



OHIO POULTRY  
ASSOCIATION

2019

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ANNUAL  
REPORT



# TABLE OF CONTENTS



p. 1	2019 Board Officers
p. 2	Year in Review
p. 3	Poultry Programs
p. 7	Issues Management
p. 9	Legislative Initiatives
p. 11	Producer & Association Programs
p. 16	Sponsorships & Partnerships
p. 17	Integrated Campaigns & Blogger Engagement
p. 21	Digital
p. 23	Media Relations
p. 24	2020 Vision

## 2019 BOARD OFFICERS

The 2019 leadership team included a diverse group of egg, chicken and turkey farmers, and allied industry members across Ohio. Board members serve two-year terms on the OPA board. The 2019 officers included:

**PRESIDENT** - Josh Moore

**VICE PRESIDENT** - Doug Mack

**SECRETARY** - Sandra Lausecker

**OHIO EGG MARKETING PROGRAM** -  
Doug Mack, Chair

**OHIO EGG PROCESSORS ASSOCIATION** -  
Jay Rindler, Chair

## NEW OFFICE • NEW SUCCESSES • NEW GOALS

As we reflect on the last decade, our farming community certainly has been faced with challenges, but we've also achieved many successes while further bringing our farmer-members together to advance the industry and to produce safe, nutritious foods for our consumers.

In 2019, we completed the renovation of our new office space in the popular Brewery District near downtown Columbus. Since it was built, the space has given us the ability to host meetings and special events, including an educational event held on World Egg Day in 2019 for a group of Ohio's top food and lifestyle bloggers. This move also has allowed us to be closer to the Ohio Statehouse to advocate for issues on our members' behalf.

OPA continues to be a leader in addressing top issues within the state and country - water quality challenges being at the forefront. OPA played a key role in a new unprecedented collaboration of Ohio environmental, agriculture, academic and regulatory leaders that was formed to address the complicated issues of protecting the state's waterways. This initiative, the Ohio Agricultural Conservation Initiative (OACI), will help assure the future viability of Ohio agriculture.

We hope you will review this report to learn more about the impact made by our 2019 programs and initiatives thanks to your support. Here are some highlights of our work:

- Continued working collaboratively with state and federal agencies to assure the health of the state's poultry flocks and that disease prevention standards are met;
- Administered and implemented new poultry health programs;
- Participated in new sustainability initiatives to ensure the long-term protection and preservation of the land, air and water surrounding our farmland;
- Advocated on behalf of the state's egg, chicken and turkey farmers at the Ohio Statehouse and in Washington, D.C.;
- Grew our presence at the Ohio State Fair, including adding new menu items and continuing to operate two food booths at the Taste of Ohio Café;
- Continued our commitment to giving back to our communities through our annual PJs and Eggs event, which benefited Nationwide Children's Hospital; and
- Engaged with consumers in Ohio and nationwide through earned media, social media, blogger engagement, strategic events, sponsorships and partnerships.

These accomplishments would not have been possible without your continued support and contributions to the advancement of Ohio's egg, chicken and turkey farming communities. We are grateful for your support and look forward to another exciting decade of progress and success.

Sincerely,

Jim Chakeres

Josh Moore





## POULTRY PROGRAMS

### BIRD HEALTH/NPIP

#### H5/H7 Avian Influenza State Plans

OPA serves as the official state agency for the National Poultry Improvement Plan (NPIP) and is responsible for administering the Initial State Response and Containment Plans for H5/H7 Avian Influenza and the Upland Game Bird surveillance programs. OPA works cooperatively with the Department of Agriculture (ODA) Diagnostic Laboratory, ODA's Division of Animal Industry and United States Department of Agriculture (USDA)/Animal and Plant Health Inspection Services (APHIS)/Veterinary Services (VS) to ensure the standards of the programs are being met.

Highlights of the preparedness training include:

- Regular avian influenza team meetings, which include ODA, USDA and OPA personnel
- Ohio Emergency Disease Management Committee meetings and conference calls
- A commercial depopulation drill that includes USDA, ODA and OPA
- Two statewide poultry producer biosecurity meetings with over 150 farmers in attendance
- Helping producers establish and improve biosecurity plans
- Several mock and official NPIP Biosecurity audits conducted throughout 2019

#### National Poultry Improvement Plan

OPA continued to work cooperatively with ODA and USDA as the Ohio administering state agency for NPIP. OPA also oversees the H5/H7 Avian Influenza Program for all NPIP Subparts.

