



# 2018

## ANNUAL REPORT



OHIO POULTRY  
ASSOCIATION



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## 2018 BOARD OFFICERS

The 2018 leadership team included a diverse group of egg and poultry farmers and allied industry across the state. Board members serve two-year terms on the OPA board. The 2018 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 LOOK. NEW SPACE. NEW YEAR.

2018 was a notable and remarkable year for the Ohio Poultry Association (OPA), with bold changes and new innovative programming.

In early 2018, we launched a new, modern brand identity for Ohio's egg, chicken and turkey farming communities to better communicate where we are now as an industry. The two feathers in the logo represent Ohio chicken and turkey farmers. The white space in the middle is shaped like an egg to represent Ohio egg farmers.



In addition, OPA sold our long-time office space in northeast Columbus to move to a more central, safer location in the popular Brewery District. The move allows us to be closer to the Ohio Statehouse to advocate for issues on your behalf and the space also gives us flexibility to host groups for meetings, cooking events, etc.

These changes will further strengthen OPA's position as a leader in Ohio and will set the industry standard among our peers across the nation.

We encourage you to review this report to learn more about our 2018 programs and initiatives and hope that you'll be as pleased with the performance as we are.

Here are some highlights:

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 poultry health programs;

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 an annual egg donation and PJs and Eggs event, which benefited Nationwide Children's Hospital; and

Engaged with consumers statewide through earned media, social media, blogger engagement, strategic events, sponsorships and partnerships.

We want to underscore that these accomplishments could not have been achieved without your contributions, leadership and shared vision of where the egg, chicken and turkey farming communities need to be in Ohio. We take our role seriously in spending your resources judiciously so that we can provide an environment where you can continue to thrive and succeed.

As a member, partner or friend of Ohio's egg, chicken and turkey farming communities, we are grateful for your support and look forward to another exciting year of progress and success.

Sincerely,

  
Jim Chakeres

  
Josh Moore



# ISSUES MANAGEMENT



# ISSUES MANAGEMENT

Throughout 2018, OPA continued to monitor key issues impacting the Ohio egg, chicken and turkey farming communities. OPA monitored animal care and housing, as well as food safety issues. OPA also continued to engage with industry stakeholders to keep Ohio egg, chicken and turkey farmers apprised of any High Pathogenic Avian Influenza (HPAI) findings.

## WATER QUALITY

Most notably for 2018 was OPA's leadership on water quality and nutrient management issues. Over the past year, OPA has been working with other livestock commodities to lead statewide efforts on Ohio's water quality and respond to concerns about the impact of livestock and poultry manure on nutrient runoff into the state's waterways.

OPA has participated in frequent meetings with state regulatory officials and local environmental organizations to craft strategies for assuring Ohio's water quality and developing workable, scalable solutions to reduce nutrient runoff. The association also provided key insights for a report to the Ohio General Assembly on the progress and impact of Ohio Senate Bill 1 on the Ohio farm community.

OPA also continues to work with farmers to implement proactive measures on their farms to better manage nutrients.





# POULTRY HEALTH PROGRAMS

# POULTRY HEALTH PROGRAMS

OPA is responsible for administering the Notifiable Avian Influenza (NAI), National Poultry Improvement Plan (NPIP) and Upland Game Bird surveillance programs for the State of Ohio and works collaboratively with the Ohio Department of Agriculture (ODA) Division of Animal Industry, Diagnostic Laboratory, and United States Department of Agriculture (USDA)/Animal and Plant Health Inspection Service (APHIS)/Veterinary Services (VS) to ensure that the standards of the NAI programs are being met.

Throughout 2018, weekly scheduled Avian Influenza (AI) Preparedness Team meetings were held with staff from ODA, USDA and OPA. Two Ohio Emergency Disease Management Committee meetings and a conference call were held for the industry to review Ohio's AI response plan and appendices and provide input. The Ohio disease response plan has been revamped to incorporate new VS guidance and is now easier to navigate for Ohio's poultry producers.

The Disposal and Depopulation subcommittees of the AI Preparedness Team held a tabletop landfill exercise in 2018 followed by a landfill site tour. The committees toured an aviary-style house and observed removal of spent hens to better understand the process and challenges faced in today's housing systems. The Ohio AI response planning team has been organizing a depopulation exercise scheduled to occur in spring 2019.

