



 OHIO POULTRY
ASSOCIATION

2021

ANNUAL
REPORT

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2021 BOARD OFFICERS

The 2021 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 2021 officers included:

PRESIDENT - Sandra Lausecker

VICE PRESIDENT - Doug Mack

SECRETARY - Jeff Cutler

OHIO EGG MARKETING PROGRAM -
Sandra Lausecker, Chair

OHIO EGG PROCESSORS ASSOCIATION -
Jay Rindler, Chair

A MESSAGE TO OUR MEMBERS

As we entered 2021, our farming community continued to feel the impacts from the persistence of COVID-19 – from labor shortages to supply chain disruptions, among other items. Fortunately, lessons learned from the first year of the pandemic, as well as our industry's resiliency and adaptability, allowed us to persevere.

Ohio egg, chicken and turkey farmers have spent time and resources in 2021 looking to the future of our industry to form a more sustainable business model. To achieve this, OPA has been driving three strategic initiatives: restaurant recovery, youth education, and workforce development; all with an eye to a better future for the families who make up the Ohio poultry industry and to better serving our customers and consumers.

Here are some highlights of our work:


- Executed a statewide restaurant-support campaign to encourage consumers to support their local restaurants while sharing farmer-favorite breakfast menu items;
- Continued evolving the Chickenology youth education curriculum and coordinated virtual farm tours to educate Ohio's students;
- Developed new workforce development materials to further promote the career opportunities available within Ohio's egg, chicken and turkey farming communities;
- 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;
- Advocated for Ohio poultry issues with the state's legislature; 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



Sandra Lausecker



RESTAURANT RECOVERY

As Ohio's restaurant industry recovers from the devastating impacts of the pandemic, Best Buckeye Breakfasts was developed in partnership between OPA and the Ohio Pork Council to encourage Ohio consumers to support their local restaurants and those they employ by dining in, carrying out, or sharing their favorite breakfast spots. The statewide restaurant support campaign ran from June-August 2021 and encouraged families to try farmer-favorite breakfast menu items and share their personal favorites on social media.

During the 10-week campaign, Best Buckeye Breakfasts provided social media fans with (50) \$100 restaurant gift cards and awarded six independently-owned and operated restaurants with \$2,500 grants **to contribute a total of \$20,000 to local restaurants through grants and gift card giveaways.** In addition, the restaurant relief campaign reached more than **5.5 million Ohioans** and earned **2.8 million impressions** through digital advertising.

Best Buckeye Breakfasts will maintain a presence on **BestBuckeyeBreakfasts.com** – a great resource for anyone planning their next road trip or looking for a local breakfast spot.

Best Buckeye Breakfasts

**NOMINATE
YOUR FAVORITE
OHIO BREAKFAST RESTAURANT**

to give them a chance to win a
\$2,500 grant from Ohio
egg and bacon farmers.

RESTAURANT
RECOVERY

YOUTH EDUCATION

OPA remains focused on communicating its messages with new and unique audiences through youth education efforts.

CHICKENOLOGY

OPA has partnered with GrowNextGen, the Ohio Soybean Council, EducationProjects.org and The Ohio State University Extension/Ohio 4-H to assemble an exciting curriculum to engage young minds on how evolution and genetics impacts the food they eat today and to get them thinking about potential poultry careers.

While the curriculum is still emerging, the current trajectory has students using multiple modalities to investigate how environment influences heredity and reproduction. Through STEM activities and English/Language Arts (ELA) inclusive lessons, students examine questions, such as "What role does the environment have on heredity? How will consumer demands influence selective breeding?"

This curriculum aims to engage teachers and students by focusing on 8th grade Life Science standards. 2021 was year one of a three-year project and saw the completion of two career videos and three virtual field trips **reaching as many as 6,000 students** live with many more able to access the recordings via YouTube.

COSI FARM DAYS

OPA supported COSI's Annual Farm Days event from August 12-15, 2021, which allows COSI attendees to meet farmers and learn more about where their food comes from. This year, OPA's hatching unit was on-display, gaining the attention of over **9,000 attendees during the three-day event.**



YOUTH
EDUCATION

WORKFORCE DEVELOPMENT

Focusing on workforce initiatives continues to be a top priority for OPA.

