



Keep a good thing growing.™

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Fact Sheet

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“Drive-Through” Commercial Helps Consumers Fill in the Blanks

“Chicken special with a side of corn”

A new 15-second commercial produced by the Ohio Department of Agriculture using a special federal grant features a family pulling up to a drive-through window, where their order of chicken and a side of corn is being repeated to them. The family stares in shock as the “drive-through attendant” hands them stalks of fresh, Ohio-raised sweet corn. The viewer later learns that the attendant is a farmer handing the produce through the side of a barn.

The farmer behind the microphone

The real-life farmer in the drive-through is Bryan Black of Canal Winchester. He, along with his brother and father, operate Ned Black & Sons, a swine farm consisting of a 300-sow farrow-to-finish swine enterprise. Black is one of the Ohio farmers helping to rank Ohio as the ninth largest pork-producing state in 2001. For every hog raised in Ohio, \$70 was invested back into the community in the form of utilities, feed, loans, and jobs (National Pork Producers Council 2002). Black also farms around 500 acres of corn, wheat, soybeans, and hay.

Black was awarded an Environmental Stewardship Award by the Ohio Livestock Coalition in 1999 for his proactive approach to neighbor relations since a suburban subdivision was built directly across from the hog farm. He has met with the homeowners in the neighborhood to create awareness of the steps he takes to reduce odor and how manure is stored and applied. The farm also hosts an annual hog roast and square dance that typically draws more than 250 people, with more and more neighbors attending each year.

The “food”

In Ohio, both production of sweet corn and poultry production are important sectors of the agriculture industry.

Poultry and Egg Production

Sam Bobb, a Delaware County 4-H'er, lent his prize-winning chickens to the production of the commercial. The chicken and its backup were just days away from their appearance in the poultry exhibition at the 2002 Ohio State Fair when the television ads were filmed.

Poultry ranks fifth among agriculture industry segments Ohio, bringing more than \$468 million in farm receipts per year (not counting processing and retailing), ranking behind milk production but ahead of cattle and calf production, and hog and pig production. From this measurement, economists project the total economic impact of Ohio's poultry industry to be nearly \$3.3 billion per year.

(2000) Among the states, Ohio ranks 18th in broiler production, with more than 40 million broilers valued at more than \$82 million. (2001)

(more)

Page 2 of 2, Fact Sheet: “Ohio Agriculture: Keep a good thing growing” Commercial Fills in the Blanks

Ohio ranked second in the U.S., behind only Iowa, in egg production, producing 7.9 billion in 2001, or 9.2 percent of the nation’s eggs. The state generates 9.2 percent of total eggs produced in the United States (2001), with a total value of eggs produced in the state in excess of \$323 million. (2001)

Sweet Corn and Other Fresh Vegetable Production

Production of fresh market vegetables increased 18 percent in Ohio during 2001. Producers harvested \$134.7 million worth of fresh Ohio vegetables, up 47 percent from the previous year. Ohio ranks fifth in the nation in sweet corn production, third in the nation in fresh and processing tomatoes, and among the top 10 states in the production of cucumbers, strawberries, and storage onions.

Field Corn Production

Ohio ranked sixth the nation in corn for grain production (field corn) in 2001. Every 10th row of corn grown is sent overseas, and one out of every two rows is exported to a different state within the U.S. (Ohio Corn Growers Association, 2000). A leading by-product from corn is ethanol, a renewable, clean-burning fuel proven to reduce greenhouse gas emissions.

This project is administered by the Ohio Department of Agriculture using funds established by an act of Congress in August 2001, which provided a grant of \$500,000 from USDA to each state to promote agriculture. (H.R. 2213, PL 107-25, Section 7 of public law #107-25)