## NATIONAL POULTRY IMPROVEMENT PLAN

In 2018, OPA continued to work cooperatively with USDA APHIS VS as the Ohio administering state agency for the NPIP. OPA also oversees the H5/H7 Avian Influenza Program for all NPIP Subparts. Additionally, OPA reviewed several producers' biosecurity plans throughout the year. Seven official

### In 2018, OPA:

- Conducted **11** hatchery inspections
- Qualified **37** Subpart E hatchery breeder flocks
- Managed **32** Upland Game Bird propagators operating on a 90-day monitoring program
- Conducted **4** slaughter plant audits for compliance with NPIP pre-movement testing
- Administered approximately **24,500 ELISA**, **3,000 AGID** and **900 PCR AI** samples in Ohio's commercial poultry production, **275** upland and **850** backyard/exhibition PCR samples

biosecurity audits were conducted and two biosecurity and AI response planning meetings were held during the year. OPA also drafted a biosecurity plan template for Ohio's Subpart E and Upland Game Bird participants.

OPA continues to provide outreach and educational materials for NPIP programs, biosecurity and AI surveillance and control programs. Additionally, a new NPIP page was added to OhioPoultry.org in 2018, which provides more information on Ohio's NPIP program and Pullorum Certification classes.

OPA and ODA combined efforts to organize Certified Pullorum Tester Training classes. Ohio oversees 245 Certified Pullorum testers and 56 of those were certified in 2018. The certified testers were trained to test poultry for Ohio's 96-county and independent fairs. OPA's Authorized Agents tested 281 Subpart E (exhibition and backyard flocks) participants for Pullorum and Avian Influenza, 41 of which are AI Clean and tested twice a year. Between backyard and Upland Game Bird participants, OPA tests in 86 percent of Ohio's counties.

OPA continues to work 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 a certification of participation and biosecurity training session in 2018.





# LEGISLATIVE INITIATIVES

The 132nd Ohio General Assembly concluded in December 2018 and capped a unique lame duck legislative session.

In 2018, members focused largely on campaigning for election to their respective chambers. Legislative activity sped up following the November midterm election with controversial subjects, such as the "heartbeat bill" and "stand your ground" legislation, both of which brought legislators back to Columbus after Christmas for a rare veto-override session. Despite attempts to enact substantive policy change during the session, Republicans maintained control of all statewide offices in addition to the Ohio House and Ohio Senate.

In July, former Governor John Kasich signed an Executive Order targeting and naming "Watersheds in Distress" and sought the required consent of the Ohio Soil and Water Conservation Commission to name them as such. Kasich's order, created to head off what he felt was slow-moving progress in the area, was intended to address the water quality of Lake Erie and surrounding basins by requiring the agriculture community to develop nutrient management plans, subject to an administrative rule-making process.

Much of OPA's legislative work in 2018 was focused on combatting this Executive Order and educating administration departments on the issue. Although OPA had remained committed to the work done in that area, particularly that which came from the passage of Senate Bill 2 in early 2017, the association did not support the action of the Executive Order in the form that it was presented.

In collaboration with other Ohio agriculture groups, OPA conveyed to members of the legislature that its members had always played an active role in the solution to the water quality issue. After months of meetings between OPA members and legislatures, no movement was taken to pass burdensome

administrative rules, and the Ohio Soil and Water Conservation Commission did not approve the Order. In fact, after working with legislative partners, OPA helped to secure \$36 million for the Clean Lake 2020 Plan in Senate Bill 299, which is meant to monitor and reduce phosphorus run-off in a way that proactively involves farmers and the agriculture community at large.

Water quality will remain an important issue in 2019 as Governor Mike DeWine has publicly voiced his support of addressing the issue and has already pledged monies in his yet-to-be introduced biennial budget. Senators Matt Dolan and Bob Peterson have introduced Senate Bill 2 of the 133rd General Assembly to begin legislative discussions on watershed planning.

In 2019, legislatures will remain focused on these issues and others until the state's budget is passed. OPA's efforts will be focused on monitoring any policy changes in the budget, particularly for various partner departments like the Ohio Department of Agriculture, Ohio Environmental Protection Agency and the Ohio Department of Natural Resources.





