

FIVE WEEKS, NINE UNIVERSITIES – FALL RECRUITMENT IN FULL SWING!

The Midwest Poultry Consortium has been busy at the campuses of our affiliated universities to help spread awareness of the Center of Excellence Scholarship/Internship program (COE), encourage students to apply, and increase interest in the poultry industry overall. MPC staff attends career fairs, visits classes, and creates opportunities to connect students with the poultry industry. MPC conducted two large poultry networking events - North Dakota State University (NDSU) and South Dakota State University (SDSU) Poultry Panels.

Almost 120 students attended North Dakota State University's 4th Annual Poultry Panel Networking Event on September 26th. The event was coordinated by the Midwest Poultry Consortium in cooperation with NDSU's Animal Science Department and sponsored by the Minnesota Turkey Research & Promotion Council.

Panelists included: Morgan Baumchen (Willmar Poultry), Katie Davis (GNP), Mike Schmidt (Elanco Animal Health), and Dr. Evan VanBeusekom (Jennie-O Turkey Store).

Not to be outdone, South Dakota State University, now in the second year of its own Annual Poultry Networking Event, attracted close to 130 students to its event held on September 27. The SDSU event was coordinated by the Midwest Poultry Consortium in collaboration with SDSU's Animal Science Department and sponsored by the South Dakota Poultry Industries Association.

SDSU panelists included: Ty Eschenbaum (Rembrandt Foods), Gabby Ryan (SDSU/COE student), Dr. Kevin Roberson (Michael Foods), Peter Sonstegard (Sonstegard Foods), Dr. Ben Wileman (AgForte), and Melissa VanDerWerff (Jennie-O Turkey Store).

These events have become strong drivers in piquing student interest in careers in the poultry industry. Both panels were held the night before each University's respective Ag Career Fairs, driving increased traffic to MPC poultry company booths.

The Animal Science departments at both universities, encouraged by the high attendance at their poultry panels, have worked to incorporate more on-campus opportunities for students to learn about poultry, including adding poultry labs to classes and the newly created SDSU Poultry Short-course (AS 491-S10) which debuted in 2016.

At affiliated universities fortunate enough to have active poultry clubs, MPC has worked to strengthen club involvement and give students a better idea of the job opportunities existing in the poultry industry. MPC has spoken at six poultry club meetings to date. In Ohio, the club convened a special meeting to hear presentations from MPC staff, students from the 2016 COE class, and guest speakers from Trillium Farm Holdings. At Purdue, MPC organized a meeting of both the Poultry Science and Meat Science Clubs for students to hear presentations from MPC staff, students from the 2016 COE class, and Zach Tucker of Maple Leaf Farms. MPC also convened a special meeting with the Iowa Poultry Interest Group, hearing from MPC staff, students from the 2016 COE class, and speakers from Hy-Line International. MPC spoke to an animal science class on the campus of the University of Minnesota as well.

All meetings were open to members and non-members of the club, which not only helped increase attendance but also gave new students exposure to the poultry clubs in an effort to increase enrollment.

Industry involvement in reaching out to students at our affiliated universities is both appreciated and valuable. If your company would like to be involved with campus visits in the future, please let us know at mpc@mwppoultry.org.



NDSU students gather to learn what the poultry industry has to offer graduates.



SDSU panelists included (from L to R) Gabby Ryan, Melissa VanDerWerff, Kevin Roberson, Ben Wileman, Ty Eschenbaum, and Peter Sonstegard.



Shania Ray sharing her COE experience at the Purdue Poultry Club meeting.