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ARKANSAS POULTRY PROMOTION PROGRAM



FOREWARD

This program has been designed to stimulate the use of poultry products locally and to increase the awareness of all members in the community as to the importance of poultry.

Poultry was the highest valued crop produced in Arkansas for the past several years and obviously is very important to the economy of the state. If we expect people to use more poultry, we should provide some encouragement through local promotion programs.

This guidebook was prepared as a means of pulling together ideas and materials in a convenient form. It contains information and facts, which can be used in speaking to local civic clubs, schools, etc. Also included are procedures and proposed projects for county promotion programs.

We urge you to examine the contents carefully and then help in initiating a viable Poultry Promotion Program for your county.

****PLEASE NOTE****

Broiler Promotion Month is celebrated in September by declaration of Congress. Egg Promotion Month is celebrated in May and Turkey Lovers Month is during June.

As you develop your county promotion program, you are encouraged to plan for one or all of the promotion months to be the focus of your efforts.

Several promotion activities are highlighted in this booklet, but your county promotion program should incorporate new ideas generated by your county planning committee.

Best wishes for a successful 2018 poultry promotion program, and as always feel free to contact the Arkansas Farm Bureau Poultry Division for any assistance we can provide.

ARKANSAS FARM BUREAU'S POULTRY DIVISION

Arkansas Farm Bureau structure includes 12 different commodity producer groups called commodity divisions. They advise the state board of directors on issues concerning their commodity and help develop and implement Farm Bureau policy relating to it.

These groups are made up of chairmen from county commodity committees. The Arkansas Farm Bureau Poultry Division includes representatives from 40 poultry-producing counties.

ARKANSAS' POULTRY INDUSTRY

THE INDUSTRY AS A WHOLE

From 1972 until 1997, Arkansas was the nation's number one poultry-producing state. Cash receipts from poultry products first exceeded \$1 billion in 1981 and have remained above this level for the last 25 plus years.

BROILERS

The broiler industry is by far the largest segment of the poultry industry in Arkansas. Broiler production can be traced back to 1916 in Benton County, with the first out-of-state shipments beginning in 1927. Good profits, lack of profitable alternatives, and favorable financing combined to create a boom in broiler production. Between 1934 and 1950, broiler production increased from 1.5 million to 49 million.

Broiler production remained concentrated in northwest Arkansas until production areas were developed around Batesville and DeQueen during and after World War II. Production has continued to expand and now occurs in 51 counties. While production continues to be concentrated in the western part of the state, some expansion has occurred in the traditional row-crop areas.

In 2018, over 1.4 billion broilers were produced, with a farm value of over \$3.0 billion.

EGGS

The egg industry in Arkansas has been an important segment of the agricultural economy for many years. Numerous relatively small producers were, at one time, located in the state with concentrations in northwest and southwest Arkansas and White and Lonoke counties. These small, independent producers faced severe economic pressure during the '80s and to date very few exist in the state.

Egg production has remained relatively stable with contract producers expanding to fill markets left empty from the closing of independent producers. Arkansas has ranked fifth or sixth in the nation in egg production in the last eight years. But in 1997, Arkansas slipped to eighth. In 2018, Arkansas produced over 3 billion eggs with a farm value of over \$440 million and remains there. Arkansas ranks 10th in egg production.

TURKEYS

The Arkansas turkey industry, while currently behind broilers and eggs in value of production, still remains to be an integral part of Arkansas agriculture. Production is concentrated in the Northwest and Northcentral sections of the state with over 70 percent of the production in Benton, Washington, Carroll, Johnson and Franklin counties. Turkey production totaled over 30 million in 2015 with a farm value of over \$416 million. In 2018, Arkansas ranks third in the nation in turkeys.

PRODUCTION

Poultry and egg production in Arkansas is firmly based on contractual arrangements between poultry and egg companies and farmers. The farmer usually provides land, labor, housing, equipment, utilities and the litter base. The poultry company furnishes chicks, feed, medication and field supervision. The company also retains title to the chicks and provides catching and transportation when the birds reach market weight. There is some variation in contract details between companies, but most contracts are similar in nature.

CALENDAR OF EVENTS

1. Appoint county Poultry Promotion Steering Committee.
2. County Steering Committee develop plans: April-May
3. Poultry promotion activities throughout the year.
4. Observance of Egg Month - May
Observance of Turkey Lovers Month - June
Observance of Broiler Month - September

COUNTY PROCEDURE

1. The county Farm Bureau should make the decision early in the year to promote poultry.
2. The county president and county Poultry Division chairman should appoint a Steering Committee and designate a chairman and co-chairman. This committee should include poultry farmers (members of county Farm Bureau Poultry Division and others), county Farm Bureau Women's Committee members, a county agent, a poultry industry representative, a school food service supervisor or school lunch manager, and press representatives.
3. The county Steering Committee should hold a meeting as early as possible in the year. At this meeting the committee should:
 - A. Review information contained in the handbook;
 - B. Select projects and activities;
 - C. Select the secretary (for recordkeeping);
 - D. Select the publicity chairman;
 - E. Appoint necessary committees for each project;
 - F. Consider a budget;
 - G. Set the date and place for the next meeting; and
 - H. Order supplies.