# PRODUCER & ASSOCIATION PROGRAMS

# PRODUCER AND ASSOCIATION PROGRAMS

In 2018, OPA attended many regional and national conferences and meetings.

## ANNUAL BANQUET AND INDUSTRY CELEBRATION

OPA celebrated the 33rd Annual Banquet on April 6 at the Columbus Renaissance Downtown Hotel. The event's theme was "Cowboy/Western Formal" and it was a good time thanks to great food, entertainment and friends.

Attendees donned their finest cowboy formal-themed attire and competed for "best dressed" to win a belt buckle and bragging rights. In addition, attendees helped raise money, which resulted in a \$1,000 donation to the Ohio Association of Foodbanks on behalf of the association.

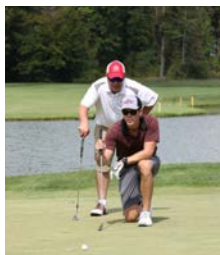
Three awards were presented to individuals who have made significant contributions to Ohio's egg, chicken and turkey farming communities, including:

- **Golden Egg Award:** Terry Wehrkamp
- **Family Legacy Award:** G.A. Wintzer & Son Co.
- **Golden Feather Award:** Kevin Elder

Additionally, the 2016 OPA Leadership Development Class, which included 16 individuals, was honored. This group of highly motivated, dedicated and innovative leaders will make a dynamic impact on the industry's future.







## ALLIED INDUSTRY GOLF OUTING

OPA once again hosted the Allied Industry Golf Outing complete with a full game of golf, prizes, contests and a BBQ dinner. This year's event had 92 participating golfers and was held on September 20 at The Golf Club at Red Hawk Run in Findlay. First place went to the Farm Credit Mid-America team with the Trillium Farms team coming in second. Jay Rindler of Rindler Poultry won the Longest Drive and Scott Parker of Farm Credit Mid-America won Closest to the Pin.



## FIELD TO TABLE

The 2018 Field to Table event held in August at Franklin Park Conservatory was a huge success. Field to Table has become the premier end-of-summer event bringing together more than 700 of Columbus' corporate and community leaders for an al fresco dining experience unlike any other. OPA served as one of the dinner sponsors and educated attendees on the importance of Ohio agriculture. To date, Field to Table has raised more than \$2.3 million to benefit the Conservatory's community gardening outreach programs.

## OHIO POULTRY INDUSTRY LEARNING DAY AT OSU

OPA partnered with the Ohio State University to hold the first Ohio Poultry Industry Learning Day on November 17 in the OSU Animal Science Arena. The purpose of this event was to educate high school and college students on careers in the poultry industry to help increase workforce development.

The day featured presentations on Ohio's poultry industry, turkey and layer production and collegiate opportunities. Event speakers included Dr. Michael Cressman (OSU), Terry Wehrkamp (Cooper Farms) and Scott Michalak (Trillium Farms). Students were able to perform hands-on necropsies led by Scott Michalak. The Ohio Poultry Industry Learning Day was attended by 30 students and four high school agriculture teachers.



## PJS AND EGGS

The seventh annual PJs and Eggs event was held on October 25. Ohio egg farmers once again partnered with 11 central Ohio restaurants that served breakfast for dinner to benefit Nationwide Children's Hospital.

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

To promote the event, OPA partner Connie Cahill appeared on Good Day Columbus for a cooking demonstration in her pajamas. Additionally, 10TV

visited Beechwood Diner in Columbus to interview Ohio egg farmer Tom Stoller during PJs and Eggs.

This year's event raised \$2,080 in monetary donations and 1,475 pairs of pajamas. Since the program began in 2012, PJs and Eggs has donated nearly 8,800 pairs of pajamas and raised more than \$11,500 in monetary contributions to Nationwide Children's Hospital.

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



## OHIO NATIONAL POULTRY SHOW

OPA attended the 2018 Ohio National Poultry Show at the Ohio Expo Center. This year's show featured more than 6,700 birds representing dozens of breeds. OPA encouraged attendees to use a custom filter on Snapchat, a popular phone app used to share pictures with friends, while at the show. During the three-day weekend of the Ohio National, OPA's Snapchat filter was used 181 times and was viewed more than 6,300 times.





