



OHIO POULTRY
ASSOCIATION

2020

ANNUAL
REPORT



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2020 BOARD OFFICERS

The 2020 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 2020 officers included:

PRESIDENT – Doug Mack

VICE PRESIDENT – Sandra Lausecker

SECRETARY – Jeff Cutler

OHIO EGG MARKETING PROGRAM –
Sandra Lausecker, Chair

OHIO EGG PROCESSORS ASSOCIATION –
Jay Rindler, Chair

PIVOTING AND PERSEVERING DURING AN UNPRECEDENTED YEAR

At the start of 2020, no one could have predicted the immense challenges our industry and the world would face this year. Despite the hardships created by the COVID-19 pandemic and the way we work, our farmer-members stepped up and remained focused on their core commitments of producing a stable supply of safe, nutritious foods for families across the nation and supporting their local communities – efforts that did not go unnoticed.

Many of the events and programs OPA and its members are involved with each year were cancelled or made virtual in 2020 due to the pandemic, encouraging us to become even more innovative, adaptable and technologically advanced than ever before. OPA found new ways to connect with its members and audiences and adjusted its strategies numerous times to meet the everchanging needs of Ohio consumers.

OPA also continued to be a leader in addressing top issues within the state and nation. We have remained active in addressing water quality issues alongside other members of Ohio's agriculture, research and environmental communities through the Ohio Agriculture Conservation Initiative (OACI) to advance farmer certification and water quality programming in Ohio.

Despite the challenges, we were resilient and progressed forward, which is evident through the impact made by our 2020 programs and initiatives, all thanks to your support. Here are some highlights of our work:

- Worked closely and collaboratively with state and federal agencies to assure the health of the state's poultry flocks and that disease prevention standards were met;
- Administered and implemented new poultry health programs and expert committees;
- Participated in sustainability initiatives to ensure the long-term preservation of the land, air and water surrounding our farmland;
- Adjusted strategies to provide our audiences with information and resources they needed and sharing it where they were most commonly found – online and at home;
- Enhanced our commitment and supported members' commitments to giving back to local communities through food donations to local foodbanks and supporting the foodservice industry; and
- Engaged with consumers in Ohio and nationwide through earned media, social media, blogger engagement, partnerships and sponsorships.

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

Sincerely,



Jim Chakeres



Doug Mack



COVID-19 RESPONSE

COVID-19 RESPONSE

The COVID-19 pandemic affected Ohioans and people around the world in countless ways. Since the virus was first discovered in Ohio, OPA has worked tirelessly to keep its members informed of the latest news and information that could be helpful to them as business owners and producers of valuable food products.

MEMBER COMMUNICATIONS

OPA sent e-newsletters to its members at least once per month in 2020 to ensure farmers were kept up to date on the latest news about the COVID-19 pandemic within Ohio, especially as it pertains to food production and farming. OPA also offered several educational webinars throughout 2020 to share new and important information as a benefit to its members since they couldn't meet in person. Webinar topics included:

- **Biosecurity** – Provided an overview of Ohio's finalized Avian Disease Response Plan and a research report from Texas A&M on Whole House Layer Foaming and Disinfection.
- **Environmental Issues** – Counted for 2.0 CLM Continuing Education credits and covered several topics, including updated USDA 590 standards on nutrient management and updates on Ohio Livestock Environmental Permitting, H2Ohio and the Ohio Agriculture Conservation Initiative.
- **Election Recap** – Presented by OPA's legislative team at Capitol Advocates, this webinar provided an overview of issues included in the 2020 election and how results will impact OPA members moving forward.

OPA looks forward to offering virtual educational opportunities to its members in 2021, as needed.

MEMBER EFFORTS & CONTRIBUTIONS

Several OPA farmer-members amplified their commitments for supporting local communities by increasing their support of foodbanks across the state, recognizing that many Ohioans were struggling with food insecurity because of the pandemic. Food donations made by OPA members helped to assure a stable supply of valuable proteins, including shell eggs and chicken and turkey products, at a time when they were experiencing increased demand.

OPA was proud to support many of its members in 2020 by leveraging its partnership with the Ohio Association of Foodbanks to help members identify where to donate food products depending on each foodbank's specific needs. OPA members donated nearly 2 million eggs to foodbanks across the state in 2020. OPA applauds its members for their generosity and ongoing commitment to supporting Ohioans in-need during the pandemic and always.

