

# ISPA VISION 2024 - Page One

The ISPA Board of Directors and staff are reimagining ISPA's role as an organization and how it can best align with our mission to develop, improve, and protect Indiana's poultry industry. The following are our focal points for 2024 and beyond:

- **Avian Health and the National Poultry Improvement Plan (NPIP)** – Represent poultry producers during NPIP participant audits and coordinate and lead the Indiana delegation at the NPIP Biennial Conference. Provide testing and educational support to small flocks, schools, 4-H, Purdue Extension, etc. Implement avian health and disease prevention and preparedness programs.
- **Technical and Regulatory Support** – Follow and provide feedback on developments in regulation and policy around environmental regulation, sustainability, food safety, animal welfare, and animal health to Indiana's flock through participation in state workgroups and national poultry industry organizations.
- **Poultry-Friendly Indiana** - Ensure Indiana poultry continues to have a good regulatory and governmental environment within which it can operate and expand.
- **Economic Development** – Increase awareness of poultry's economic significance at state and regional levels with economic development officials, and help ISPA-member companies wanting to improve or expand their operations connect with them. Attract new poultry companies or poultry-related businesses Indiana's flock believes would improve or increase business opportunities and operations.
- **Exports of Indiana Poultry, Eggs, and Egg Products** – Poultry adds value to corn and soybeans grown as feed in Indiana. ISPA will cooperate with the Indiana Soybean Alliance, Indiana Corn Marketing Council, and

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the US Poultry and Egg Export Council to both inform Indiana producers of opportunities for exports and to build awareness of and preference for Indiana's many poultry, egg, and egg products.

- **Poultry Education and Workforce Development** – Work to align educational opportunities at Purdue and other programs with the modern-day needs of Indiana's poultry industry. Prioritize support of current poultry faculty and strive to attract new faculty.
- **Research** – Support exchanges of information and connections amongst the industry, researchers, research facilities, and funding sources for the betterment of Indiana poultry through our connections with Purdue University and its world-class resources.
- **Promoting Indiana Turkey and Eggs** – Magnify the messages of the National Turkey Federation and American Egg Board that promote and celebrate the delicious, nutritious products produced in Indiana to Hoosier audiences.
- **Gobble! Cluck! Quack!** – Indiana's poultry industry represents generations of innovation and hard work, and it's important that our communities and our customers know who we are, what we do, and how we do it. We will be using opportunities like the Indiana State Fair and other forums and media to showcase modern poultry production.
- **Member Services** – Enhance networking opportunities like the *Evening Under the Stars Banquet* and *Johndrew Memorial Golf Outing* to help you make impactful connections.