In 2019 OPA:

- Conducted 11 hatchery inspections
- Qualified 30 Subpart E hatchery breeder flocks
- Managed 38 Upland Game Bird propagators operating on a 90-day monitoring program
- Authorized Agents tested 265 Subpart E (exhibition and backyard flocks) participants for pullorum and avian influenza, 50 of which are AI-clean and tested twice a year
- Conducted 4 slaughter plant audits for compliance with NPIP pre-movement testing
- Approximately 24,500 enzyme-linked immunosorbent assay (ELISA), 5,500 agar gel immunodiffusion (AGID) and 850 PCR AI samples were submitted in Ohio's commercial poultry production
- Approximately 240 upland and 920 backyard/exhibition PCR samples were submitted

OPA and ODA combined efforts to organize Certified Pullorum Tester Training classes. Ohio oversees 245 certified pullorum testers, 56 of which were certified in 2019. The certified testers were trained to test poultry for Ohio's 96 county and independent fairs. Working with backyard and upland game bird flocks allows OPA to conduct surveillance tests in 86% of Ohio's counties. Due to lack of antigen, which is a required step to do a pullorum plate test, the pullorum testing requirement was waived for the 2019 fair and exhibition season.



### Ohio Egg Quality Assurance Program

OPA worked collaboratively with the 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 three certifications of participation and biosecurity training sessions around the state in 2019. The OEQAP is a key step in meeting FDA's Egg Safety Rule standards. OPA serves as a liaison between egg producers and the Ohio Animal Diseases Diagnostic Laboratory on all aspects of the program, including audits.

### Ohio Biosecurity Meetings

In collaboration with the Ohio Department of Agriculture and the Ohio USDA, OPA hosted two Ohio biosecurity meetings on October 8 and 15. These meetings were open to and recommended for all poultry producers in the state and conversations revolved around avian disease symptoms, responding during reportable disease situations and preparing for biosecurity audits.



## WORKFORCE DEVELOPMENT

### Poultry Industry Careers Presentations

To help ensure a steady pipeline of young talent for OPA's members and Ohio's agriculture industry, OPA took advantage of opportunities to connect with college students nearing graduation. OPA staff members Jenna Gregorich and Abbey Coyle presented to nearly 200 combined students at the Ohio State University Agricultural Technical Institute and the University of Findlay, two major agricultural institutions in Ohio, about career opportunities offered by the Ohio's egg, chicken and turkey farming communities.

### Futures Grow Here

The challenge of today's labor market in Ohio food production and farming are unprecedented as farms and companies continue to struggle to find a stable, reliable workforce. Futures Grow Here is a new collaborative initiative among Ohio food production and farming companies to educate students, young professionals and their families about their growing and innovative businesses and career opportunities that may have not been previously considered.

Since the beginning, OPA has supported the program to help change the overall perspective of agriculture and food production jobs and to create a pipeline to lead candidates to skills-based jobs. Futures Grow Here has been promoted through social and earned media efforts, speaking opportunities, and by engaging with top career-tech and education leaders throughout the state.







# ISSUES MANAGEMENT

During 2019, OPA closely monitored key issues impacting the Ohio egg, chicken and turkey farming communities, including water quality and food safety issues. OPA also engaged with industry stakeholders to keep Ohio's egg and poultry farmers informed of potential disease threats.

## WATER QUALITY

Ohio's egg, chicken and turkey farmers are committed to protecting Ohio's waterways, which remained a key focus in 2019.

### LEBOR

In March, OPA joined Ohio's agriculture leaders in signing a joint letter opposing the passage of the Lake Erie Bill of Rights (LEBOR), which grants rights to Lake Erie and allows any Toledo citizen to file lawsuits on behalf of the lake. LEBOR was passed despite the prevailing legal opinion that many of its provisions are unconstitutional. It also places farmers at risk of frivolous lawsuits despite extensive nutrient management initiatives.

### OACI

Additionally, OPA has played a key role in a new, innovative collaboration of agriculture, conservation, environmental, and research leaders that was established in Ohio to address the complicated issues of protecting water quality. This initiative, the Ohio Agriculture Conservation Initiative (OACI), will help assure the future viability of Ohio agriculture and was formally announced in May 2019.

OACI is governed by the Ohio Agriculture Conservation Council, which includes 11 directors consisting of five farmers, three leaders from agriculture organizations, and three leaders from non-government organizations. Each member serves a three-year term, which is staggered.

OACI was formed to accomplish two key goals:

- Assess farm practices in Ohio to better understand current on-farm conservation and nutrient management efforts.
- Create a new, voluntary certification program for farmers to promote continuous improvement and increase adoption of best management practices to improve water quality in the Western Lake Erie Basin.