## OHIO STATE FAIR

From cookoffs to newly-hatched chicks, it was another egg-citing year at the Ohio State Fair!

### Culinary Competitions

On July 28, OPA sponsored three culinary competitions in Cardinal Hall challenging Ohio home cooks to create their best recipes using Ohio-produced eggs and turkey.

- **Egg-citing and Devilishly Good** – Beginning with a round for local celebrities and followed by one for amateur chefs, participants competed to create the best, most creative deviled eggs. Contestants were provided with eight hard-boiled eggs and given 30 minutes to prepare their recipe on-site and serve 12 deviled egg halves for the judges. Local celebrities included: Monica Day, NBC4 anchor; J.R. McMillan, 614 Magazine; and Tracie Baum, Columbus Navigator. For the second year in a row, McMillan took first place with his Greek-inspired deviled eggs, which included hummus, black olives and feta cheese. Nancy Radke of Columbus won the amateur round with her Pimiento Cream Cheese Deviled Eggs.
- **Egg-stra, Egg-stra!** – Ohio home cooks were challenged to make the best sweet and savory dish, including frittatas, brownies and corn breads, using Ohio eggs. The winning recipes included Gyro Bread Pudding and Pink Macarons.
- **Turkey Grilling Cook-Off** – Contestants had 30 minutes to grill either ground turkey or turkey breast tenderloins provided by Cooper Farms and create their own side or garnish/sauce. Brad Berg won first place with his Ras El Hanout-Rubbed Turkey with Harissa Yogurt Sauce and Mediterranean Corn Salad.



### **Taste of Ohio Café**

OPA hosted two booths inside the Taste of Ohio Café featuring Ohio-produced eggs, chicken and turkey! This year's menu featured the popular Maple Butter Breakfast Sliders in addition to familiar favorites, including the famous Chicken & Noodle Bowl, Cooper Farms Turkey Burgers, Gerber Poultry Chicken Taco Bowls and Sauder Deviled Eggs.

In 12 days, OPA sold 895 Thanksgiving Dinners; 1,149 Breakfast Sliders; 2,119 Chicken & Noodle Bowls; and served more than 15,000 consumers.



### **Donahey Agriculture & Horticulture Building**

OPA's hatching unit hosted both fertile Ohio eggs and newly-hatched chicks, which allowed fairgoers to watch chicks hatch every day. New in 2018, OPA posted daily updates from the hatching unit to social media to encourage followers to visit the chicks.



### **Ohio Agricultural Hall of Fame Omelet Breakfast and Reception**

OPA was honored to be a sponsor of the 53rd Annual Ohio Agricultural Council Hall of Fame Breakfast, an event dedicated to inducting four leaders into the Ohio Agricultural Hall of Fame. OPA provided nearly 40 made-to-order omelet stations, which allowed the breakfast's 600 attendees to have their own custom omelets made fresh with Ohio eggs, sausage and more. This year, Connie Cahill, a long-time partner of OPA, was among those inducted into the Ohio Agricultural Hall of Fame for her contributions to Ohio's ag community.



### **Sale of Champions**

OPA members supported the 51st Sale of Champions on August 5 at the Ohio State Fair. The grand and reserve champion market chickens were purchased by Gerber Poultry and The Kroger Company for \$14,000 and \$10,000, respectively. The grand champion market turkey sold for \$14,500 to Cooper Farms, the Ohio Harness Horseman's Association, R.D. Jones Excavating and Kale Marketing. At the reception following the sale, buyers enjoyed Sauder deviled eggs, Gerber Poultry chicken bratwurst and juicy turkey ribs.





## SPONSORSHIPS & PARTNERSHIPS



# SPONSORSHIPS AND PARTNERSHIPS



## THE OHIO STATE UNIVERSITY ATHLETICS PARTNERSHIP

Ohio egg farmers sponsored Ohio State Football during the 2018-2019 season.

As part of OPA's football sponsorship with The Ohio State Buckeyes, a "Tailgate Treat" recipe was shared every Saturday during football season on the official Buckeyes' Facebook and Twitter pages, which reach more than **2.6 million fans**. OPA has worked the past few years with Ohio food bloggers to develop creative buckeye candy-inspired recipes that are on **OhioEggs.com** and are shared by Ohio State and on OPA's social media throughout football season. This year's posts earned nearly **2 million impressions**, more than **24,400 engagements** and almost **120,000 video views**.