DISH ON EGGS E-COOKBOOK

In the first weeks of the pandemic, OPA revamped Dish on Eggs: Recipes from the EGGsperts, a virtual egg recipe exchange between the American Egg Board (AEB) and several U.S. egg farming states, including OPA, to be used as a resource for U.S. families. This was an exciting opportunity for OPA to participate in another multi-state effort with other state egg associations to promote delicious, high-protein recipes for families to make using household ingredients while many were spending more time at home than usual.

The campaign featured 53 easy, family-friendly recipes, which were accessible on DishOnEggs.com and featured in a [free e-cookbook](#). Many of the recipes also offered suggestions and substitutions for families that might not have all ingredients on-hand.

EGG FARMER IMAGE CAMPAIGN

To educate Ohio consumers on the important and essential work that OPA's members and their employees were doing to produce safe, high-quality eggs, OPA launched a robust eight-week campaign that featured:

- **Egg Pass Challenge Videos** - Playing off the popular TikTok video trend where users "passed" an item from one side of the frame to the next, OPA created an Egg Pass Challenge video to highlight all essential employees who play a role in an egg's journey from hen to home.
- **In This Together Videos** - Eight farmer videos were developed, each featuring a message about the critical work farm teams do year-round to keep grocery store shelves stocked with eggs.

Egg Pass Challenge and In This Together video advertisements were seen by a potential audience of more than **4 million users** and received nearly **212,000 total video views** between Facebook, Twitter, Instagram and YouTube. A [Committed Farmers webpage](#) was created on OhioEggs.com to feature all videos and an overview of the egg production process. This webpage received more than **58,400 views** during the campaign.



ISSUES MANAGEMENT

In 2020, OPA closely monitored issues impacting the Ohio egg, chicken and turkey farming industry, including key water quality issues.

WATER QUALITY

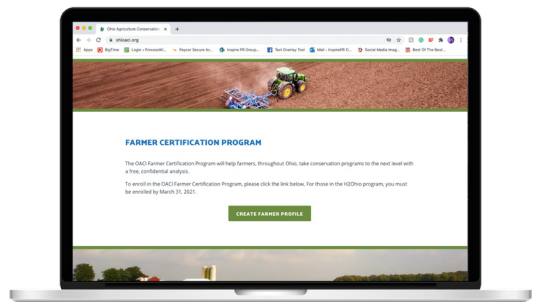
Ohio's egg, chicken and turkey farmers are committed to protecting Ohio waterways, which remained a key focus in 2020.

OHIO AGRICULTURE CONSERVATION INITIATIVE

OPA has been an active member of the Ohio Agriculture Conservation Initiative (OACI) since it was founded in 2019. Despite the pandemic and H2Ohio budget cuts, OACI has continued to make forward progress on advancing farmer certification and water quality programming further demonstrating value to Ohio farmers.

The creation of OACI brought together an innovative partnership between agriculture, conservation, environmental and research communities. To provide governance, the Ohio Agriculture Conservation Council was established.

Additionally, enrollment began in 2020 for the OACI Farmer Certification program, which will help improve soil health, yield and cost-efficiency and deliver cost savings for farmers through practical, workable soil health solutions. OACI also is working on an assessment program that will confidentially inventory farm practices and establish a baseline of current conservation and nutrient management practice adoption.



ISSUES
MANAGEMENT



POULTRY PROGRAMS

BIRD HEALTH & NPIP

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 Ohio Department of Agriculture's (ODA) Division of Animal Industry staff, ODA Diagnostic Laboratory staff, and USDA/APHIS/VS staff to ensure that the standards of the programs are being met.

2020 presented new challenges for Ohio's bird health team, but it did not stop progress on the Ohio Avian Initial State Response and Containment Plan (ISRCP). The Ohio Emergency Disease Management Committee voted to approve the Ohio ISRCP plan at the virtual meeting in July and the final plan was submitted to USDA APHIS for approval.

An Ohio Veterinary Roundtable was established with the first meeting held at the end of 2020. The group serves as an open forum opportunity for veterinarians and senior bird health professionals working in Ohio to share current issues, preventative measures, and challenges in the Ohio poultry industry. The groups consist of veterinarians from ODA, USDA, OSU Research and Extension veterinarians and staff.