OACI's core components of assessment and certification, along with robust research, will be a critical tool for understanding of impacts on the Ohio's waterways. It will build on the extensive work that farmers are already doing and will further encourage collaborative learning and sharing across environmental and farm communities while identifying solutions to address algal blooms and nutrient reduction to improve Ohio's water quality.

### H2Ohio

OPA also has been working collaboratively with Governor Mike DeWine and the Ohio agriculture community on a unified plan to identify long-term, workable solutions for improving water quality and helping farmers to implement them through H2Ohio. Governor DeWine announced his H2Ohio plans at a press conference in November in Toledo. The H2Ohio phosphorus reduction plan will focus first on reducing nutrient runoff into the Maumee River Watershed and Lake Erie and will eventually be offered to other parts

of the state. Farmers in the Maumee River Watershed will be able to enroll in H2Ohio programs for funding incentives in time for spring 2020 planting.

In 2020, OACI will work with Governor Mike DeWine and the H2Ohio program to ensure funds get to farmers who demonstrate a commitment to continuous improvement through the implementation of science-based practices. OPA will continue to actively support these important water quality efforts.

## AVIAN DISEASES

Last year saw several outbreaks of avian diseases across the U.S., the most notable of which include Coryza in Northeastern states and Virulent Newcastle Disease in California. OPA has continued to work with state and federal associations to ensure that Ohio's egg, chicken and turkey farmers are informed on the status of outbreaks and are well equipped to protect their flocks from disease threats.

## FOOD SAFETY

Food safety remained one of OPA's primary areas of focus in 2019. OPA worked to keep members informed during the hard-boiled egg recall that happened late in 2019 due to Listeria contamination. OPA continues to work with farmers and collaborate with other industry associations to ensure that members are implementing innovative and proactive food safety measures on their farms.



## LEGISLATIVE INITIATIVES

The 133rd Ohio General Assembly began January 2019 with recently elected Speaker of the House Larry Householder taking the gavel for his first full General Assembly. Much of 2019 focused on state finances with the transportation (HB 62) and operating budgets (HB 166) commanding most of the legislators' attention.

Republicans maintained control of all statewide offices as well as large majorities in the House and Senate. Deadlines for both budgets were missed in 2019 due to differences of opinions between Chambers. OPA members were affected by both budgets and other legislation throughout the year.

### HB 62

One of the first initiatives Governor Mike DeWine confronted after being sworn in was a lack of revenue to support maintenance, upkeep and construction of new roads and bridges. Ohio's motor fuel tax revenue was lagging due to high-mileage vehicles and was compounded by low gas prices and inflationary pressures. Governor DeWine pushed through the first increase in the state's gas and diesel taxes in more than a decade. HB 62 raised the gas tax by 10.5 cents per gallon and increased the diesel tax by 19 cents per gallon, which will result in an additional \$840 million invested in Ohio's roads and bridges annually.

### HB 166

Governor DeWine's H2Ohio fund within the operating budget (HB 166) had the greatest impact on the agriculture community. H2Ohio's initial \$172 million in funding will be focused on the state's water quality needs, including aggressively repairing failing septic systems and minimizing farmland runoff. OPA was integrally involved in the negotiations on the H2Ohio program along with its subsequent implementation, which is ongoing.

The operating budget that passed also included two big wins for OPA. The Poultry Inspection funding in the budget was increased upon OPA's request and crucial changes to the state's nuisance laws were made to benefit OPA members.

House Bill 166 contained an increase of \$200,000 per fiscal year to the critical Poultry Inspection Line Item (within ODA), which provides funding for poultry laboratory testing, sample collection and veterinary inspection of live birds transported into the state. This was crucial because these inspections are essential to preventing and potentially combatting avian influenza. In addition, this line item supports the Ohio Egg Quality Assurance Program's focus to control the threat of Salmonella.

Another important change to Ohio law contained in the operating budget included changes to Ohio's nuisance law. The change will ensure that a farmer can assert an absolute defense to any civil action for nuisance involving agriculture for certain conditions, including the prior existence of a farm, before a plaintiff may be successful in a civil action.

### OTHER LEGISLATIVE ACTIVITIES

OPA monitored and participated as either proponent, opposition or interested party on many other legislative and executive efforts in 2019. It's anticipated that the General Assembly will be less active in 2020 considering the presidential election, and that Congress and all House seats and a third of all Senate seats will be up for election. As always, regardless of the results of the election, an active and robust lame duck session is guaranteed.



