

CONNECTICUT POULTRY ASSOCIATION, INC.

General Meeting

7 PM, Tuesday, June 5th, 2018

Room 209, George White Building (Animal Science)

University of Connecticut, Storrs 06269-4040

<http://www.ctpoultry.org>

MINUTES

Call to Order and Introductions – The meeting was called to order at 7:08 pm by CPA President Nicole McKay.

Members Present: Nicole McKay, Eleanore Provencal, Mike Pennington, Morris Burr, Erica, Rich Ray, Brenda Craig, Stephanie Cornell, Don Grande, Gary Procter

Secretary's Report: Passed out the minutes from the last meeting (June 5, 2018). Minutes accepted at 7:12pm.

Treasurer's Report: Eleanore passed out report as of July, 2018. Dr. Darre purchased things for the MPPU, few other reimbursements, not much more activity. Need order from Hillandale, stuff to bring with the sales folks. AEB funded more because of their partnership with Disney. Accepted at 7:18pm.

MPPU Update: MPPU has been moved to Willington. Has a couple broken leafsprings. Need to get docking station and business plan done first. They would like to make it 100% mobile, with no docking station needed. Stephanie and Don want to take the course for processing poultry. Looking at state certification and regulations. Would want to setup a schedule of visiting different counties. The docking station would also be mobile.

Official MPPU Update sent by Stephanie:

MPPU Update

- Truck was moved off UConn property to Willington, CT – special thanks to everyone involved in making that happen
- Both rear spring packs have broken leaves, 2+ each. These will need to be fixed before the truck can be driven any distance safely but repair can be addressed after operating plans and a docking station are developed

- A docking station is in planning: we are going through all related state regulations and working multiple theories/ideas to make a mobile docking station that can satisfy all requirements. This is still in the preliminary planning stages but we are very optimistic about it as we believe in keeping the unit mobile to reach more CT farmers and backyard flock raisers
- Business and operating plans for the unit to operate from are also in development. This follows well with the docking station planning, same research was needed and the two plans are being developed simultaneously. Again, several preliminary ideas that still need to go through more planning stages before being presentable

Legal Food Hub - Nothing new

Web/Social Media Report - FB page and web page starting to get noticed, getting messages and emails.

New Member Recruitment - Still in the works, many folks online are requesting maybe a remote way to view and join meetings, ie UConn Webex or Zoom or FB Live, etc.

AEB- grants update. Future grants -

- 1 - Spoke about Dr. Amalaradjou's Northeast SARE grant, probiotics in poultry.
- 2 - CPA has a fund available just for research.
- 3 - Nicole reached out to the 4H folks, heard back from Hartford, Middlesex, and New London were interested. Looking for judges

July 27-29 Windham Fair

Aug 3-5 Middlesex and New Haven

Aug 17-19 Hartford County

Eleanore will be ordering multiple items

AEB Conference - Rich and Nicole went!

- 1 - Rich mentioned new ad campaign.
 - 2 - Eggcentric TV app
- Ideas!
- 1 - Incredibles 2 and AEB partnership
 - 2 - Advertising on Pandora and Facebook, 15s/30s quick video blurbs

Budget for advertising? Look to get 2 or 3 different ideas going to use for advertising.

3 - Radio promotions, egg trivia would lead to lunch for an office

4 - Marketing partnerships with Minor League or Colleges

5 - Farmers Fridge

6 - Iowa partnered with the American Heart Association, contest with meals using eggs.

7 - Facebook Live videos, ie from The Big E.

8 - Nutrition fairs, protein packs

9 - Eggs for a year contests, \$100 gift card to groceries.

10 - Holiday recipes with eggs. "How do you like your eggs?"

11 - Egg recipe contests

*Certain things may need USDA approval, ie radio spots

Education and Outreach

Eleanore is putting together some kits for eggucation in schools. 4 books per each county in CT. Find the people that want to read the books to the children, that have hens or other birds.

Woodstock Fair - Aug 31st to Sept 3rd. Start looking for volunteers.

Celebrating AG Day - Woodstock, Sept 22nd

The Big E Sept 29th and 30th (Just cooking)

Bring eggs to Wolcott and Hebron

Next Meeting - Tues August 21st 7:00PM - Room 209 reserved.

Adjourn: The meeting was adjourned at 8:34 pm.

Respectfully submitted by Mike Pennington-Martel, Secretary to the CPA.

All CPA meetings are open to all who have an interest or stake in the poultry industry. All poultry producers are encouraged to attend and provide input to the business of the association.