

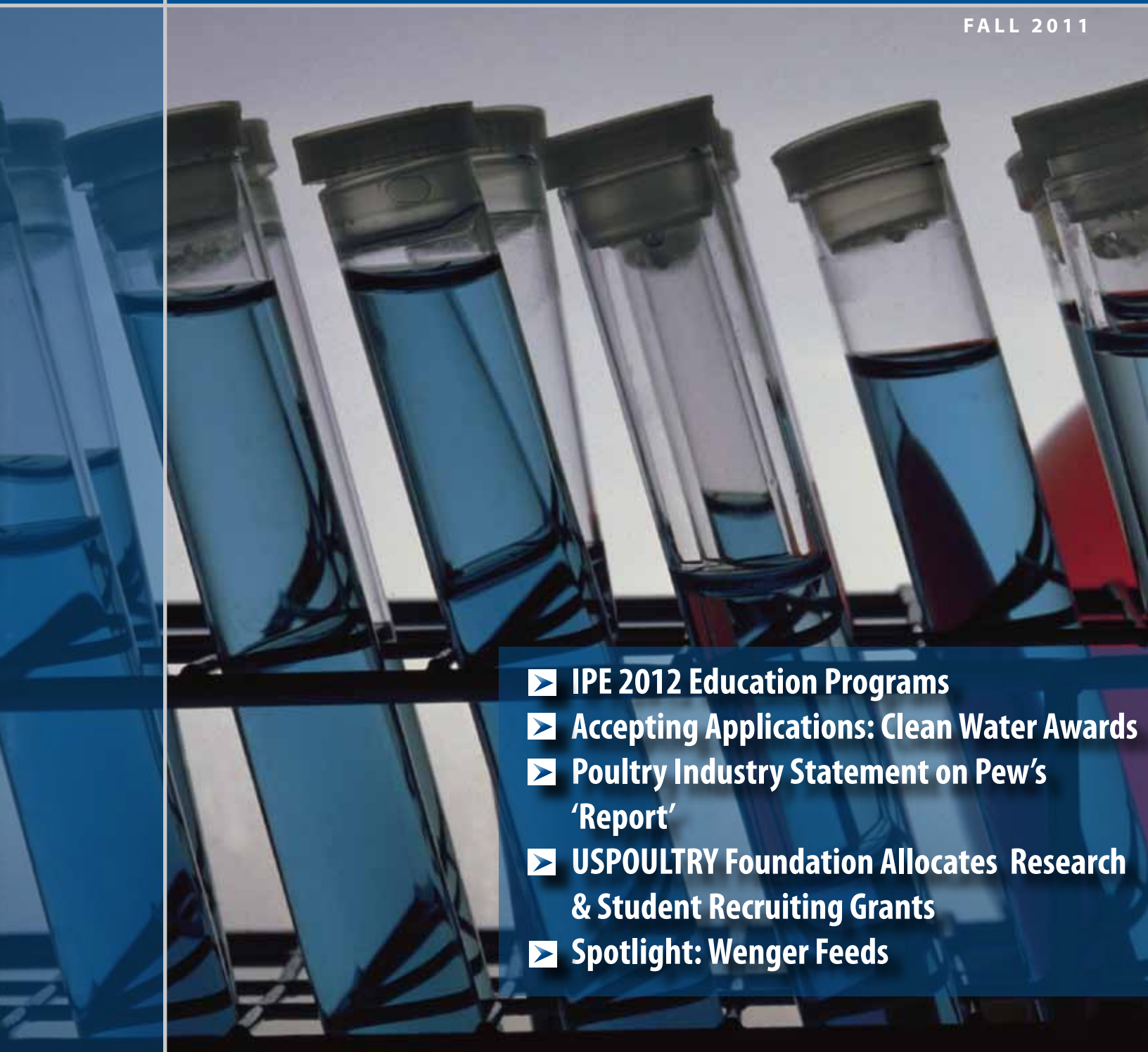


USPOULTRY

U.S. POULTRY & EGG ASSOCIATION

NEWS & VIEWS

FALL 2011



- ▶ IPE 2012 Education Programs
- ▶ Accepting Applications: Clean Water Awards
- ▶ Poultry Industry Statement on Pew's 'Report'
- ▶ USPOULTRY Foundation Allocates Research & Student Recruiting Grants
- ▶ Spotlight: Wenger Feeds

The All Feather Association serving the industry through education, research, communication, and technical services.

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NEWS & VIEWS

FALL 2011

NEWS & VIEWS is produced quarterly by the U.S. Poultry & Egg Association, the world's largest and most active poultry organization. USPOULTRY represents the entire industry as an "All Feather" association. USPOULTRY is a nonprofit organization which represents its poultry and egg members through research, education, communications, and technical services. Membership includes producers and processors of broilers, turkeys, ducks, eggs, and breeding stock, as well as allied companies. Formed in 1947, the Association has member companies nationwide and affiliations in 28 states. USPOULTRY also sponsors the International Poultry Expo.