LEGISLATIVE  
INITIATIVES



## PRODUCER & ASSOCIATION PROGRAMS

In 2019, OPA hosted many successful industry conferences and meetings.

### ANNUAL BANQUET AND INDUSTRY CELEBRATION

OPA celebrated its 34th Annual Banquet and Industry Celebration - the Poultry Prom - on April 12 at the Renaissance Columbus Downtown Hotel. A good time was had by all thanks to great food, entertainment and friends.

Attendees came in their finest prom gowns and suits. A prom court competed to become the prom king and queen, which was determined based on which nominees raised the most money for OPA's charities that evening. The prom king was Scott Michalak of Trillium Farms and the prom queen was Hinda Mitchell of Inspire PR Group.

During the reception, four awards were presented, which honored individuals and one group who have made significant contributions to Ohio's egg, chicken and turkey farming communities, including:

**Golden Egg Award:** Tom Stoller

**Good Egg Award:** Cindy Kirkland

**Meritorious Service Award:** Dr. Keith Honegger

**Industry Partner Award:** Ohio Pork Council



### OHIO STATE FAIR

From Chocolate Deviled Eggs to cooking contests, it was another egg-cellent year at the Ohio State Fair!

#### Culinary Competitions

On July 27, OPA sponsored three culinary competitions in Kasich Hall, encouraging Ohio cooks to create their best recipes using Ohio-produced eggs, chicken and turkey.

##### Egg-citing and Devilishly Good

Beginning with a round for Ohio food bloggers and then one for amateur and professional chefs, participants competed to create unique and delicious deviled eggs. Contestants were provided hard-boiled eggs and given 30 minutes to prepare on-site and serve 12 deviled eggs to judges. The competition received several social media mentions and a front-page food section story in The Columbus Dispatch.

##### Egg-stra, Egg-stra!

Cooks from across the state were challenged to make the most delicious sweet and savory dish featuring Ohio eggs. Entries included pavlovas, quiches, breads and pies. The winning recipes were an Asparagus and Fontina Quiche and a Hazelnut and Almond Daquoise.

##### Turkey and Chicken Grilling Cook-Off

In addition to the Turkey Grilling Cook-Off, the culinary contest featured the first ever Chicken Grilling Cook-Off. Grill masters had 30 minutes to grill a chicken or turkey product and create their own side or garnish/sauce. Cooper Farms generously donated ground turkey and turkey breast tenderloins for the turkey portion and Gerber Poultry provided chicken wings and chicken breast for the Chicken Grilling Cook-Off.

#### Land & Living Exhibit

The newly revamped Land & Living exhibit in the Donahey Agriculture & Horticulture Building at the Ohio State Fair featured OPA's updated hatching unit, which housed fertile Ohio eggs and newly hatched chicks and poults, and allowed fairgoers to watch chicks hatch in real-time. Regular social media updates were made from the hatching unit to encourage followers to come to the fair and visit the chicks.

### Taste of Ohio Café

OPA hosted two booths inside the Taste of Ohio Café with menu items featuring Ohio-produced eggs, chicken and turkey. The booth's new menu item, Chocolate Deviled Eggs made with Sauder Eggs, attracted hundreds of fairgoers to try something unique and exciting. OPA's Chocolate Deviled Eggs were featured by WSYX-TV several times and The Columbus Dispatch, and were included in dozens of social media mentions, including some from the Ohio State Fair and various central Ohio news anchors. Customers received stickers for trying the new menu item and were directed to OhioEggs.com to find the recipe. Attendees also enjoyed longtime favorites such as Cooper Farms Turkey Burgers, Gerber Poultry Chicken Taco Bowls, and Sauder Eggs on a Stick.

During the fair, OPA sold about 1,000 Thanksgiving Dinners; 1,200 Breakfast Sliders; 2,000 Chicken & Noodle Bowls; and served more than 15,000 consumers.



PRODUCER  
& ASSOCIATION  
PROGRAMS



### Ohio Ag Hall of Fame Omelet Breakfast and Reception

OPA was proud to sponsor the 54th 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 about 40 made-to-order omelet stations, allowing the breakfast's 600 attendees to have their own custom omelets prepared with fresh Ohio eggs, turkey sausage and more.

### Sale of Champions

OPA members supported the 52nd Sale of Champions on August 4 at the Ohio State Fair. The grand champion market chickens were purchased by Gerber Poultry and The Kroger Company for \$15,000. The grand champion market turkey sold to Cooper Farms, Farmer Boy Ag, Sarka Electric, Dangler Excavating, and Kale Marketing for \$16,500.

