared content. The bloggers shared:

- 40 Instagram posts, including photos and videos, and 26 Instagram Stories with **31,837 Instagram followers**
- 22 Facebook posts with **23,961 Facebook fans**
- 36 tweets with **36,621 Twitter followers**

Following the event, five bloggers shared their experiences on their sites, which have been viewed about **3,100 times** by a combined **27,500 readers** and have been shared on social media **550 times**.

## BEST TURKEY CUTS FOR GRILLING:

#TURKEYLOVERSMONTH



## OHIO'S TURKEY FLOCKS CONSUME MORE THAN 4.4 MILLION BUSHELS OF CORN EACH YEAR



#TURKEYLOVERSMONTH

## NATIONAL TURKEY LOVERS' MONTH

In June 2017, OPA leveraged June being Turkey Lovers' Month to partner with a food blogger to share information with Ohio consumers about turkey nutrition, cooking, safety and turkey farming. Ohio food blogger Foodtastic Mom developed Lemon Pesto Turkey Burgers and a quick cooking video. The recipe is featured on OPA's website and was shared on the bloggers' site, where it was shared with **124,000 readers and had an estimated 8,800 views**. Both the recipe and video were shared on OPA's social media, and the video has received 11,100 views.

In addition, OPA coordinated a targeted advertising campaign on OPA's Facebook page to promote consumer-friendly, infographic-style graphics that share facts about turkey nutrition and cooking/preparation. Turkey-related content received **2,133 likes, 40 comments and 167 shares** in June, and 200 new fans were added. A Pinterest advertising campaign also promoted turkey-inspired recipes on OPA's website, which drove 1,888 visitors to the site in June.

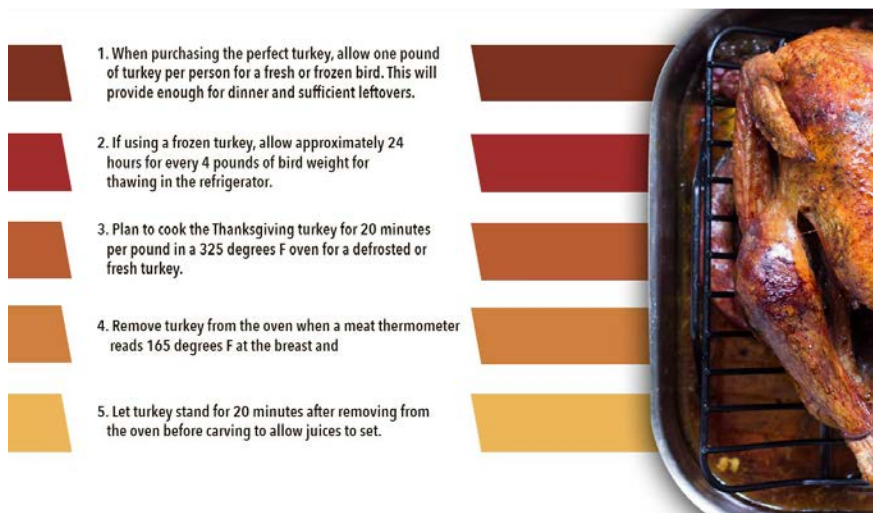
To complement the digital efforts, OPA distributed a news release to statewide food editors. Coverage included a placement in the Sidney Daily News and other weekly publications.

## BACK-TO-SCHOOL

During back-to-school, OPA partnered with five Ohio food and family bloggers to develop easy, quick egg breakfast recipes for back-to-school.

Combined, the bloggers reached **78,117 Facebook followers, 34,706 Twitter followers, 19,139 Instagram followers and 77,354 Pinterest followers**. The five recipe posts shared by Ohio food and family bloggers on their sites for back-to-school received an estimated 13,200 page views by 171,000 readers and were shared on social media 381 times.





1. When purchasing the perfect turkey, allow one pound of turkey per person for a fresh or frozen bird. This will provide enough for dinner and sufficient leftovers.
2. If using a frozen turkey, allow approximately 24 hours for every 4 pounds of bird weight for thawing in the refrigerator.
3. Plan to cook the Thanksgiving turkey for 20 minutes per pound in a 325 degrees F oven for a defrosted or fresh turkey.
4. Remove turkey from the oven when a meat thermometer reads 165 degrees F at the breast and
5. Let turkey stand for 20 minutes after removing from the oven before carving to allow juices to set.



