

Poultry Judging – Career Development Event

Sponsored by: Tyson Foods



Purpose: The purpose of the FFA Poultry Career Development Event (CDE) is to stimulate learning activities relative to production and management, processing, marketing, and consumption of poultry products.

Background: Being able to evaluate poultry and poultry products is a part of the agricultural education curriculum. The objectives of the Poultry CDE are:

- Make accurate observations and logical decisions.
- Discuss and justify decisions (orally and written).
- Communicate industry and product terminology.
- Promote USEA standards of product quality.
- Identify consumer preferences for products.
- Recognize economic importance of value-added products.
- Collaborate with others for solutions to industry problems.

- Demonstrate the use of appropriate information technology used in the poultry industry.

Chickens and turkeys are both used in this CDE. Team members will evaluate live layers and broilers, dressed birds, eggs, and further processed products. This CDE is currently held on the state and national levels and consists of teams of four FFA members. All chapters in Tennessee are eligible to compete in the State CDE. The state winner will represent Tennessee at the National FFA Convention in October. The state CDE is judged by business and industry people proficient in their knowledge of poultry.

Visibility: The sponsor of this award will be recognized in the following ways:

- Immediate press release recognizing the new partnership.
- Statewide recognition at the state FFA convention in front of 2,500 FFA members.
- Statewide media recognition through press releases in agricultural publications.
- Name of sponsor on plaques received by FFA members.

Budget: The annual cost of this three-year commitment is \$1500.00 each year. This amount of support each year will provide the award plaques with sponsor's name on each of three regional levels, communication on the statewide level, expenses at the state CDE, and travel expenses for the winning team to the National FFA Convention.

Expected Results: This partnership will generate added interest and excitement in this award area. Through this increased interest more students will focus their skill development in the area of poultry.