

Tennessee 4-H Poultry Project

Advanced





GENERAL INDUSTRY AND TERMINOLOGY

Outcome: Define the following terms - animal welfare, animal rights, public perception, animal behavior, and nutrient and waste management.

EXPLORE: Step Out Activity

Research the following definitions and write them below, then use the term in a sentence.

Animal Welfare –

Write a sentence using the term:

Animal Rights –

Write a sentence using the term:

Public Perception –

Write a sentence using the term:

Animal Behavior –

Write a sentence using the term:

Nutrient and Waste Management –

Write a sentence using the term:



GENERAL INDUSTRY AND TERMINOLOGY

Outcome: Deliver an elevator speech about animal agriculture and your poultry project.

EXPLORE: Step Out Activity

Tennessee Technological University, also known as TN Tech, defines elevator speeches as a clear, brief message or “commercial.” It communicates who you are, what you are doing, and who or what you represent. It is typically 30 seconds in length - the time it takes people to ride from the top to the bottom of a building in an elevator.

For this activity, think of what your elevator speech should include when you are telling people about your poultry project. Include your name, how you got started in the project, some skills you have learned, and what you hope to do with this knowledge in your future.

Write your elevator speech below and practice until it is memorized. Present it to your 4-H agent and ask what advice they could give you to better your elevator speech.

EXPAND & APPLY

What skills did you learn? How does this relate to every day life? How can you use this knowledge in the future?



REPRODUCTION

Outcome: Identify and describe common egg problems: double yolk, soft or missing eggshells, watery egg whites, blood spots, and meat spots

EXPLORE: Step Out Activity

Draw a line from the egg problem term to the matching picture.

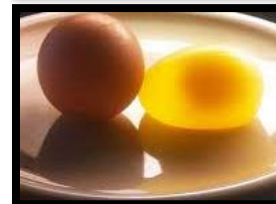
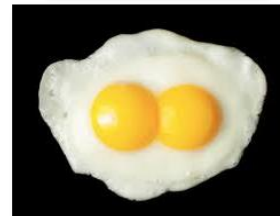
A. Double Yolk

B. Soft or Missing Eggshell

C. Watery Egg Whites

D. Blood Spots

E. Meat Spots



EXPAND & APPLY

What skills did you learn? How does this relate to every day life? How can you use this knowledge in the future?



CARCASS AND POULTRY PRODUCTS

Outcome: Develop a marketing strategy for eggs produced by your flock.

EXPLORE: Step Out Activity

Where can you sell your eggs? Who will buy them? How much will you charge for a 6-pack, 12-pack, 18-pack? How will you advertise your eggs? Will you use social media in your marketing campaign? Will you use word of mouth? Will you set up at local

Develop a marketing plan below to sell your eggs. Be specific and answer all of the questions above.

EXPAND & APPLY

What skills did you learn? How does this relate to every day life? How can you use this knowledge in the future?



EQUIPMENT AND RECORD-KEEPING

Outcome: Develop an equipment inventory you would need to start a commercial broiler or layer operation.

EXPLORE: Step Out Activity

In order to start a commercial broiler or layer operation, you would need equipment. Research what equipment you would need to purchase and how much each piece costs. Include the price for housing, feeding, watering, ventilation, lighting, and manure management systems.

Equipment Needs	Cost

EXPAND & APPLY

What skills did you learn? How does this relate to every day life? How can you use this knowledge in the future?



Answer Key for Outcome #3



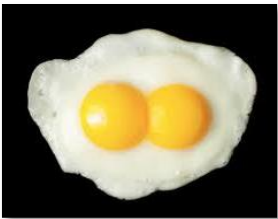
E. Meat Spots



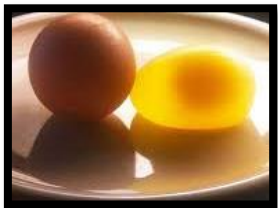
C. Watery Egg Whites



D. Blood Spots



A. Double Yolk



B. Soft or Missing Eggshell