LIKE US TO ENTER TO  
**WIN A \$200**  
**GROCERY**  
**GIFT CARD**  
TO BUY YOUR THANKSGIVING FEAST  
FROM OHIO TURKEY FARMERS!



**MERRY CHRISTMAS**  
FROM OHIO'S EGG, TURKEY AND CHICKEN FARMERS!

## THANKSGIVING

During the Thanksgiving season, Facebook, Twitter and Pinterest drove a combined 11,700 clicks to OhioEggs.com, and about 2,000 new fans and followers were added to OPA's Facebook and Twitter accounts. Pinterest ads featuring Thanksgiving-related recipes drove about 5,400 visits to OhioEggs.com, and Twitter ads drove 8,639 link clicks through to Thanksgiving recipes.

OPA also launched a Facebook sweepstakes that ran for three weeks and encouraged individuals to enter for a chance to win a \$200 grocery gift card from Ohio turkey farmers. The sweepstakes received **6,800 entries, 604 shares and 16,400 visits**.

Additionally, OPA once again hosted an Ohio Talks Turkey-themed Twitter chat from OPA's Twitter

handle, encouraging users to get their turkey prep questions answered and participate in turkey-themed discussions using the hashtag #OhioTalksTurkey. As a result, #OhioTalksTurkey was used in close to 5,000 posts with a reach of about **192,400 and possible exposure of 3.1 million impressions**.

OPA also partnered with five Ohio food and family bloggers to share information about Ohio turkey farming, turkey cooking and nutrition and safety tips. The five recipe posts received an estimated **10,300 views by 108,000 readers** and have been shared **518 times** on social media.

OPA also secured a cooking segment on Fox 19 Cincinnati where Jim Chakeres showcased how to make Bourbon Brined Turkey Breast and Legs while also sharing food safety tips.

## HOLIDAY

OPA engaged consumers on social media with cooking and safety tips, nutritional information and egg-inspired recipes during the holiday season. Content shared on Facebook received very high engagement, including about **8,700 likes, 400 comments and 2,500 shares, and about 400 new fans were added to the page in December**. There were an average of about 3,300 clicks on OPA's pins in December, which led to recipes on OhioEggs.com. Twitter drove about 1,300 clicks through to the website during the month.

OPA also partnered with four Ohio bloggers to share dessert and holiday breakfast recipes using Ohio eggs. The four recipes were shared with a combined **461,000 readers** and received an estimated **19,500 views** on the bloggers' sites.

# MEDIA RELATIONS & SOCIAL MEDIA



## MEDIA RELATIONS

OPA regularly develops outreach to media, including news releases, media advisories, pitches, op-ed columns, on-air cooking demonstrations, and more.

In 2017, OPA reached consumers during key times of the year, including: healthy recipes to incorporate as part of New Year's resolutions, American Heart Month, OPA award winner release, National Egg Month release, Ohio State Fair culinary competition releases, Fourth of July food safety release, back-to-school release, PJs and Eggs, Thanksgiving turkey pitches and releases, and holiday baking release.