Most meetings transitioned to virtual in 2020, including the annual Ohio Egg Quality Assurance Program (OEQAP) training, which outlines stringent guidelines for the production, processing and transportation of eggs. In conjunction with ODA, OPA held a certification of participation and biosecurity training session with approximately 80 Ohio producers and state field staff. In September, OPA held a Biosecurity webinar open to all OPA members, which included a discussion on the NPIP biosecurity audits and research on the use of foam in layer houses for depopulation and disinfection.

POULTRY PROGRAMS



NATIONAL POULTRY IMPROVEMENT PLAN

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 the NPPI in 2020. OPA also oversees the H5/H7 Avian Influenza Program for all NPPI Subparts.

In 2020, OPA:

- Conducted 10 hatchery inspections with commercial hatcheries being conducted virtually.
- Qualified 28 Subpart E hatchery breeder flocks, representing over 100,000 breeders.
- Managed 33 Upland Game Bird propagators operating on a 90-day monitoring program.
- OPA's Authorized Agents tested 257 Subpart E (exhibition and backyard flocks) participants for Pullorum and Avian Influenza, 42 of which are AI Clean and tested twice a year.
- Conducted four slaughter plant audits for compliance with NPPI pre-movement testing.
- Submitted approximately 23,500 ELISA, 2,700 AGID and 850 PCR AI samples in Ohio's commercial poultry production.
- Submitted approximately 245 upland and 800 backyard/exhibition PCR samples.
- Conducted 20 official NPPI Biosecurity audits in 2020.

The USDA published the NPPI Biosecurity Principles in August 2018 with the deadline of September 2020 to have a completed and satisfactory audit on file. OPA completed audits for 25 producers by the end of 2020.

The annual Pullorum Tester Training classes were canceled in 2020. Due to lack of Antigen, a required step to do a Pullorum plate test, the Pullorum testing requirement was waived for 2019 and 2020 fair and exhibition seasons. OPA transitioned the 2021 tester training classes to be held virtually and increased communication with backyard flock owners via an updated, monthly newsletter, which reach more than 450 individuals.

WORKFORCE DEVELOPMENT

OPA enhanced the careers page on OhioPoultry.org in 2020 to further promote the vast career opportunities available within Ohio's egg, chicken and turkey farming industry.

The new careers webpage:

- Provides an overview of the benefits of working within the industry;
- Includes descriptions of various positions offered at egg, chicken and turkey farming companies;
- Highlights job openings at OPA members' farms and companies, by request;
- Features testimonials from current professionals within Ohio's egg, chicken and turkey farming community; and
- Links to OPA farmer-members' and allied industry members' careers pages.

To promote and drive clicks to the new careers page, OPA also developed a visual fact card that will be shared during future events and workforce development presentations to encourage those seeking a new career to consider becoming part of Ohio's egg, chicken and turkey farming industry and to visit the website to learn more.



A photograph of the Ohio Statehouse dome and the statue of William McKinley in front of it. The image is partially obscured by a green and white diagonal graphic element on the left side.

LEGISLATIVE INITIATIVES

ADAPTING TO THE PANDEMIC

The COVID-19 pandemic became part of Ohioans' everyday lives in March of 2020, followed by Governor DeWine and the General Assembly's swift action to slow the spread of the virus. The initial crisis forced businesses of all types to identify ways to protect their teams and prevent the spread of the virus while remaining operational.

While some businesses, such as bars and restaurants, were required to completely shut down due to state-issued health orders, OPA members' farms and companies were counted on to continue operating to keep grocery store shelves stocked with foods that were highly in demand. OPA worked closely with Governor DeWine and his administration, members of the General Assembly and public officials at all levels of government to ensure its members were deemed "essential" and could continue working as providers of crucial goods and services. OPA members stepped up quickly to enforce health and safety measures in their facilities to keep their teams safe and healthy, and provided important feedback on effective best practices.

Recognizing that COVID-19 vaccines were in production and were expected in late 2020 or early 2021, OPA worked with federal and state officials to ensure a successful rollout to the general public and shared information with its members to keep them informed of the statuses of vaccination phases. OPA and the agricultural community also conducted briefings with government leaders and health experts on the crucial nature of having farm workers prioritized for vaccination.