Following the sale, a reception was held for the champion exhibitors and buyers. OPA served Sauder deviled eggs, buffalo turkey dip with turkey from Cooper Farms, and Gerber Poultry provided chicken for a chicken salad with rosemary, blueberries and almonds to the attendees and their families.

### 4-H Poultry Judging

OPA supported the 2019 4-H Youth Poultry Judging contest in the Buckeye Sports Arena. The contest included a junior and senior division, which allowed 4-H exhibitors to test their knowledge at seven different stations, including poultry parts identification, carcass quality grading, and exterior egg quality grading.



### COSI FARM DAYS

On August 8-12, OPA's hatching unit was featured at COSI's Farm Days event for about 12,000 attendees to enjoy. The popular hatching unit housed fertile Ohio eggs and newly hatched chicks and poults and allowed families to watch chicks hatch during the event.

### ALLIED INDUSTRY GOLF OUTING

OPA hosted the Allied Industry Golf Outing on September 12 at The Golf Club at Red Hawk Run in Findlay, Ohio. Complete with a full game of golf, prizes, contests and a BBQ dinner, this year's event had 77 participating golfers. First place went to the Farm Credit Mid-America team of LaGuire, Parker, Acheson and Weber. The Trillium Farms team of Watson, Lawyer, Burchfield and Neese came in second.



### 2019 – 2020 LEADERSHIP DEVELOPMENT PROGRAM

OPA launched the next phase of its Leadership Development Program in 2019. This initiative was successful with the inaugural class completing the program in 2016.

The overarching goals of the Leadership Development Program are to provide leadership skills and build relationships in the state and national poultry industries. The program is open to individuals in the poultry industry with an interest in company management and leadership. The 2020 programming includes poultry industry regulations and historical perspective, relationship building, speaking publicly on behalf of the industry, social media training, manure and water quality issues, legislative issues and other emerging issues.

### PJS AND EGGS

The Ohio Egg Marketing Program partnered with Ohio egg farmers to host the eighth annual PJs and Eggs event on October 24. During the event, 11 central Ohio restaurants, regularly open for breakfast and lunch only, re-opened at 5 p.m. to serve breakfast for dinner to benefit Nationwide Children's Hospital (NCH).

Diners were encouraged to bring new pajamas - sized newborn to 12 years - to donate to NCH and to wear their favorite family-friendly PJs to the event. In exchange for a pajama donation, guests received a dozen free Ohio eggs.

This year's event raised \$1,000 in monetary donations and collected 1,723 pairs of pajamas. To date, PJs and Eggs has raised:



Thank you to all egg farmers who participated in the event, including Cal-Maine Foods Inc., Cooper Farms, Hertzfeld Poultry Farms, Nature Pure, Trillium Farms and Weaver Brothers, Inc. Also, a special thanks to the Ohio State University's Poultry Science Club for their help with the event.



## OHIO NATIONAL POULTRY SHOW

The 2019 Ohio National Poultry Show, which took place November 9 and 10, featured 8,500 birds and 800 exhibitors (270 of which were youth exhibitors). During the show, 40 U.S. states and several Canadian provinces were represented. OPA staff members Jenna Gregorich and Abbey Coyle represented the association during the event by interacting with exhibitors and their families, sharing information on OPA's bird health programs, and encouraging visitors to use OPA's custom Snapchat filter, which was used 165 times and viewed by more than 7,000 Snapchat users.

## THANKSGIVING TURKEY PRESENTATION

OPA members Gary Cooper of Cooper Farms and Drew Bowman of Bowman & Landes presented a special turkey to Governor DeWine and Ohio's First Lady Fran DeWine on November 27, the day before Thanksgiving. The turkey was presented at a weekly meeting of Ohio State Wexner Medical Center's Moms2B program, which provides support to new and expecting mothers in neighborhoods with historically high infant mortality rates.

Cooper Farms donated 2,200 pounds of turkey roasts to the program and Bowman & Landes presented whole turkeys to the mothers attending the weekly program to enjoy for their Thanksgiving dinner. OPA plans to work with the Administration to make this an annual event.



## SPONSORSHIPS & PARTNERSHIPS

## SPONSORSHIPS AND PARTNERSHIPS

OPA continues to partner with key stakeholder groups to further communicate its messages. In 2019, OPA partnered with the following organizations.