In 2018, OPA worked with one Ohio food blogger to develop a new buckeye recipe – Peanut Butter Filled Buckeye Cupcakes by In Katrina's Kitchen.

## TOLEDO MUD HENS PARTNERSHIP

OPA partnered with the Toledo Mud Hens during its July 21 game as the team took on the Lehigh Valley IronPigs. During the game, Ohio egg farmers talked with fans about egg farming and the nutritional benefits eggs offer. Visitors also participated in egg-related contests for prizes and entered for a chance to win free eggs for a year.



## NUTRITION SPONSORSHIPS

In 2018, OPA sponsored and exhibited at two nutrition-focused conferences: the Ohio Academy of Nutrition and Dietetics (OAND) Annual Conference and the School Nutrition Association (SNA) of Ohio Annual Conference. During the conferences, OPA connected with dietetic and child nutrition professionals to share the important benefits of including eggs as part of a healthy diet.



## EGG DONATIONS

In recognition of September as Hunger Action Month, Ohio egg farmers donated nearly **4,500 dozen eggs** to The Foodbank in Dayton, Ohio. Eggs were distributed to individuals and families in need, along with other fresh produce and foods. All families also received a printed card with an easy egg recipe, safe egg preparation and handling tips and egg nutrition facts.



INTEGRATED  
CAMPAIGNS  
& BLOGGER  
ENGAGEMENT

# INTEGRATED CAMPAIGNS/ BLOGGER ENGAGEMENT

In 2018, OPA executed integrated communications campaigns and partnered with 15 Ohio food and lifestyle bloggers to promote Ohio egg, chicken and turkey farming during key times of the year.

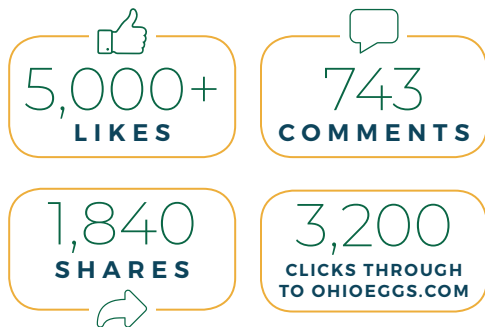
OPA asked bloggers to develop recipes that included Ohio eggs, chicken and/or turkey that were shared on their sites and OhioEggs.com. In 2018, Ohio food bloggers developed eight recipes that have been viewed thousands of times on the website, largely due to social media advertising and promotion by OPA and the bloggers.

The nine blog posts that Ohio bloggers posted on their sites in 2018, sponsored by OPA, have had about **17,100 views** by an estimated **2.77 million readers** and have been shared on social media about **2,830 times**.

## EASTER

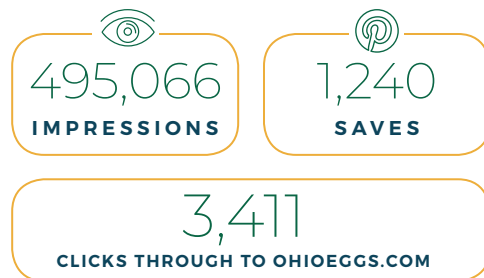
OPA leveraged the popular Easter season to share information related to egg farming, nutrition, safety and cooking on its social media platforms.

Content shared on Facebook leading up to Easter received:



To help add new Facebook fans, OPA hosted a Facebook sweepstakes to win a \$200 grocery gift card to help buy ingredients for an Easter feast, including fresh Ohio eggs, which received **6,800 entries**. In four weeks, OPA added **3,200 new followers** to its Facebook, Twitter and Pinterest accounts.

