

**For Immediate Release**

**U.S. Poultry & Egg Association**

**Tucker, GA - November 20, 2024**

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## **\$7,000 USPOULTRY Foundation Student Recruiting Grant Awarded to Hannibal-LaGrange University**

The USPOULTRY Foundation awarded a \$7,000 student recruiting grant to Hannibal-LaGrange University (HLGU) in Hannibal, Mo. Through its bachelor's degree in business administration with a concentration in agribusiness, HLGU equips students with a solid foundation in business principles and industry-specific knowledge, preparing them for successful careers in the poultry industry and other related fields.

The agribusiness program features a small demonstration farm on campus, which currently houses 42 chickens as the foundation of an egg production operation. This fall, the program will expand to include egg incubation and the beginning stages of raising meat chickens. This hands-on experience is complemented by a required agribusiness internship, allowing students to apply their knowledge in real-world settings. Additionally, poultry-related content is integrated into the Introduction to Agriculture course, providing students with a well-rounded foundation in agricultural practices.

The funds granted to HLGU will support targeted recruitment efforts aimed at regional high schools and FFA groups, helping to inspire young people and raise awareness about the benefits of poultry production and agribusiness. These funds will be used to create promotional videos for digital marketing campaigns as well as to design and produce flyers and giveaway items that will be distributed at regional recruitment events.

The USPOULTRY Foundation board approved student recruiting grants totaling \$324,215 to 28 colleges and universities across the U.S. with a poultry science department or industry-related degree program. The Foundation provides annual recruiting and retention funds to colleges and universities to attract or connect students to their poultry programs or industry. The grants were made possible in part by gifts to the USPOULTRY Foundation from companies, individuals and families, in addition to funds earned over the years from the International Poultry Expo, part of the International Production & Processing Expo.

### **About 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.



(L to R) Dr. Ray Carty, vice president for Institutional Advancement, Josiah Franke, student, Will Stuflick, vice president of Business and Finance, Abbey Westerfeld, Farm Manager, Carla Steinbeck, advancement coordinator, and students Austin Stoner and Noble Sano.