### OHIO ASSOCIATION OF NUTRITION AND DIETETICS

The Ohio Association of Nutrition and Dietetics Annual Conference was held on May 3, at the Kingsgate Marriott Convention Center at the University of Cincinnati. OPA staff members Mandi Shirley and Paige Doklovic attended the event where OPA served as a breakfast sponsor and exhibitor. More than 325 attendees had the opportunity to visit OPA's booth to participate in the event's "Breakfast Bingo" and gather information on egg nutrition and farming.

### SCHOOL NUTRITION ASSOCIATION

The 2019 School Nutrition Association (SNA) of Ohio Expo was held at the Greater Columbus Convention Center on June 20. OPA's booth, staffed by Mandi Shirley and Allison Mills, featured American Egg Board SNA materials, informational handouts and offered a drawing for Free Eggs for a Year. The SNA of Ohio is comprised of over 1,400 members and is recognized as the professional association of school nutrition personnel in Ohio.



### THE OHIO STATE UNIVERSITY ATHLETICS PARTNERSHIP

Ohio egg farmers continued their sponsorship of Ohio State Football during the 2019-2020 season. As part of OPA's football sponsorship with The Ohio State Buckeyes, an OhioEggs.com-branded ad was shown on videoboards during every football, men's and women's basketball and men's hockey game, which had a combined attendance of **1,140,965 sports fans**. OhioEggs.com ads were also featured on OhioStateBuckeyes.com, earning **1.6 million total impressions**. Additionally, a "Tailgate Treat" recipe was shared every Saturday during football season on the official Buckeyes' Facebook and Twitter pages, which were seen by nearly **2 million social media users** and earned about **70,000 engagements** and almost **174,000 video views**.



## INTEGRATED CAMPAIGNS/ BLOGGER ENGAGEMENT

OPA executed integrated communications campaigns and partnered with seven Ohio food and lifestyle bloggers in 2019 to promote Ohio egg, chicken and turkey farming during key times of the year.

OPA asked bloggers to develop recipes that included Ohio eggs, chicken and/or turkey that were shared on their sites and OhioEggs.com. The food bloggers developed 17 recipes that have been viewed thousands of times on the website, largely due to the bloggers' social media promotion and OPA's Facebook and Pinterest advertising efforts.

### EASTER

During the popular Easter season, OPA shared information about egg farming, nutrition, safety and cooking on its social media channels and through a consumer e-blast, which was sent to about **15,600 email subscribers**. In addition, OPA launched a highly targeted advertising campaign on its social media platforms to increase the number of consumers reached. These efforts resulted in one of the highest-trafficked months of 2019 on OhioEggs.com with:



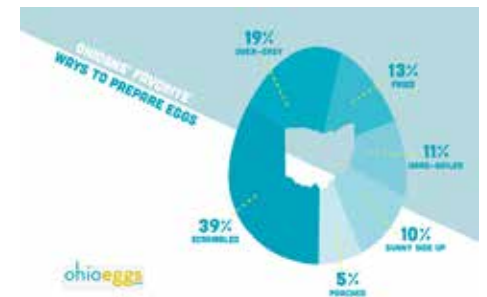
OPA also hosted a successful Facebook sweepstakes for Ohioans to enter for the chance to win a \$200 grocery gift card to purchase the ingredients for their Easter feast, including fresh Ohio eggs. As a result of the sweepstakes, about **8,000 individuals entered the giveaway**, adding a total of **3,429 new followers** to OPA's Facebook, Twitter, Pinterest and Instagram accounts.

### NATIONAL EGG MONTH

During National Egg Month in May, OPA surveyed primary grocery shoppers in Ohio to determine how they prefer to purchase and consume their eggs most often. The survey found that:

- About **66% of Ohio's grocery shoppers** make their egg purchasing decisions based on price and will pick the eggs that are least expensive
- Most Ohio's grocery shoppers are willing to pay **\$2 or less** for a dozen eggs
- **67% of Ohio grocery shoppers** understand there's no nutritional difference between brown and white eggs

OPA shared survey findings along with egg nutrition and farming information with Ohio media outlets and developed five new social media graphics highlighting survey findings.



### NATIONAL TURKEY LOVERS' MONTH

OPA leveraged June being Turkey Lovers' Month to share information with Ohio consumers about turkey nutrition, cooking, safety and turkey farming.

OPA coordinated a targeted advertising campaign to promote consumer-friendly graphics and GIFs to share facts about turkey nutrition and cooking. Posts shared during National Turkey Lovers' Month received nearly **3,000 likes** and more than **10,600 video views**.



