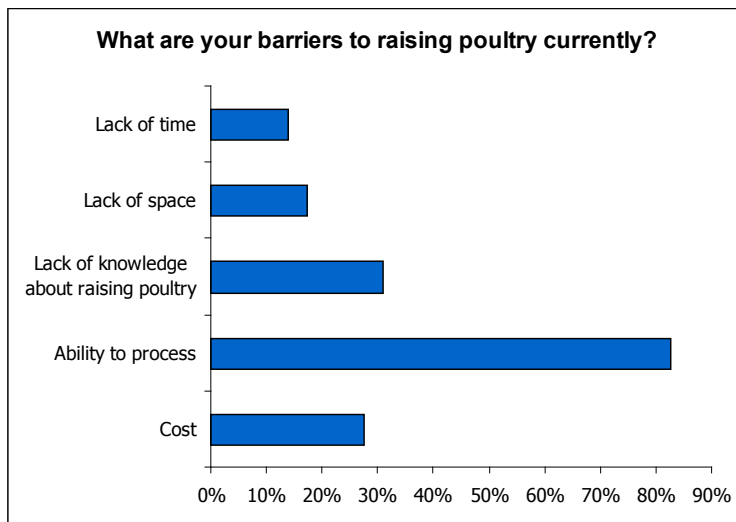


Massachusetts MPPU Survey Results



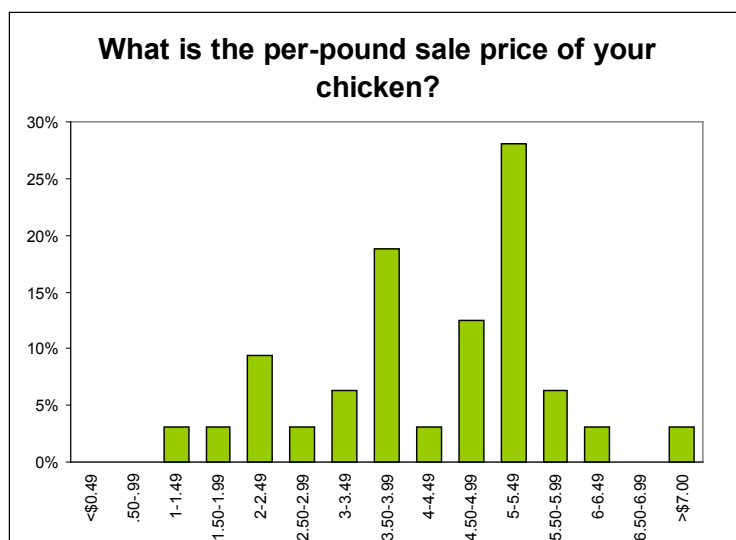
DEMAND for PROCESSING OPTIONS

- Ability to process is the foremost barrier for potential poultry producers, cited by 83%.
- Processing is also a concern for current producers: 40% noted availability of processing as a primary obstacle to marketing their birds and 34% cited regulatory barriers or uncertainty about regulation.
- 93% of respondents said they would be interested in using a mobile poultry processing unit.
- 48% of producers are willing to serve on an MPPU leadership team and 69% are willing to pay an annual membership fee.



The PRODUCT

- Most respondents sell through pre-orders from customers (52%) and/or CSAs (18%). Another 48% consume all of their poultry at home, but nearly all of these respondents produce fewer than 100 birds per year.
- Average listed sale price for chickens: \$4.14/lb.
- 79% of respondents raise their birds on pasture and 34% raise organic poultry.



INCREASING CAPACITY

- The average Massachusetts poultry farm raises fewer than 200 birds per year (2007 USDA Ag Census).
- 55% of respondents would increase production given access to an MPPU.
- 54% of respondents currently process their birds at home.
- 53% of respondents already have the on-farm infrastructure to support an MPPU.
- 72% of respondents have access to a truck with adequate towing capacity to transport the MPPU.