In 2021, OPA continued to enhance the careers page on OhioPoultry.org to further promote the vast career opportunities available within Ohio's egg, chicken and turkey farming industry.

In addition, **six short and compelling videos were created to highlight "A Day in the Life" of an Ohio poultry farmer.** The videos featured different job positions – from a poultry production manager to an egg processing supervisor, and mechanical engineering to a career in animal science.

OPA also developed a **visual handout and poster 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.

The poster highlights careers, such as animal caretakers, feed mill workers, mechanics and equipment operators, product packers, food safety inspectors, and truck drivers. It also educates individuals on the egg journey – from hen to home – and the Ohio egg farming community's impact on the local economy.



WORKFORCE DEVELOPMENT



CAREER VIDEOS



OHIO POULTRY
ASSOCIATION

EXPLORE CAREERS ON OHIO'S POULTRY FARMS!

Ohio's poultry farmers are proud to work year-round to produce nutritious, affordable eggs and food products for families across the nation. Want to get involved? There are plenty of job opportunities on Ohio's poultry farms you can start right after high school - no farming experience required! Ohio's poultry farming community also has a number of job opportunities for those with college degrees. **Employees on Ohio poultry farms use a variety of skills everyday - from science and computer technology, to animal care and machinery operation.**

LEARN MORE ABOUT HOW YOU COULD START A CAREER WITHIN OHIO'S POULTRY FARMING COMMUNITY!

<p>If All Starts with Excellent Hen Care</p> <p>OHIO IS THE #2 EGG-PRODUCING STATE IN THE U.S. AND PRODUCES MORE THAN 10 BILLION EGGS EACH YEAR.</p> <p>Animal Caretakers work with their hands to raise healthy chickens in a safe living environment.</p> 	<p>Grain Produced by Farmers Provides Chickens with the Nourishment They Need</p> <p>OHIO BURNS TO MORE THAN 50 MILLION LIVING HENS.</p> <p>Feed Mill Workers process grain deliveries, mix feed rations and transport feed to farms.</p> 	<p>It's Important to Maintain Modern Farming Equipment to Ensure Operations Run Smoothly</p> <p>OHIO'S EGG, CHICKEN AND TURKEY FARMS CREDIT \$1.84 TO \$100 JOBS ANNUALLY.</p> <p>Mechanics, Maintenance and Construction Workers ensure farms are in good condition and make necessary repair through welding, electrical and plumbing work.</p> <p>Equipment Operators control machinery like forklifts, skid steers, tractors and dump trucks to assist with construction projects and other daily tasks.</p> <p>Tech Support ensures devices like air controls and computers are functioning properly and employs learning about new technologies.</p> 	<p>Egg Processors Play an Important Role in Preparing Eggs for the Grocery Store</p> <p>OHIO EGGS ALWAYS FOLLOW SAFETY RULES THAT ENSURE EGGS ARE SAFE AND FREE OF ANY BACTERIA.</p> <p>Egg Processors and Product Packers sort eggs by weight, then ensure they are properly packed before being transported to grocery stores.</p> 	<p>Eggs are Carefully Transported from the farm to the Grocery Store</p> <p>IT ONLY TAKES 40-70 HOURS FROM THE TIME AN EGG IS LAID TO THE TIME IT REACHES THE GROCERY STORE!</p> <p>Truck Drivers spend their days traveling and hauling eggs in refrigerated trucks from farms to grocery stores, restaurants, schools and food pantries.</p> 	<p>Grocery Store Shelves Are Stocked with Eggs for Families Like Yours!</p> <p>THE AVERAGE AMERICAN EATS 287 EGGS PER YEAR.</p> 
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There are many EGGiting job opportunities on Ohio's poultry farms - many in which only a high school diploma is needed to get started and no prior experience is required. To learn more about starting a career within Ohio's poultry farming community, visit OhioPoultry.org/Careers.



POULTRY HEALTH PROGRAMS

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

Near the end of 2021, USDA APHIS formally approved Ohio's Avian Initial State Response and Containment Plan (ISRCP). The ISRCP was updated and reviewed by the Emergency Disease Management Committee at the annual meeting held in August. OPA will host an ISRCP Review meeting on January 13, 2022, and an AI Virtual Workshop in March 2022 covering the EMRS gateway and several other aspects of Ohio's AI response plans. The NPIP Biosecurity Principal Audits continued in 2021 with OPA completing audits for 29 producers in total.