LEGISLATIVE
INITIATIVES

2020 ELECTIONS

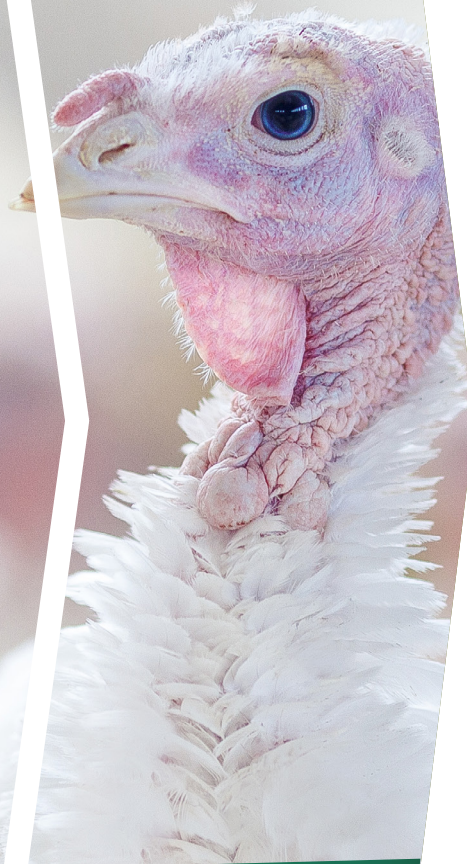
July 21, 2020, brought a political bombshell to Ohio as Republican Speaker of the House Larry Householder was arrested, along with four others, in an alleged \$61 million bribery and racketeering case related to the passage of a nuclear energy bailout bill (HB 6) passed by the legislature. The work of the Ohio House came to a complete stop at that time, but members of the House returned to Columbus to vote to expel Householder as Speaker and narrowly elected former Ohio Supreme Court Justice and State Senator Bob Cupp of Lima as the new Speaker. Cupp was charged with leading that caucus into the November elections.

Despite the alleged Householder scandal and talk about possible Democratic gains in the legislature, Ohio Republicans were successful in the election. Ohio was easily carried by President Trump and Republicans in both the House and Senate added to their already sizable majorities. Democrats won one of two contested seats for the Ohio Supreme Court, but Republicans still maintain a 4-3 majority. Lima became the “power city” of the General Assembly as the area is home to both Speaker Cupp and the newly elected President of the Senate, Senator Matt Huffman.

As noted, Ohio was easily won by President Trump, but after much legal debate and wrangling, 2020 closed with then President-elect Joe Biden holding a 306-232 Electoral College victory over President Trump and winning the popular vote by over 7 million votes. 2021 began with President Biden and Democratic majorities in both the US House and Senate.

LOOKING AHEAD

2021 will bring more challenges and opportunities for OPA and its members. In the coming year, OPA will be extremely involved in the continuing COVID-19 pandemic, workforce issues and helping with the recovery of the state's economy, as well as numerous issues regarding the formulation and passage of the state budget and other issues that impact OPA members. The OPA team will also continue to spread the message of agriculture being the state's top industry and how we can work with the DeWine Administration and the General Assembly to create more opportunities for OPA members.



PRODUCER &
ASSOCIATION
PROGRAMS

PRODUCER & ASSOCIATION PROGRAMS

In 2020, OPA pivoted its strategies to promote and recognize programs that were either held virtually or cancelled.

OHIO STATE FAIR

With the 2020 Ohio State Fair being cancelled, OPA worked creatively through social media to promote its crowd-favorite recipes, memories from past fairs, and highlight the hard work of 4-H poultry showmen through Instagram takeovers and educational videos. All were promoted during when the Ohio State Fair would have been held.

VIRTUAL RECIPE EXCHANGE

OPA partnered with other Ohio commodity groups to share its most popular Taste of Ohio Café menu items in the [Ohio State Fair Favorites Digital Recipe Guide](#). The guide and the recipes it contains were shared on commodity groups' social media channels, including OPA's accounts. OPA-owned recipes featured in the guide included three Ohio State Fair favorites:

- [Chicken and Noodles](#)
- [Maple Butter Breakfast Sliders](#)
- [Devised Eggs](#)



ASSESSING A MARKET BIRD'S MUSCLE CONFORMATION

with Ohio Poultry Experts



LIVE STREAM FROM HATCHING UNIT

OPA partnered with the Department of Animal Sciences at the Ohio State University to feature its popular hatching unit via a YouTube live stream so Ohioans could watch chicks and poults hatch in real-time, just like they normally would in the Land & Living Exhibit at the fair. The hatching unit was **viewed more than 900 times** on YouTube and OhioEggs.com, and social media posts promoting the hatching unit reached a potential audience of **more than 34,000 users**.

