USPOULTRY Releases 360° Virtual Reality Experience Video

Tucker, Ga., March 13, 2019 – U.S. Poultry & Egg Association (USPOULTRY) has released a 360° virtual reality video that shows how young turkeys are raised and the care they are given by the farmer who is raising them.

The video is a resource to consumers to obtain information on how turkeys are raised in the United States. Consumers will be able to watch the virtual reality video that provides a 360° view of the farm by using arrows to look up, down, side-to-side, front and back from the original starting point.

“USPOULTRY and our members recognize the importance of providing consumers with the information they are seeking about how poultry is raised. We are pleased to be able to provide this video that allows them to see and experience the young turkeys in their own environment,” remarked John Starkey, USPOULTRY president.

The video can be viewed on USPOULTRY’s YouTube channel. For more information about USPOULTRY, visit www.uspoultry.org.

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U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today’s poultry industry, whose mission is to progressively serve member companies through research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Ga.