Other meetings that transitioned to virtual in 2021 include the annual Ohio Egg Quality Assurance Program (OEQAP) training. The program outlines stringent guidelines for the production, processing and transportation of eggs. OPA in conjunction with the Ohio Department of Agriculture held a certification of participation and biosecurity training session in June.

OPA also updated members on important webinars and resources throughout the year, including programs such as: Ohio EMRS Gateway Overview, "Defend the Flock: How Avian Influenza Affects Us All," Virtual Pullorum School, among others.

POULTRY HEALTH
PROGRAMS

NATIONAL POULTRY IMPROVEMENT PLAN

In 2021, 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 National Poultry Improvement Plan (NPIP). OPA also oversees the H5/H7 Avian Influenza Monitored Program for all NPIP Subparts.

In 2021 OPA:

- Conducted 10 hatchery inspections.
- Qualified 33 Subpart E hatchery breeder flocks and 2 Subpart J Upland Game Bird breeder flocks representing over 250,000 breeders.
- Managed 33 Upland Game Bird propagators operating on a 90-day monitoring program.
- OPA's Authorized Agents tested 273 Subpart E (exhibition and backyard flocks) participants for Pullorum and Avian Influenza, 53 of which are AI Clean and tested twice a year.
- Conducted 4 slaughter plant audits for compliance with NPIP pre-movement testing.
- Worked with Ohio's commercial poultry producers to submit approximately 23,600 ELISA, 2,100 AGID and 810 PCR AI samples.
- Oversaw submission of approximately 225 upland and 950 backyard/exhibition PCR samples.

OPA continued to expand outreach and programming virtually in 2021. The first ever virtual Ohio Certified Pullorum Class was held in May 2021 with the highest number of certifications in a single year at 99 new testers trained across the state. The Backyard Flock tab on OPA's website was updated to include more biosecurity information and resources. OPA has also increased frequency of which a Backyard Flock newsletter is distributed, now approximately once a month, to nearly 500 backyard flock owners. The bird health programs manager also attended varying events such as the 2022 Fair Managers Annual Convention, NPIP OSA meeting, and Ohio's Spring Youth Poultry Clinic.





LEGISLATIVE INITIATIVES

In the Ohio Statehouse and throughout Ohio's government agencies, the COVID-19 pandemic continued to dominate headlines and influence the work and progress of Ohio government. However, since mid-2021, much of the attention at the Ohio Statehouse has been on the Congressional and Ohio General Assembly redistricting process. As required by constitutional amendments passed in 2015 and 2018, new districts were set to be drawn by the Ohio Redistricting Commission, but by the end of 2021 none were finalized and approved with each map attempt being struck down by the Ohio Supreme Court. The politics surrounding the district maps and the consequences of drawing new districts led to this stalemate with the practical result being that Ohio will now have two primary elections.

On May 3, 2022, Ohioans will vote for all statewide candidates and Congressional candidates as well as local candidates and issues. Ohioans also will vote for all the Senate and House seats in the Ohio General Assembly in 2022. Further complicating the process, Ohio is set to lose one Congressional seat after the November 2022 election, resulting in 15 federal representatives in newly drawn districts.

Amidst the chaos of the pandemic and the redistricting process, Ohio elected two new Congressional members in special elections. Mike Carey (R) defeated Allison Russo (D) in the 15th Congressional District while Shontel Brown (D) defeated Laverne Gore (R) in the 11th District. Both are running for re-election in 2022.

LEGISLATIVE
INITIATIVES

POLICY ISSUES

Throughout 2021, OPA was involved in many policy issues in state government, from renewable energy to supply chain issues and tax credits.

SB 52, one of the most controversial bills of 2021, aimed to regulate wind and solar projects in Ohio. The bill pitted traditional environmentalists against traditional property rights advocates – on both sides of the property rights issue. OPA acted in good faith to ensure our members' voices were heard in the behind-the-scenes negotiations on the bill and worked hard to ensure a fair outcome under the political circumstances. In the end, SB 52 curbed rights on each side of the equation. Farmers will have a more local voice on such projects under the bill and the approval of these projects will now be more influenced in the local communities by landowners and renewable energy advocates.