MARKET POULTRY SHOWING VIDEOS

To educate Ohio families on all that goes into preparing and selecting market poultry for shows, OPA partnered with various Ohio poultry experts and 4-H showmen to develop a series of poultry showing videos. The four videos covered several topics, including checking and treating for mites, trimming toenails and beaks, bathing and transporting birds, common showmanship techniques and assessing the muscle conformation of a market bird.

Videos were featured on [OPA's YouTube channel](#) and promoted on social media, receiving a combined **10,715 video views**.

4-H'ER INSTAGRAM TAKEOVERS

Many 4-H youth did not have the opportunity to show their animals at county fairs or at the Ohio State Fair in 2020. To celebrate and recognize the hard work and efforts of these exhibitors, OPA invited 4-H poultry showmen to "take over" its Instagram account, @ohiopoultry, for one day during when Ohio State Fair poultry shows would have taken place.

4-H showmen shared their favorite Ohio State Fair memories with OPA's followers and introduced them to their flocks at home. These Instagram takeovers were some of OPA's top performing Instagram posts in 2020 and received extremely positive feedback from followers.



COSI FARM DAYS

OPA was a proud sponsor of COSI's 2020 Farm Days event, which was held virtually for the first time so families could enjoy the event from home. Because of the added flexibility of the event being held virtually, various Ohio commodity groups and agricultural organizations, including OPA, had the opportunity to participate in Facebook Live segments with COSI. Sandra and Daniel Lausecker provided a virtual tour of their farm, Outward Farms, which was presented on COSI's Facebook page on October 16. During the tour, Sandra walked viewers through Outward's processing facility and one of its hen houses, explaining the importance of hen care, food safety and biosecurity.



SPONSORSHIPS AND PARTNERSHIPS

OPA remains focused on communicating its messages with new and unique audiences by leveraging relationships with key stakeholders and sponsoring important events. In 2020, OPA partnered with or sponsored the following organizations and events.

OHIO NATIONAL POULTRY SHOW

The Ohio National Poultry Show was held virtually in 2020 and was open to exhibitors from across the world, adding a new level of competition and challenging exhibitors with a different style of showing their poultry. Exhibitors were asked to submit multiple photos of their show birds, which were judged and virtually announced on November 14 and 15.

OPA sponsored the Ohio National's virtual junior show and sent all junior exhibitors a special participation bag, which included an OPA-branded water bottle, pen and sticker, and one of OPA's new handouts with information about careers in Ohio's egg, chicken and turkey farming industry, among other items.

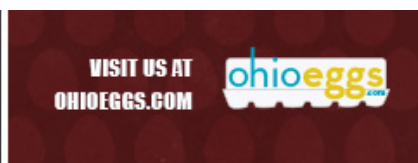
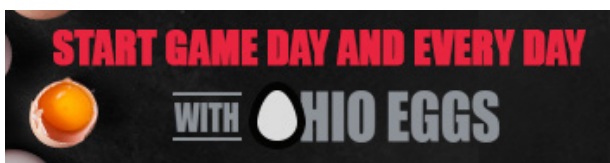
SPONSORSHIPS
& PARTNERSHIPS



THE OHIO STATE UNIVERSITY ATHLETICS PARTNERSHIP

Ohio egg farmers continued their sponsorship of Ohio State Athletics during the 2020-2021 seasons. OPA worked closely with the Ohio State Athletics team to ensure the organization received excellent promotion during seasons that had limited in-person attendance. As part of its sponsorship with The Ohio State Buckeyes, OPA received the following promotion:

- TV spots featuring Ohio egg farmers who are Ohio State graduates were shown weekly during the “Game Time with Ryan Day” TV show, which was **aired on 10TV and FOX Sports Ohio**.
- Weekly radio spots with messages about Ohio egg farmer commitments were played during the game broadcast and on “Ohio College Football Today.”
- Featured sponsor of a “360 with Ohio State Athletics Podcast,” including a 30-second ad within the episode, inclusion in the digital guide, and a mention in the intro and outro of the podcast.
- A custom-made OhioEggs.com and Ohio State-branded digital game, which ran for five weeks and challenged Ohio State fans played an egg-themed game of skee-ball, featuring questions about egg farming and nutrition, and offered a sweepstakes for free eggs for a year. **The game reached a potential audience of about 620,000 online users.**
- An OhioEggs.com-branded ad was shown on videoboards during every football, men’s and women’s basketball and men’s hockey game.
- OhioEggs.com ads were featured on OhioStateBuckeyes.com, earning **2 million total impressions**.
- “Tailgate Treat” recipes were shared every Saturday during football season on the official Buckeyes’ Facebook and Twitter pages. Posts were seen by **1.3 million social media users** and earned **more than 31,100 engagements**.