COUNTY KICKOFF MEETING

(All persons serving on a committee should attend)

SUGGESTED AGENDA

1. Purpose of meeting - Chairman
2. Explain need for poultry promotion. (Local person can use material in this manual as the basis for discussion) - Chairman
3. Present suggested projects developed by Steering Committee - Chairman
4. Break group into committees and develop plans for each major project.
5. Have all committees report plans to entire group.
6. Have publicity chairman explain plans for obtaining publicity.
7. Have each committee determine the expense to be encountered by their committee.
8. Determine if it is necessary for the entire group to have another meeting for a progress report on projects planned.

COUNTY PROJECTS AND ACTIVITIES

POULTRY TASTING FESTIVAL

Several different approaches may be used in this project. Poultry dishes may be presented with recipes and ideas for a complete menu, or the festival may be presented as an opportunity for tasting many different types of recipes. The net result of either approach is the increased use of poultry in home-cooked meals. Copies of all recipes used might be printed and sold for a nominal fee.

5-K RUN

Since the general public has an increased awareness of physical fitness, a 5-K race is an excellent activity to promote the health benefits of poultry being included in the diet. This activity can include your county Farm Bureau, county Extension Service and local ag-related businesses as sponsors.

Although such an activity can require a lot of planning and hard work to be successful, it can also be a lot of fun. This activity might be added to another festival or event in your county.

POULTRY PROMOTION POSTER CONTEST

A poultry poster contest is a fun and easy activity for your county. The theme for posters entered in the contest should be poultry production, poultry marketing, utilization, nutrition, or other related topics in keeping with the objectives of the contest.

The objectives are:

- A. To enhance local efforts to promote poultry through publicity received on posters entered in the contest; and
- B. To provide an educational tool for grade school students, to teach them about the poultry industry.

OTHER (possible projects and activities)

- A. Farm Bureau Poultry and/or Poultry and Rice Month Proclamation by county judge and/or mayor. September is Poultry Month **and** Rice Month.
- B. Special supplements or ads and publicity features in local newspapers.
- C. Special radio or television programs and spots.
- D. Civic club programs and group meetings (plans should be made for someone within the county to speak on poultry before each civic club meeting during Poultry Month).
- E. Cooking workshops for school lunch managers, restaurant operators and home cooks.
- F. Distribution of promotion material to businesses.
- G. Displays in store windows.
- H. Fair exhibits.
- I. Demonstrations given to Extension Homemaker Clubs, Home Economics classes and others.
- J. Recipe contests - youth, adult and senior citizen divisions.
- K. Point-of-purchase promotion.
- L. Broiler and turkey barbecue contest sponsorships.
- M. Incubators in the classroom. Egg art or egg preparation contest sponsorship.

These are just a few of the things, which can be done to promote poultry. Let your imagination be your guide and do something completely new. Originality will be a major factor in determining county promotion winners.

PROCLAMATION

TO ALL TO WHOM THESE PRESENTS SHALL COME - - GREETINGS:

WHEREAS, The poultry industry is one of the most important industries in the state of Arkansas and is a great factor in our agricultural and economic development; and

WHEREAS, Poultry is not only a plentiful product, but is one of our most valuable foods; and

WHEREAS, The Congress of the United States of America has declared the month of September as National Poultry Month; and

WHEREAS, The purpose of designating this period is to familiarize ourselves with the healthful benefits to be gained through the consumption of poultry, and the many contributions made by the poultry growers and industry to our economic progress;

NOW, THEREFORE, I, _____ (name of county judge or mayor) _____, do hereby proclaim the month of September 2019, as

“POULTRY MONTH”

in _____ (name of county or town) _____, and urge all our citizens to increase their consumption of this product and all our restaurants to use poultry on their menus during this important time.

IN WITNESS THEREOF, I have hereunto set my hand in this office this _____ day of _____ (month signed), 2019.

REPORTS AND RECORDS FOR STATE COMPETITION

1. These records should be submitted by **Oct. 11, 2019**, to:

Poultry Division
Arkansas Farm Bureau
P.O. Box 31
Little Rock, Arkansas 72203
 - A. A narrative report or scrapbook on activities; and/or
 - B. A complete reporting form (sample in this handbook).

2. The state judging committee will use the following criteria in judging:
 - A. Method and extent of planning;
 - B. Variety of group participation;
 - C. Variety of activities or projects;
 - D. Publicity obtained during the year; and
 - E. Originality of promotion activities.

3. State Recognition Awards will be presented at the Poultry Division Commodity Conference during the 2020 Winter Commodity Division Meetings.
 - A. A plaque will be given to the top county in the state. (Sweepstakes Winner)

POULTRY PROMOTION REPORTING FORM - 2019

(Complete form and forward to Poultry Division, Arkansas Farm Bureau, P.O. Box 31, Little Rock, AR 72203, no later than **Oct. 11, 2019.**)

1. List the projects or activities undertaken by your county in poultry promotion this year:

A.

B.

C.

D.

E.

2. Describe publicity on your Poultry Promotion Program.

3. Other comments which you believe describe the success of your Poultry Promotion Program this year.

* This form may be copied and additional pages can be included.