Changes to farm leases also made an appearance in 2021. **HB 397**, sponsored by Darrell Kick (R), will revise the law regarding agricultural leases and soil and water conservation districts; modify the laws governing the Ohio Public Works Commission, district public works integrating committees, and natural resources assistance councils; convey state-owned land in Fairfield County to the board of commissioners of Fairfield County; create the Investing in Ohio Fund; revise the law governing the issuance of unit operation orders under the Oil and Gas Law; and make an appropriation. The bill has been delivered to Governor DeWine and is awaiting his signature.

OPA also worked with Ohio Treasurer Robert Sprague on legislation **HB 440** to make needed changes to raise the lending cap under the Ohio Ag-LINK program. HB 440, sponsored by Representatives DJ Swearingen and Andrea White, expands the state's current efforts to provide access to low interest working capital, by partnering with local financial institutions to further utilize Ohio's current \$20 billion portfolio to assist family farms, especially young farmers continuing to take over their family's businesses. HB 440 has passed both chambers and will soon be signed by Governor DeWine.

Additionally, **OPA worked with numerous state agencies in 2021 to try to remedy supply chain issues in the industry.** Whether it was work with ODOT on weight limits, ODA on testing issues, or with EPA on multiple issues; OPA was engaged in every aspect.



OPA PROGRAMS AND STRATEGIC PARTNERSHIPS

In 2021, OPA hosted association programs and continued developing and building strategic partnerships to further share the Ohio egg, chicken and turkey farming story.

ANNUAL BANQUET AND GOLF OUTING

OPA celebrated its annual golf outing, Annual Banquet and Industry Celebration on September 10 at TopGolf and the Ohio Expo Center, respectively. After an extended postponement of these events in 2020, it was wonderful to re-connect with long-time industry supporters and meet new industry representatives as attendees donned their best Oktoberfest attire.

Two awards were presented to individuals who have made significant contributions to Ohio's egg, chicken and turkey farming communities, including:

- Carl Link, Golden Egg Award
- Lisa Timmerman, Meritorious Service Award



OPA PROGRAMS
AND STRATEGIC
PARTNERSHIPS

OHIO STATE FAIR

The Ohio State Fair returned this year from July 19-August 8, but was limited to livestock and educational competitions for exhibitors, their families and guests.

During the fair, OPA promoted workforce development. To showcase and generate interest in careers available in Ohio's poultry industry, OPA featured a display in the poultry barn highlighting personal testimonials from employees working in various sectors of the industry, an educational video, and information about the OPA's Career webpage.

OPA also operated a modified food stand alongside Ohio's commodity groups to provide delicious, nutritious poultry and egg dishes to those participating at the Ohio State Fair. The food stand opened at 7 a.m. daily and offered breakfast to exhibitors. Fan-favorite dishes served included shredded chicken sandwiches, grilled chicken breast sandwiches, turkey ribs and turkey burgers. Additionally, OPA's food stand was featured in local media outlets, including the Columbus Dispatch and on NBC 4.

OHIO NATIONAL POULTRY SHOW

OPA staff volunteered at the 2021 Ohio National Poultry Show, held November 13-14, at the Ohio Expo Center and State Fair. Approximately 6,000 birds were entered in the exhibition, attracting thousands of visitors and exhibitors from around the country. OPA Executive Vice President Jim Chakeres served as one of the judges and OPA staff engaged with participants and exhibitors through their workforce development display, which highlighted career opportunities available within the industry.

OHIO STATE ATHLETICS

Ohio egg farmers continued their sponsorship of Ohio State Athletics during the 2021-2022 season. As part of its sponsorship with The Ohio State Buckeyes, OhioEggs.com received high-profile exposure including the below highlights:

- Ohio Eggs branded replay for all replays shown in the third quarter of the seven home football games.
- TV mentions in each Inside Ohio State Athletics TV show on 10TV and Bally Sports Ohio.
- More than 2 million impressions on OhioStateBuckeyes.com.
- More than 2 million impressions generated from 12 Tailgate Treats Facebook and Twitter posts receiving 33,843 total engagements.
- A full-page ad ran in the football program, Grid Guide, Bowl Game Digital Guide, and the men's and women's basketball program.