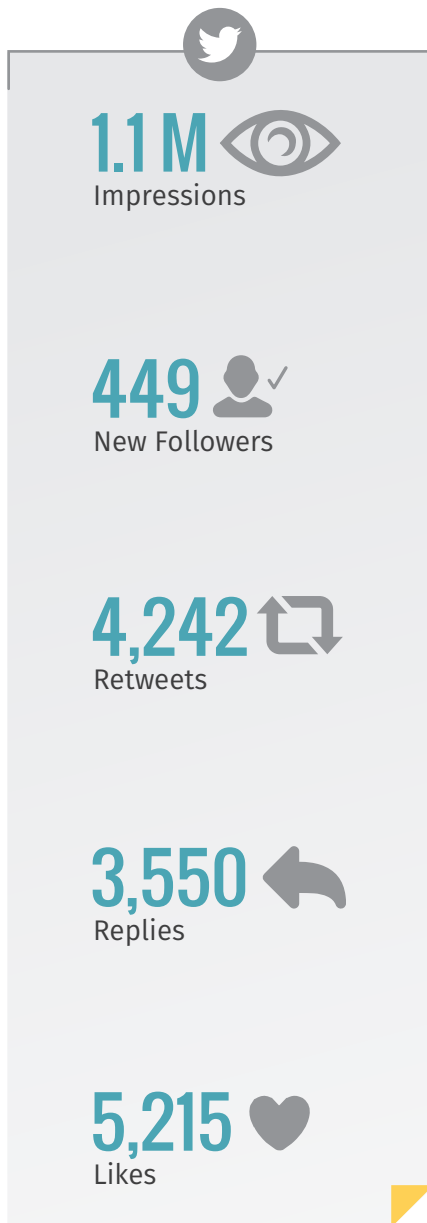
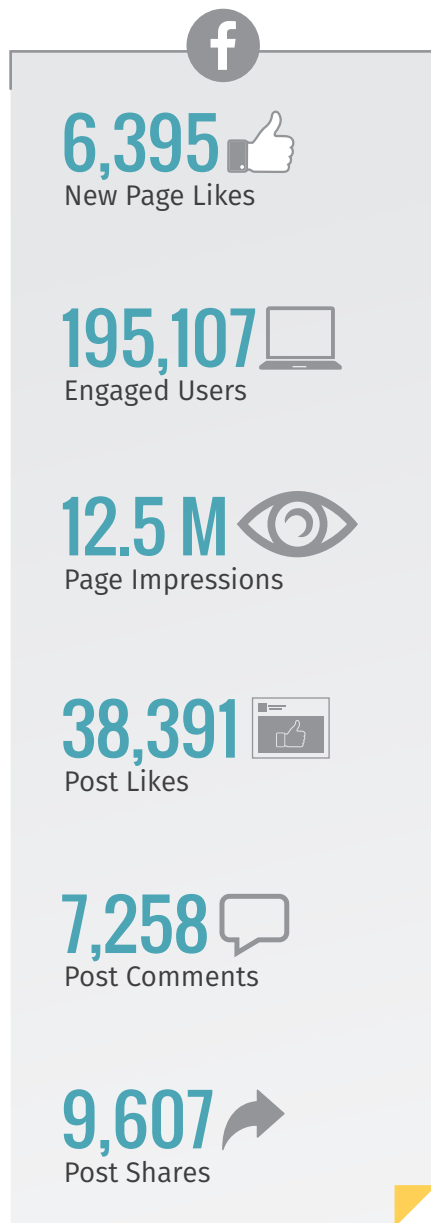
Jim Chakeres continues to provide great egg, chicken and turkey recipes to viewers through regular TV appearances on stations across the state.



# SOCIAL MEDIA

## BY THE NUMBERS

In 2017, OPA increased its social media following on each platform, reaching millions of Ohioans.



OPA continues to update its social media channels daily with strategic and valuable content in an effort to engage directly with consumers. Additional social media efforts throughout the year included the following:

### WORLD EGG DAY

For World Egg Day on October 13, OPA launched a Free Eggs for a Year Contest on the association's Facebook page. OPA encouraged entrants to invite a friend anywhere in the world to a "virtual breakfast" by tagging them in the contest post along with what egg-inspired breakfast they'd enjoy together. As a result, the contest received more than 60 entries and 30 shares.

### 50,000TH FACEBOOK FAN

To celebrate OPA reaching 50,000 Facebook fans, the association posted an offer for the 50,000th fan to win an ultimate fan package. The post received 132 reactions and 42 shares, and the number of page likes increased by 317 in one day. The winner was sent an ultimate fan package from OPA.



# BLOGGER/INFLUENCER ENGAGEMENT & MARKETING INITIATIVES



## BLOGGER/INFLUENCER ENGAGEMENT

In 2017, OPA partnered with nine Ohio food and mom bloggers to create recipes throughout the year for campaigns that included Easter, back-to-school, Thanksgiving and holiday. OPA also hosted a blogger tour in May for National Egg Month.