INTEGRATED CAMPAIGNS & BLOGGER ENGAGEMENT

INTEGRATED CAMPAIGNS & BLOGGER ENGAGEMENT

OPA executed integrated communications campaigns and partnered with Ohio food and lifestyle bloggers in 2020 to promote Ohio egg, chicken and turkey farming during key times of the year. The bloggers' recipes reached an estimated online readership of **359,600 users** and were read more than **5,230 times**, largely due to the bloggers' social media promotion and OPA's Facebook, Twitter and Pinterest advertising efforts.

ENVIRONMENTAL FARMER IMAGE CAMPAIGN

In an effort to increase awareness of Ohio egg farmers' commitments to preserving the environment, OPA launched a farmer image campaign in the Dayton, Toledo and Cleveland markets in the early months of 2020. The campaign consisted of:

- Highly targeted social media ads on Facebook and Twitter, which reached a combined audience of **750,000+ social media users**.
- Paid search advertising using Google AdWords, targeted to individuals searching for keywords and phrases focused on the environment and sustainability as it relates to farming, which generated more than **2,030 clicks** to OhioEggs.com.
- A consumer e-blast that was sent to **150,000 consumers**, resulting in more than **3,650 link clicks** driven to OPA's website.



EASTER

OPA maximized its reach and engagement during the popular Easter season by launching a targeted social media advertising campaign that reached about **3.3 million social media users** and drove more than **63,400 link clicks** to OhioEggs.com. OPA also partnered with two food bloggers to develop Easter lunch and dessert recipes – Macaroni Egg Salad and Carrot Cake Cheesecake Blondies. Recipes were viewed on bloggers' sites more than **1,700 times**.

NATIONAL EGG MONTH

During National Egg Month, OPA hosted weekly Q&A sessions on social media where consumers could ask Ohio eggs-perts their questions on egg safety, farming, nutrition and cooking. Jim Chakeres answered questions on-camera in OPA's kitchen and videos were produced using his responses. Videos were incorporated into OPA's National Egg Month social media campaign, which received **20,403 total post reactions** and **18,222 video views**.

BACK-TO-SCHOOL

OPA focused its social media strategy during the back-to-school season on sharing easy, kid-friendly recipes on social media. Posts shared during the campaign received nearly **29,000 post engagements** and drove more than **7,500 link clicks** to OhioEggs.com. OPA also partnered with two bloggers to develop easy-to-make recipes, including Air Fryer Breakfast Burritos and Turkey Sausage & Egg Puff Pastry Pizzas, which were viewed about **1,500 times** on bloggers' sites.

THANKSGIVING

Cooking tips, recipes and information about Ohio's turkey farmers were shared in the weeks leading up to Thanksgiving through an integrated social media advertising campaign, which drove more than **16,600 link clicks** to OPA's websites. OPA also partnered with an Ohio food blogger to develop a Monte Cristo Sandwich using leftover Thanksgiving turkey, which received more than **600 views** on the blogger's site.

HOLIDAY & GIFT OF EGGS

OPA focused its holiday social media campaign on sharing festive recipes and cooking and baking tips for Ohioans staying #TogetherAtHome over the holidays. As a result of social media advertising efforts, December was one of the highest-traffic months OhioEggs.com saw in 2020 with more than **61,000 pageviews** and nearly 28,000 total visitors.

OPA also amplified AEB's Gift of Eggs campaign, which encouraged consumers to use eggs in festive dishes to send to loved ones over the holidays and purchase restaurant gift cards to provide relief to the foodservice industry. Through its campaign, OPA gave away \$300 in restaurant gift cards, worked with food bloggers to develop giftable recipes, which reached more than **683,000 readers**, and drove more than **15,200 link clicks** to AEB's Google-generated maps where consumers could purchase gift cards from restaurants near them.



DIGITAL

Throughout 2020, OPA invested significant time and resources in its digital initiatives recognizing that's where its audiences were most likely to be reached. OPA focused its attention largely on social media, farmer profiles and the websites.