KICK OFF EVERY DAY WITH OHIO EGGS

OHIO EGGS WILL KEEP YOU GOING, DOWN TO THE LAST PASS

Eggs are **affordable, convenient and easy to prepare**. One large egg is packed with **6 grams of high-quality protein and 8 essential nutrients** – all for only 70 calories.

Just like football players work hard on the field, Ohio egg farmers work every day to ensure all Ohioans can enjoy safe, nutritious eggs, while providing excellent animal care and using environmentally friendly farming practices. Ranking **#2 in the nation for egg farming**, Ohio produces more than **10 billion eggs** each year.

ohioeggs | OSU
Proud Sponsor of Ohio State Athletics

Visit OhioEggs.com to meet Ohio egg farmers, learn about egg nutrition and get recipes.

Use #OhioEggs to share how you power up for game days!

[f](#) [t](#) [i](#) [y](#) [e](#)

CONSUMER MARKETING

In 2021, OPA continued to expand its digital and communications presence through multiple integrated campaign strategies.

2021 CAMPAIGN IMPACT SNAPSHOT

900



VIDEO VIEWS ON YOUTUBE

featuring workforce development, egg farming and cooking videos



17K

EMAIL SUBSCRIBERS

OPA distributed 5 e-blasts during key times



186 media mentions

reaching an audience of

127.3 million

through TV, radio and newspaper interviews

6.6 million

SOCIAL MEDIA
CONTENT & AD REACH

spreading awareness of Ohio egg, chicken
and turkey farming and unique recipe content



137K+

WEBSITE VISITS

largely supported by digital promotions and influencer partnerships



11 influencer partnerships

generated numerous new recipes and reached
an audience of over

700K+

CONSUMER MARKETING



**ENTER TO WIN UP TO A
\$500 GROCERY GIFT CARD
TO MAKE HOLIDAY EGG DISHES
FROM AROUND THE WORLD**

BROUGHT TO YOU BY AMERICA'S
EGG FARMING FAMILIES



The Lemon Bowl
December 5 at 10:57 AM

A traditional Jewish dessert recipe, my **Ema Ljuba** would frequently make this apple cake on Friday for Shabbat, and it would stay moist all week long. A parev (kosher) dessert, this cake can be eaten with either meat or dairy. A huge family favorite among all of Ljuba's seven children and many grandchildren!

Try it <https://thelemonbowl.com/jewish-apple-cake>

This post is sponsored by **Incredible Egg**, who is proud to provide safe, healthy eggs for holiday celebrations around the world.

Apple Cake

0:03 / 2:04

18 2 Comments 4 Shares

Like Comment Share

EGGS AROUND THE WORLD MULTICULTURAL HOLIDAY CAMPAIGN

OPA led a multi-state recipe campaign, Eggs Around the World, during the holiday season. The campaign, developed in partnership with the American Egg Board, California, Colorado, Connecticut, Indiana, Iowa, Michigan, Minnesota, Mississippi, New Jersey, North Carolina, Ohio, South Dakota and Virginia's egg associations, celebrated food traditions across a variety of religious and ethnic backgrounds. Ohio egg farmers led the implementation of the campaign.

As part of the campaign, state egg associations partnered with prominent food bloggers and influencers to develop egg-specific recipes surrounding various holidays and ethnicities, such as Hanukkah, Kwanzaa, Christmas, and more. To further engage consumers, a grocery store gift card sweepstakes was hosted by each participating state egg association, encouraging social media followers to try new holiday recipes at home.

As a result, OPA and the participating states partnered with eight top national food bloggers to reach **4.11 million readers and 2.2 million social followers**.

LOOKING AHEAD TO 2022

OPA anticipates 2022 to be another big year for the organization as in-person events and opportunities resume. Specifically, OPA will continue to focus on its priority areas, including the following:

- Administer and coordinate poultry health programs.
- Support workforce development and recruitment.
- Advocate for poultry issues with the Ohio legislature.
- Educate students in Ohio's classrooms about the industry and career opportunities.
- Pursue new opportunities for consumer education and marketing.
- Promote Ohio's egg, chicken and turkey farmers through creative and innovative programming.



OHIO POULTRY
ASSOCIATION

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