

## How DPI Helps Our Chicken Industry

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## DPI's History

- 1948 National Chicken of Tomorrow Contest
- 1955 became Delmarva Poultry Industry, Inc.

## What is DPI?

- Non-profit trade association
- Membership organization
- Governed by a Board of Directors
- Organized with committees
- Small and experienced staff
- Fortunate to work with just broiler chickens, but in three states

## What DPI is Not

- Not a growers' union or bargaining agent
- Not a purchasing cooperative
- Not a marketing organization
- Not a standards setting group
- Not a "company only" organization
- Not a spokesman for individual members

## DPI's Mission Statement

- Promotion of the chicken industry
- Membership services
- Government and public affairs
- Educational programs

## Flexibility is Imperative

- Fewer companies and fewer DPI committees
- Fewer educational programs
- With changing consumption patterns comes changing promotions
- No longer funding research
- More emphasis on government relations

## Promotion of the Chicken Industry

- Delmarva Chicken Festival
- Outreach at other events
- Participation with other groups
- No Farms? No Food!
- Website
- Development and distribution of consumer materials

## Membership Services

- Vegetative Environmental Buffers
- Electric Buying Group
- Generator Demand Response Program
- Avian influenza planning and response coordination
- Vision Care Program
- DPI Awards
- Newsletters

## Government and Public Affairs

- Legislative work
- Regulatory work
- Environmental work
- Support of LEAD Maryland Foundation
- County efforts

## Educational Programs

- National Meeting on Poultry Health and Processing
- Financial and other support for other educational programs
- DPI college scholarships
- Teacher support materials
- Responses to news media employees

## How Does DPI Help Our Chicken Industry?

In many ways