

SPFG Project Tracking Form

Project Number: 2021-01

Project Title	Poultry in Motion – design a new website and content
Date submitted	May 3, 2021
Submitted by	Jennifer Curtis, BCCGA
Summary	<p>The Poultry in Motion Educational Mini Barn Program began in 2007 and has been running successfully for the past 14 years. The program’s goals are to educate and improve consumer confidence of BC Chicken. Students, teachers, and consumers are educated about the actual growing practices and programs, including: On-farm-food-safety, Biosecurity and Animal Care programs that BC Chicken Growers are required to follow.</p> <p>Until recently, the program used a fully equipped poultry mini barn with live birds and provided in-person presentations and educational materials to elementary and secondary schools and to the public at fairs. The current COVID-19 pandemic restrictions have prevented this program from continuing with onsite presentations. They do not know when we will be able to resume this program.</p> <p>This project is to design and develop new website and content for a new Poultry in Motion with individual web pages for fairs, elementary and secondary schools, and a teacher only page where all educational materials will be accessible in digital format. Separating the content by need and age level will make it easier for teachers and others to find and access the appropriate information. Developing the website will maintain the current program, while in-person visits are postponed, and open new opportunities to extend our reach to schools and fairs that are remotely located or for other educational purposes. The digital content will also enhance information and access to the public.</p> <p>They hope to have the website in place for September.</p>
Request	\$5,000
Proposed budget	\$20,000 to \$30,000
Proposed funding source	Self-funded
Decision	Provided \$5,000 in funding
Additional comments	