Recipes that OPA promoted on Pinterest received:



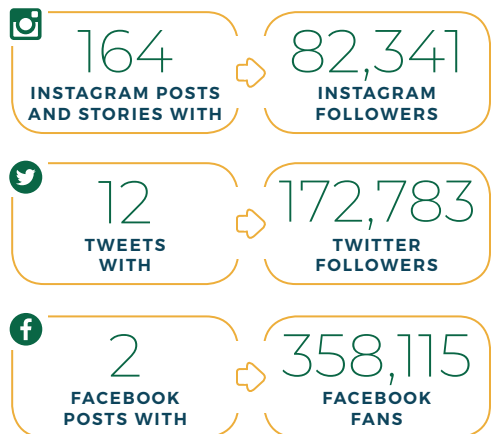




## NATIONAL EGG MONTH

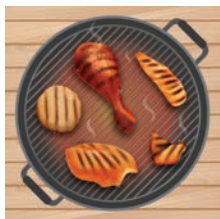
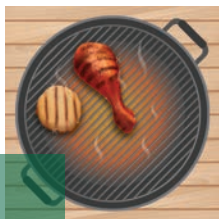
For National Egg Month in May, 10 Ohio food and lifestyle bloggers from throughout the state gathered in Columbus to attend a special two-day event hosted by OPA. During the event, the bloggers learned all about eggs – from cooking tips and nutrition to egg safety and farming practices. Several Ohio egg farmers joined the bloggers throughout the event to tell their stories, provide insight into modern egg farming practices and candidly answer the bloggers' questions.

During the event, the bloggers were active on social media, sharing frequent updates across Instagram, Facebook and Twitter with their **753,000 combined followers**. Instagram Stories, which are live updates that are shared on an Instagram account and disappear after 24 hours, were the most popular way that the bloggers shared content. The bloggers shared:



During National Egg Month, OPA also shared egg recipes, cooking and safety tips and egg farming information with followers on social media. In addition, OPA distributed a statewide news release and consumer e-blast, both of which included egg-themed recipes and information about the nutritional benefits offered by eggs.





**BEST TURKEY CUTS FOR GRILLING:**  
#TURKEYLOVERSMONTH



**26G OF PROTEIN**  
**= 1G OF FAT**  
**NO SATURATED FAT**



## NATIONAL TURKEY LOVERS MONTH

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

OPA coordinated a targeted Facebook advertising campaign to promote consumer-friendly, infographic-style graphics and GIFs that share facts about turkey nutrition and cooking/preparation. In June, turkey-related content received:



A Pinterest advertising campaign also promoted two recipes featuring turkey on OPA's website, which drove **418 visitors** to the site in June.

To complement the digital efforts, OPA distributed a news release to statewide food editors.

## BACK-TO-SCHOOL

During the back-to-school season, OPA partnered with four Ohio food and family bloggers to develop easy, quick egg breakfast recipes. Combined, the bloggers reached:



The four recipe posts shared on bloggers' websites for back-to-school received an estimated 3,740 views and were shared on social media 680 times.

In addition, OPA shared kid-friendly recipes and nutritional information on its social media accounts during the back-to-school season. OPA also distributed a statewide news release and consumer e-blast, which both highlighted favorite back-to-school recipes and information about the ways that eggs help students focus in school.

## ENTER TO WIN A \$200 GROCERY GIFT CARD

to purchase your Thanksgiving feast

*from Ohio turkey farmers!*



## THANKSGIVING

During the Thanksgiving season, Facebook, Twitter and Pinterest posts drove more than **1,700 clicks** to OhioEggs.com and OhioPoultry.org, and more than **3,100 new fans** were added to OPA's Facebook. Pinterest ads featuring Thanksgiving-related recipes drove **3,376 clicks** to OhioEggs.com, and Twitter ads drove **9,864 clicks** through to Thanksgiving recipes.

OPA also launched a Thanksgiving sweepstakes that ran for nearly three weeks and encouraged social media users to enter for a chance to win a \$200 grocery gift card from Ohio turkey farmers. The sweepstakes received **8,200 entries** and **638 shares** and was critical in helping OPA add new Facebook fans because users had to like OPA's page before entering.