OPA asked the bloggers to develop egg-inspired recipes that were shared on their sites and/or on OhioEggs.com. Many of the bloggers also shared these recipes, along with messages provided by OPA, on their own sites to further extend the reach.

This past year, the food bloggers developed 11 recipes that have been added to OhioEggs.com, which have received thousands of views on the website since they were posted, thanks in large part to Facebook and Pinterest ads, and to the bloggers' social promotion.

The 16 blog posts that Ohio bloggers shared on their sites in 2017, sponsored by OPA, have had about 64,300 views by an estimated 1.8 million readers and have been shared on social media about 2,930 times.



## MARKETING INITIATIVES

Throughout 2017, OPA implemented several marketing and communication initiatives to further promote Ohio's egg, chicken and turkey farming communities.

### OPA WEBSITES

In 2017, OPA continued to expand its web presence for both OhioPoultry.org and OhioEggs.com.

#### Ohioeggs.com



#### Ohiopoultry.org



### CONSUMER E-BLASTS

In 2017, OPA distributed consumer e-blasts to promote National Turkey Lovers' Month in June, Thanksgiving and the holidays. The e-blasts were distributed to more than 9,000 subscribers who have opted in to receive emails from OPA.

The e-blasts resulted in the following:

- **National Turkey Lovers' Month:** 10 percent open rate; 1 percent click thru rate
- **Thanksgiving:** 16 percent open rate; 25 percent click thru rate
- **Holiday:** 10 percent open rate; 2 percent click thru rate

### FOWL MOOD RETAIL

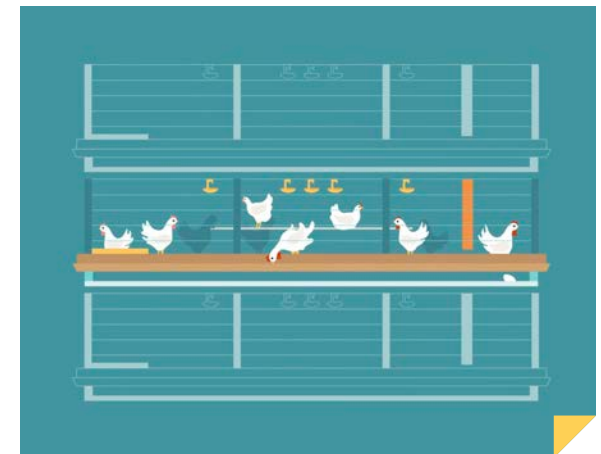
OPA continues to promote the Fowl Mood retail store to consumers through the websites and on social media. In 2017, OPA offered promotions throughout the year to encourage additional sales. For Cyber Monday, customers were offered 10 percent off and free shipping on t-shirts.



### OTHER INITIATIVES

In partnership with the Ohio Soybean Council, OPA developed a four-minute animated video showcasing today's modern hen housing, educating on new cage-free housing options and highlighting the long partnership between egg farmers and soybean farmers. The animation, in a visually-compelling digital format, illustrates benefits of hen housing systems for assuring proper hen care, while also supporting farm management, egg safety and environmental protections.

The animation has been added to the OPA website and is featured on the Association's YouTube channel, which already has more than 500 views. Additionally, OPA has and will continue to share the video through its social media networks.



# WHAT'S NEXT IN 2018





## WHAT'S NEXT IN 2018

In 2018, OPA will continue to expand upon current initiatives and seek new opportunities to achieve the organization's objectives. Initiatives for 2018 will include, but are not limited to:

- Advocating for poultry issues with the Ohio legislature
- Administering and coordinating poultry health programs
- Managing and responding proactively to current issues impacting the industry
- Maximizing opportunities for consumer education and marketing
- Engaging young professionals to become industry leaders
- Boosting workforce development and recruitment
- Expanding OPA's social media and website presence
- Increasing blogger/influencer engagement
- Promoting Ohio's egg, chicken and turkey farmers through online, digital and earned media campaigns, and strategic events



Phone: 614.882.6111  
[www.OhioPoultry.org](http://www.OhioPoultry.org)  
[www.OhioEggs.com](http://www.OhioEggs.com)

 [Twitter/OhioEggFarmers](https://twitter.com/OhioEggFarmers)

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