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COASTAL PLAINS CHICKEN PROJECT POULTRY PROCESSING DEMONSTRATION

NC STATE

EXTENSION

Educational Poster Need/Goal Statement

During the COVID-19 pandemic in 2020, we saw a shift to folks wanting to learn how to raise and grow their own food and this is still true present-day. This project is aimed at giving youth a chance to raise chickens from start to finish. On-farm poultry processing interest also skyrocketed during 2020, making this processing demonstration a strong educational need in eastern NC.



Response

Extension agents from 12 eastern counties offered a comprehensive chicken project combined with 4-H embryology. 4-H agents set broiler eggs in local schools where youth turned the eggs, cared for the incubator, and watched the birds hatch. The layers were ordered through a hatchery. Both types of birds went to 4-Hers and FFAers, who cared for the birds and worked with them to prepare for the show. The broilers were processed the next day, in conjunction with a farmer demonstration training class. Extension agents partnered with Melanie Pollard with the North Carolina Department of Agriculture and Consumer Services (NCDA&CS) Meat and Poultry Inspection Division (MPID) and Christina Sigmon with the North Carolina State University Prestage Department of Poultry Science (PDPS) to hold an educational and hands-on demonstration of how to properly process poultry on-farm. Participants were given the opportunity to practice processing chickens that day on-site with help from agents and provided information on the current poultry exemption rules.

Main Objectives and Goals

- Educate backyard poultry producers on the following topics:
- On-farm poultry processing.
 - Proper procedure for chilling and packaging poultry after processing.
 - Operational needs.
 - Acquiring your meat handlers license and poultry exemptions.
 - Labeling your product.



Methods and Program Set-Up

- Class is held in-person as well as online via Zoom simultaneously.
- A combination of PowerPoint presentations, handouts, and hands-on demonstrations are used to target many different learning styles.
- Participants have access to experts from the Prestage Department of Poultry Science and the North Carolina Department of Agriculture's Meat and Poultry Inspection Division to ask questions.
- Program is broken up into presentations first, then participants visit the kitchen to view the "clean" side of processing, then finish the class with the opportunity to actually process birds.



How do you rate your knowledge about:	BEFORE THIS WORKSHOP					AFTER THIS WORKSHOP				
	Very Low	Low	Moderate	High	Very High	Very Low	Low	Moderate	High	Very High
1 On-farm poultry processing (killing, plucking, eviscerating, safe poultry handling)	1	2	3	4	5	1	2	3	4	5
2 Proper procedure for chilling and packaging poultry after processing (safe handling practices)	1	2	3	4	5	1	2	3	4	5
3 Operational needs (equipment and set up)	1	2	3	4	5	1	2	3	4	5
4 Acquiring your meat handlers license and poultry exemptions (regulatory criteria)	1	2	3	4	5	1	2	3	4	5
5 Labeling your product	1	2	3	4	5	1	2	3	4	5

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Coastal Plains Chicken Project Poultry Processing Demonstration Agenda

In-Person and via Zoom

Wednesday, May 10, 2023 | 9:00 AM – 11:00 AM (classroom portion)

Lenoir County Cooperative Extension

Margaret Ross, Eastern Area Specialized Poultry Agent (ASA)
 Margaret_Ross@ncsu.edu

Margaret Ross - Meeting Begins and Welcome

How to Process Poultry On-Site
 Christina Shenton, NCSU Prestage Department of Poultry Science

NC Poultry Exempt Processing Update – What You Need To Know To Sell Your Birds Legally
 Melanie Pollard, NCDA&CS Meat and Poultry Inspection Division (MPID)

Visit kitchen area to see indoor portion of processing

Sponsored Lunch

Visit outside for hands-on processing demonstration

A BIG THANK YOU TO OUR PROGRAM AND LUNCH SPONSORS:

Reedy Fork Organic Farm - George Teague

Nutrena Feeds - Brooke Cave

Chick-fil-a of Kinston - John McPhaul

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Results

- Youth participants raised chickens from start to finish.
- Farmer participants learned how to process chickens and familiarized themselves with rules and regulations.
- 100% of participants that filled out the evaluation were either Satisfied or Very Satisfied with the overall quality of the training workshop.
- There were a range of responses from Very Low to High in the *Before the Workshop* section, but 83% of participants responded their knowledge *After the Workshop* was from Moderate to Very High.

Impacts

- Meat was donated to local food banks - 73 birds total were provided to families in need in local communities.
- Of the 12 participants who answered the question, seven said they thought the workshop would save them \$1-\$500 and three said the workshop would save them \$500-\$1,000.
- Carteret County 4-H utilized chicken hearts and feet for educational science labs in local high schools.
- Jones County saved 25 birds from the processing day to distribute to families who participated in the Holiday Food Box Giveaway and Food Safety Program.