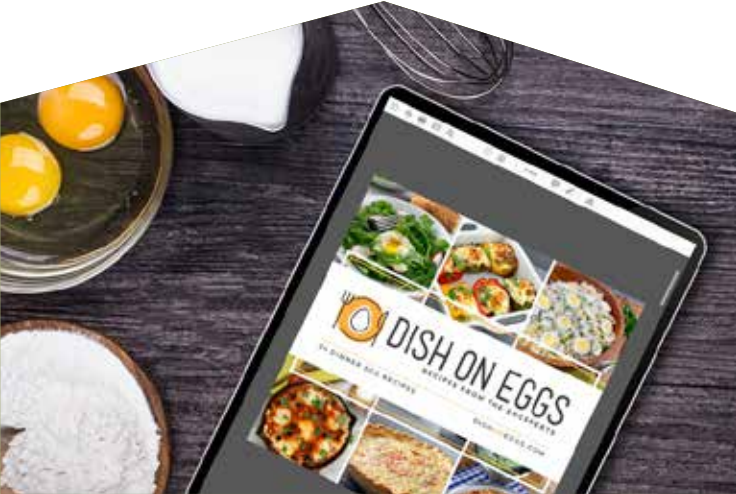


BACK-TO-SCHOOL / DISH ON EGGS

During the back-to-school season, OPA shared its favorite, kid-friendly recipes to help Ohio families readjust to their busy routines. OPA promoted the back-to-school season through an integrated social media campaign where content was seen by more than **1.13 million social media users**.

OPA also partnered with the American Egg Board and seven other state egg associations for a virtual recipe EGGS-change as part of Dish on Eggs. OPA submitted two kid-friendly recipes and partnered with a top Ohio food blogger, A Cedar Spoon, to develop a third recipe for the campaign. Recipes submitted by the Ohio Egg Marketing Program included: B.E.L.T. Pizza, One-Skillet Mediterranean Poached Eggs and Southwest Egg Tacos.

OPA shared Dish on Eggs content on its social media platforms, which was seen by more than **377,568 social media users**. Additionally, OPA hosted the one-hour #DishOnEggs Twitter party, which reached a potential audience of **246,300 users** and drove **1,413 link clicks to DishOnEggs.com** to get recipes and learn more about egg farming.



WORLD EGG DAY

To celebrate World Egg Day on October 11, seven Ohio food and lifestyle bloggers gathered in Columbus to attend a special two-day event hosted at OPA's new office. During the event, bloggers learned about egg safety and nutrition, cooking tips and farming practices. Several OPA farmer-members, including Tom and Debbie Hertzfeld, Josh Moore, Lisa Timmerman and Jay Rindler, were on-site during part of the event to talk with bloggers about their modern egg farming practices and commitments.

During the event, the bloggers were active on social media, sharing frequent updates across Instagram, Facebook and Twitter to their **more than half a million combined followers**. Following the event, bloggers wrote blog posts about what they learned during OPA's blogger tour. These blogs reached a potential:



THANKSGIVING

During the Thanksgiving season, OPA leveraged its social media followings to raise awareness of turkey farming and to share turkey cooking tips and recipes. As a result of OPA's efforts, posts received **8,247 likes** and **1,278 shares** and nearly **16,000 clicks** were driven to OPA's websites. OPA also launched a Thanksgiving sweepstakes on its Facebook page, giving entrants a chance to win a \$200 grocery gift card from Ohio turkey farmers, which received **1,300 entries**.

HOLIDAY

During the holiday season, OPA engaged consumers on social media by sharing cooking and food safety tips, nutritional information and holiday recipes featuring eggs. Content shared on social media received a high level of engagement, including **6,000 likes** and about **9,500 link clicks**. Recipes promoted through Pinterest were seen by more than **500,000 users**, were **saved almost 1,500 times** and drove about **3,600 clicks** through to the full recipes on OhioEggs.com.

OPA also partnered with six Ohio food and lifestyle bloggers to create dessert and holiday breakfast recipes using Ohio eggs. Recipes were shared with a combined online readership of more than:



## DIGITAL

Throughout 2019, OPA implemented several digital initiatives through farmer profiles, social media and the websites.