In 2021, OPA is bringing a fresh, new design to its OhioPoultry.org site, which features industry information for OPA farmer-members, flock owners, stakeholders, legislators, media and consumers. The new website will feature updated information and a modern design, and is projected to go live in the spring of 2021.



DIGITAL




7,587,876
USERS REACHED


2,398
NEW PAGE LIKES


9,406
POST SHARES


392,291
VIDEO VIEWS
4X HIGHER THAN
2019 RESULTS


5,285
LINK CLICKS


SOCIAL MEDIA

OPA shifted its social media strategy several times in 2020 to ensure it was being sensitive to what was going on in the world while sharing content that was timely, relevant and valuable to its audiences.




662
RETWEETS


90,092
LINK CLICKS


INCREASED
LINK CLICK RATE
ADS BY 4X IN
2020




5,732,709
TOTAL IMPRESSIONS


78,040
TOTAL LINK
CLICKS


32,087
TOTAL SAVES




4,274
POST LIKES


113
POST COMMENTS

OPA WEBSITES

In 2020, OPA continued to expand its web presence for both OhioPoultry.org and OhioEggs.com.

OhioEggs.com


56 PERCENT
INCREASE OF TRAFFIC
IN 2020


197,694
UNIQUE VISITORS


16,474
AVERAGE MONTHLY
VISITORS


2.36
AVERAGE PAGEVIEWS
PER VISIT

MONTHS WITH THE HIGHEST WEBSITE TRAFFIC:

32,438
APRIL VISITORS

27,901
MARCH VISITORS

25,407
JULY VISITORS

OhioPoultry.org


9,243
TOTAL VISITORS


2.28
AVERAGE PAGEVIEWS
AND VISITS


TOP
VIEWS
PAGES

FAST FACTS
NPIP
IN THE CLASSROOM

MEDIA RELATIONS


OPA regularly shares relevant and timely information with Ohio media outlets, including print and broadcast media, to educate the state's consumers on farming, food safety tips, nutrition information, and to discuss relevant issues within the industry.

Throughout the year, OPA worked with TV stations within key markets across the state to give virtual cooking demonstrations to viewers from OPA's kitchen. These demonstrations were a joint effort by the entire OPA team and included:

- **World Egg Day**: OPA taught viewers to prepare a [Chorizo Stacked Omelet](#), which played off a traditional Filipino Tortang and included layers of eggs, cheese and North Country Charcuterie Berkshire Pork Chorizo.
- **Thanksgiving**: Ahead of Thanksgiving, OPA taught viewers to prepare a Thanksgiving turkey and make [Turkey Tetrazzini](#) using leftover Thanksgiving turkey.
- **Holiday**: In the days leading up to Christmas, OPA gave two cooking demonstrations to show viewers how to make OPA's new [Christmas Morning Egg Bites](#) and [Breakfast Charcuterie Board](#) featuring Everything Deviled Eggs.



MEDIA
RELATIONS



OPA expects 2021 to be another year of growth and advancement for the organization and its members.

In 2021, to help ensure the long-term stability and livelihood of the state's egg, chicken and turkey farmers, OPA will focus on workforce development, restaurant recovery, and youth education. Labor, foodservice and creating a future pipeline of talent are critical priorities and OPA encourages its members and stakeholders to get involved with and support these initiatives, and promote them with their networks and audiences.

To ensure a successful year, OPA will:

- Advocate for poultry issues with local and national legislators
- Collaborate with other members of Ohio's agriculture community to improve the quality of the state's waterways through initiatives, such as H2Ohio and OACI
- Monitor the progression of the COVID-19 pandemic and its impact on the industry and on members' businesses and communities and keep members informed
- Administer and coordinate poultry health programs
- Support workforce development and recruitment to secure a pipeline of talent for members' businesses
- 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 through the use of social media and other mediums
- Promote Ohio's egg, chicken and turkey farmers through creative and innovative programming

2021 VISION



OHIO POULTRY
ASSOCIATION

707 South Front Street
Columbus, OH 43206

614.882.6111

www.OhioPoultry.org
www.OhioEggs.com



Facebook/OhioEggandPoultry



Twitter/OhioEggFarmers



Pinterest/OhioPoultryAssn



Instagram/OhioPoultry



YouTube/OhioPoultryAssn