For Immediate Release
U.S. Poultry & Egg Association

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USPOULTRY and American Farm Bureau Foundation for Agriculture Launch “An Egg-Citing Poultry Adventure” on My American Farm

Tucker, Ga., May 9, 2019 – The U.S. Poultry & Egg Association (USPOULTRY) and the American Farm Bureau Foundation for Agriculture, with funding provided by the USPOULTRY Foundation, have launched a new My American Farm game, along with a supporting lesson plan, an activity sheet and an eComic. The An Egg-Citing Poultry Adventure game and resources were developed to help third through fifth grade students better understand the poultry and egg industry, with students adventuring through the progression of stages in poultry and egg production in the game.

“We are thrilled to collaborate with the American Farm Bureau Foundation for Agriculture to share more about poultry and egg production with elementary students,” said Barbara Jenkins, executive director of the USPOULTRY Foundation. “As we strengthen our youth outreach efforts, this collaboration is just one of the many ways to reach elementary school-aged students to help form their positive opinions of our industry. The game and supporting resources not only teach students about modern poultry production and processing, they also reveal a vast array of career opportunities for students within the poultry and egg industry.”

“This game is unique to our My American Farm collection because of its focus on both math fluency in the problems presented to students, but then pushing them to critically think about what the answers to those math problems mean in each poultry and egg production phase,” said Christy Lilja, executive director of the American Farm Bureau Foundation for Agriculture. “The lesson plan then takes the understanding of poultry and egg production one step further as it encourages students to think about the careers in each stage of production. It is our hope that, through this game and the supporting resources, students will consider the poultry and egg industry an exciting option for their future career. Thank you very much to the USPOULTRY Foundation for its support of this educational outreach effort,” she added.

The An Egg-Citing Poultry Adventure game is available at http://myamericanfarm.org/classroom/games/?gid=poultry_egg. The supporting resources are available through the following links.
http://myamericanfarm.org/classroom/lesson_plans
http://myamericanfarm.org/classroom/activity_sheets
http://myamericanfarm.org/classroom/economics/books

They may also be accessed via the USPOULTRY Foundation web site at http://www.poultryfoundation.org/directory/prog_student_outreach.cfm. The game and learning resources are free and can be shared with local school contacts.

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About USPOULTRY
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, Georgia.

About the USPOULTRY Foundation
The USPOULTRY Foundation’s mission is to support the recruitment and training of the brightest students, seek and fund scientific research, foster student scientists, and promote careers in the poultry and egg industry.

About the American Farm Bureau Foundation for Agriculture
The American Farm Bureau Foundation for Agriculture was founded in 1967 and works to educate the public about the importance of agriculture and reconnect them with the people that grow their food through educational outreach and learning resources.

About My American Farm
The My American Farm educational resource is a special project of the American Farm Bureau Foundation for Agriculture. The site and resources are made possible through the generous support of title sponsor, Corteva Agriscience, Agricultural Division of Dow DuPont. To take advantage of the free My American Farm resources, games and activities, visit http://myamericanfarm.org.