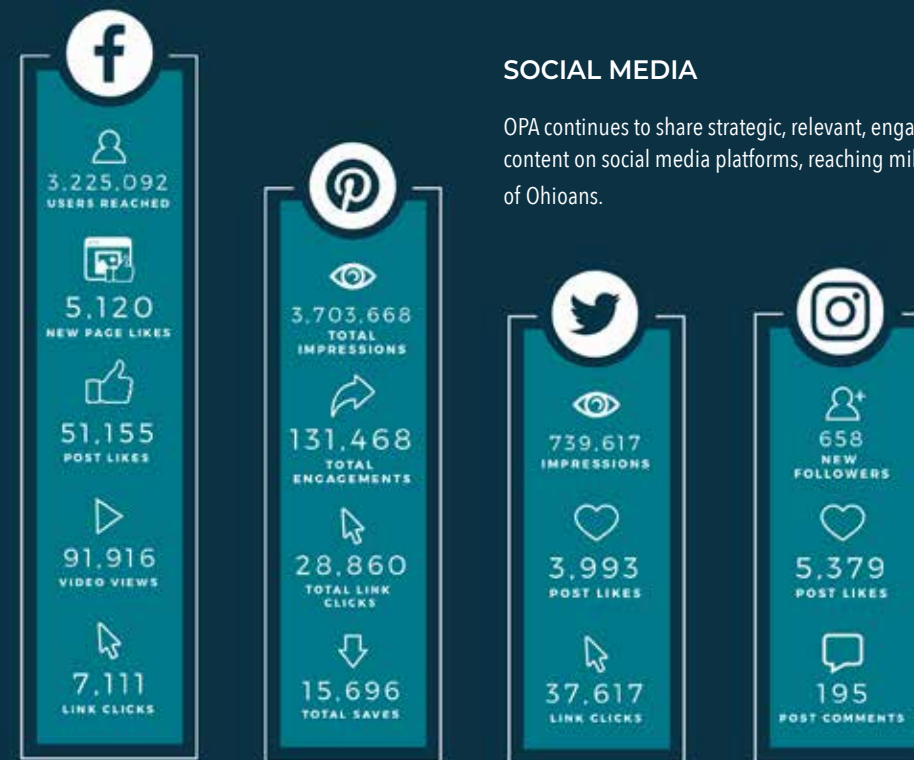
### FARMERS PROFILES AND VIDEO

To tell the story of Ohio's egg, chicken and turkey farming community, OPA developed farmer profiles for several farmer-members to convey their commitments to food safety, animal care, community involvement and environmental preservation. To fulfill a grant from the Ohio Soybean Council, OPA also developed videos to complement the farmer profiles. These profiles and videos live on OhioEggs.com and OhioPoultry.org, and are shared regularly on social media. Since they were published on OPA's websites, the farmer profiles have been top-performing posts on social media every month.



## SOCIAL MEDIA

OPA continues to share strategic, relevant, engaging content on social media platforms, reaching millions of Ohioans.



## OPA WEBSITES

In 2019, OPA continued to expand its web presence for both OhioPoultry.org and OhioEggs.com.







# MEDIA RELATIONS

## MEDIA RELATIONS

OPA is regularly sharing relevant and timely information with Ohio media outlets to educate the state's consumers on farming, food safety tips, nutrition information, and to discuss relevant issues within the industry. OPA reaches statewide media and consumers through news releases, media advisories, pitches, op-ed columns and TV cooking demonstrations.

In 2019, OPA received excellent media coverage around its Ohio State Fair special menu item: Chocolate Deviled Eggs. OPA's Chocolate Deviled Eggs were mentioned by WSYX-TV/WTTE-TV and WCMH-TV and were even featured during a Facebook Live performed by WSYX-TV's recognizable on-air personality, Cameron Fontana. Additionally, OPA Executive Vice President Jim Chakeres donned his pajamas to participate in an on-air TV cooking demonstration on Good Day Columbus to promote the annual PJs and Eggs event.



## 2020 VISION



**OPA expects 2020 to be another big year for the organization and its members.**

To ensure a successful year, OPA will:

- Advocate for poultry issues with local and national elected officials
- Collaborate with livestock commodities and other stakeholders to improve Ohio's water quality through initiatives, including H2Ohio and OACI
- Monitor the progression of the COVID-19 outbreak and its impact on the industry and on members' businesses and communities
- Administer and coordinate poultry health programs
- Support workforce development and recruitment
- Engage young professionals to become industry leaders through the Leadership Development Program
- Pursue new and maximize existing opportunities for consumer education and marketing
- Expand OPA's digital presence and impact with Ohio consumers
- Promote Ohio's egg, chicken and turkey farmers through creative and innovative programming





## OHIO POULTRY ASSOCIATION

707 South Front Street  
Columbus, OH 43206

614.882.6111

[www.OhioPoultry.org](http://www.OhioPoultry.org)  
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