

For Immediate Release

U.S. Poultry & Egg Association
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\$4,484 USPOULTRY Foundation Student Recruiting Grant Awarded to Emmanuel University

The USPOULTRY Foundation awarded a \$4,484 student recruiting grant to Emmanuel University in Franklin Springs, Ga. Emmanuel University offers a bachelor's degree in diversified agriculture and agricultural education. Within diversified agriculture, one of four concentrations may be selected: agricultural science, business, missions or communications.

Grant funds will be applied to part of a three-prong marketing strategy targeting high school and home school students. This will include the production of three to five videos showcasing opportunities at Emmanuel University, featuring increased poultry content. It will also include updating the university's social media presence to feature poultry more intently, as well as development of signage and promotional materials to be used at recruiting events and local activities.

The USPOULTRY Foundation board approved student recruiting grants totaling \$297,580 to 26 colleges and universities across the United States with a poultry science department or industry-related degree program. The USPOULTRY Foundation provides annual recruiting funds to colleges and universities to attract students to their poultry programs. The grants are made possible by gifts to the Foundation from companies, individuals and families, in addition to funds earned over the years at 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.



Emmanuel University students and staff with the \$4,484 USPOULTRY Foundation student recruiting grant.