Additionally, OPA organized a private tour of Bowman & Landes Turkey Farm in New Carlisle, Ohio, for two Ohio food and lifestyle bloggers, Happy Healthy Mama and Tastes of Lizzy T. Following their tour, each blogger wrote a blog post about their experience on an Ohio turkey farm. Happy Healthy Mama also developed a Foolproof Turkey recipe just in time for Thanksgiving, which is featured on OPA's website. The blog posts received the following results:



7,000  
VIEWS



300  
SHARES

1.15 MILLION  
REACH

## HOLIDAY / DISH ON EGGS

During the holiday season, OPA engaged consumers on social media with cooking and safety tips, nutritional information and egg-inspired recipes. Content shared on Facebook received high engagement, including almost **10,200 likes**, **370 comments** and **2,487 shares**, and about **371 new fans** were added to the page in December. There was an average of about **112 clicks per day** on OPA's pins in December, which directed users to recipes on OhioEggs.com. Additionally, Twitter drove **10,100 clicks** through to the website during the month.

OPA also partnered with two Ohio bloggers to share dessert and holiday breakfast recipes using Ohio eggs. The two recipes were shared with a combined **148,700 readers** and received an estimated **3,395 views** on the bloggers' sites.

In December, OPA led a multi-state campaign called Dish on Eggs, which was a virtual holiday recipe exchange between eight of the nation's top egg farming states and in partnership with the American Egg Board. The Dish on Eggs campaign ran from December 10 – 31 and included distribution of a nationwide news release, branded website and promotional materials, five "Tasty-style" cooking videos, comprehensive social media strategy and advertising campaign, Twitter party and an e-cookbook.



**114.3 MILLION**  
POTENTIAL TOTAL AUDIENCE  
REACHED THROUGH DISH ON EGGS







MEDIA  
RELATIONS



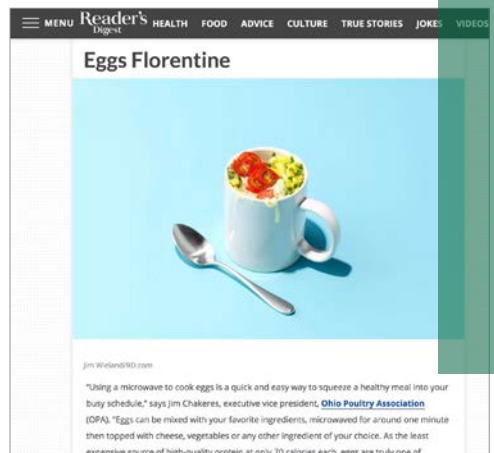
# MEDIA RELATIONS

Earned media provides opportunities to positively position Ohio eggs, chicken and turkey to the state's consumers. OPA regularly develops outreach to media, including news releases, media advisories, pitches, op-ed columns, TV cooking demonstrations, etc.

In 2018, OPA leveraged key times during the year to share egg, chicken and turkey farming, recipes, nutrition, and food safety messages with Ohio consumers. Specific examples include:

- Incorporate eggs into healthy New Year's resolutions
- American Heart Month: Eggs offer heart-healthy benefits
- Half-dozen creative dyeing, decorating and coloring tips for Easter eggs
- OPA honors 2018 award recipients at annual banquet
- Celebrating National Egg Month in May
- OPA shares dozen summer food safety tips
- Deadline to enter state culinary competitions quickly approaching
- Keep back-to-school stress-free with Ohio eggs
- Join Ohio's egg farmers for PJs and Eggs
- OPA shares tips for using leftover Thanksgiving turkey

OPA partner Connie Cahill also donned her pajamas to participate in an on-air TV cooking demonstration on Good Day Columbus to promote the annual PJs and Eggs event. OPA continues to seek opportunities to engage with tmedia throughout the year.





# DIGITAL

Throughout 2018, OPA implemented several digital initiatives to further promote Ohio's egg, chicken and turkey farming communities.

## SOCIAL MEDIA

In 2018, OPA shared strategic, relevant, engaging content on social media platforms, reaching millions of Ohio consumers.



1.17M  
IMPRESSIONS

1,218  
NEW FOLLOWERS

1,781  
RETWEETS

1,677  
REPLIES

3,954  
LIKES



6,786  
NEW PAGE LIKES

2.98M  
USERS REACHED

45,408  
POST LIKES

2,953  
POST COMMENTS

11,459  
POST SHARES

265,700  
VIDEO VIEWS

10,688  
LINK CLICKS



111,448  
AVERAGE DAILY IMPRESSIONS

2.3M  
TOTAL IMPRESSIONS

84,015  
USERS REACHED

71  
AVERAGE DAILY CLICKS

1,234  
NEW FOLLOWERS

6,321  
POST LIKES

271  
POST COMMENTS





## OPA WEBSITES

In 2018, OPA continued to expand its web presence for both OhioPoultry.org and OhioEggs.com.

### OhioEggs.com

185,095 UNIQUE VISITORS IN 2018 (up 47% compared to the previous year)	19,681 AVERAGE VISITORS EACH MONTH
--	---

#### MONTHS WITH THE HIGHEST WEBSITE TRAFFIC:

MAR	60,993 VISITORS
SEPT	28,680 VISITORS
NOV	25,025 VISITORS

VISITORS VIEW  
AN AVERAGE OF 1.52 PGS  
PER SITE VISIT

### OhioPoultry.org

10,933  
VISITORS IN 2018

VISITORS VIEW  
AN AVERAGE OF 2.05 PGS  
PER SITE VISIT

AVERAGE SESSION  
DURATION 2:38  
PER SITE VISIT

#### TOP REFERRAL SOURCES:

PJS AND EGGS	OHIOEGGS.COM
FACEBOOK	OHIONATIONAL.ORG





From our flocks to yours, Ohio's turkey farmers wish you a safe, happy and delicious Thanksgiving!

Win a \$200 Grocery Gift Card for Your Thanksgiving Feast!

To celebrate Thanksgiving, Ohio turkey farmers are giving you a chance to win a \$200 grocery gift card to purchase your Thanksgiving feast!

Enter to win by November 18 at midnight.

**ENTER TO WIN A \$200 GROCERY GIFT CARD**  
to purchase your Thanksgiving feast

*from Ohio turkey farmers!*



**Purchase the Right Turkey to Feed Your Crowd**

Before buying your Thanksgiving turkey, check the following dates:

- A "sell by" date tells the store how long to display the product for sale. Consumers should buy the product before this date expires.



Eggs are a staple ingredient in many holiday recipes. In fact, more eggs are consumed during the winter holiday season than any time of year.

To celebrate, Ohio's egg farmers along with some of the nation's top egg farming states have come together to host a virtual exchange - **Dish on Eggs** - to dish on their favorite holiday recipes representing their home state. From frittatas to strata and deviled eggs to classic pgnog, families can cook their way across America with hometown favorites shared exclusively by the experts who know eggs best!

Participating organizations in the holiday recipe exchange include: the Ohio Egg Marketing Program (OH), Iowa Egg Council (IA), Pacific Egg and Poultry Association (CA), North Carolina Egg Association (NC), Virginia Egg Council (VA), Chicken & Egg Association of Minnesota (MN), Indiana State Poultry Association (IN), and the Colorado Egg Producers (CO).

#### Holiday Recipes from the EGGsperts

Each participating organization created three recipes to represent their state featuring a brunch, appetizer and dessert. Ohio's egg-centric recipes include:

- **Shrimp Deviled Eggs** (appetizer) - An easy twist on traditional deviled eggs that can be made up to 12 hours in advance for an easy, no-stress appetizer.



## CONSUMER E-BLASTS

In 2018, OPA distributed consumer e-blasts to promote key times of year. The e-blasts were distributed to more than 15,000 subscribers who have opted in to receive emails from OPA.

The e-blasts resulted in the following:

### EASTER

19% OPEN RATE 19% CLICK THRU RATE

### NATIONAL EGG MONTH

13% OPEN RATE 3% CLICK THRU RATE

### BACK-TO-SCHOOL

12% OPEN RATE 3% CLICK THRU RATE

### THANKSGIVING

14% OPEN RATE 48% CLICK THRU RATE

### HOLIDAY/DISH ON EGGS

20% OPEN RATE 12% CLICK THRU RATE



**LOOKING AHEAD**  
TO 2019

# LOOKING AHEAD TO 2019

OPA anticipates 2019 to be another big year for the organization. OPA will officially move into its new office building. In addition, OPA will:

- Advocate for poultry issues with the Ohio legislature
- Collaborate with livestock commodities and other stakeholders to improve Ohio water quality
- Administer and coordinate poultry health programs
- Support workforce development and recruitment
- Engage young professionals to become industry leaders
- Pursue new and maximize 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

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