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U.S. POULTRY & EGG ASSOCIATION

Send Comments to: **NEWS & VIEWS**,
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P R E S I D E N T ' S C O L U M N



John Starkey
President

The USPOULTRY Foundation recently completed an in-depth interview process with over 60 industry leaders to solicit advice and suggestions for the future of the Foundation. Originally established in 1994 as the Southeastern Poultry & Egg Harold E. Ford Foundation (Harold was the long-time Executive Director of Southeastern), its purpose is to recruit students into our industry and to provide support for critical research projects for the industry.

The industry leaders gave generally high marks to the Foundation's efforts, although awareness of the Foundation was not at the level we would have liked. And they gave us some great suggestions for moving forward, emphasizing student outreach to interest young people in a career in today's modern, technology-based poultry and egg industries. Thank you to all those who participated in the interviews, and be assured we've heard your message and will act upon your guidance.

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Dr. Bruce Stewart-Brown, Perdue Farms
Jerry Straughan, Cal-Maine Foods
Steven Woodruff, Woodruff & Howe Environmental Engineering

John Starkey
President
jstarkey@uspoultry.org

EDUCATION + NETWORKING = IPE2012

The International Poultry Expo is constantly adapting to the needs of the industry and this year is no exception. IPE 2012 will feature the most extensive educational lineup ever, which combined with the trade show, lays the groundwork for a busy week in January. The programs kick off on Monday, January 23, with the International Poultry Scientific Forum. Last year, over 1,000 scientists and technical personnel met to see the latest research in poultry production and processing.

The IPE is changing its trade show format such that it is moving from a Wednesday through Friday timeframe to one where the show opens at noon on Tuesday, January 24, and wraps up at 3 p.m. on Thursday, January 26. However, that is not the end of the story. IPE's educational offerings continue through Friday morning and the University of Georgia is offering an International Short Course Friday, January 27 through Tuesday, January 31, which includes free admission to IPE 2012.

A number of educational programs are included in the general registration fee for the show, and several special technical programs are offered for an additional fee.

For more information on the topics and speakers plus registration, go to www.ipeweek12.org



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2012 IPE/IFE EDUCATION PROGRAMS

MONDAY, JANUARY 23

8 a.m. - 5 p.m.

International Poultry Scientific Forum

1 - 5 p.m.

Animal Ag Sustainability Summit: Sustainability in Lean Times - Getting Back to Basics

TUESDAY, JANUARY 24

8 a.m. - 3 p.m.

International Poultry Scientific Forum

8 a.m. - Noon

Hatchery-Breeder Clinic

8 a.m. - 5:30 p.m.

Pet Food Conference

9 a.m. - Noon

Animal Ag Sustainability Summit: Sustainability in Lean Times - Getting Back to Basics

WEDNESDAY, JANUARY 25

8 a.m. - Noon

- Hatchery-Breeder Clinic
- Charting the Course: An Executive Conference on the Future of the American Poultry Industry
- Charting the Course: An Executive Conference on the The Future of the American Egg Industry

8:30 a.m. - Noon

- AFIA International Feed Education Program
- IPE Pre-Harvest Food Safety Conference

THURSDAY, JANUARY 26

8:30 a.m. - noon

- IPE Pre-Harvest Food Safety Conference

9 a.m. - 5 p.m.

- Poultry Leaders of the Future - Managerial Basics

1 - 5 p.m.

- NRA - International Rendering Symposium

FRIDAY, JANUARY 27

8 a.m. - noon

- NRA - International Rendering Symposium
- Poultry Leaders of the Future - Managerial Basics

IPE EXHIBITS AT LATIN AMERICAN POULTRY CONGRESS



The IPE is truly international with over 4,300 international visitors in 2011 from over 100 countries. The Latin American/Caribbean region is by far the largest contingent representing 45% of international attendees. With this in mind, a key component for IPE's future strategy is growth of international attendance, and Latin American is a primary target. Accessibility to Atlanta, the parallels in production processing with the U.S., and the fact that many of the Latin American key players have had training in the U.S., make



this region a logical target.

Looking south, staff members Charlie Olentine and Jason Rivera travelled to Buenos Aires for the Latin American Poultry Congress held every two years in a country rotation. The IPE had a booth at the meeting, and Charlie and Jason met with a number of IPE's exhibitors and cultivated a number of prospective exhibitors, in addition to promoting the show to the poultry industry. The show featured over 86,000 square feet of



exhibit space and the attendance was strong. Virtually all of the IPE promotional material was picked up at the show, and constructive suggestions were received as to how IPE can be more attractive to its southern neighbors.



AFFILIATED STATE MEETING

USPOULTRY held the fourth annual affiliated state poultry association executives meeting in Atlanta in August. The focus of the meeting was to discuss current industry issues, brainstorm solutions, and plan for the future. USPOULTRY's emphasis in collaborating with the affiliated state organizations is to exchange information in a face-to-face atmosphere while fostering partnerships.

The comprehensive agenda included presentations on a variety of topics, including the *Impact of State Legislation on Industry*, *Exports Update*, *Egg Industry Update*, *Successful and Positive Ag Industry Communication*, *Immigration Reform*, *A Washington Review*, *Animal Welfare Report*, *Status of Antibiotic Use in Poultry*, *Emergency Response*, *Roxarsone Update*, an open forum on other industry topics, and presentations by USPOULTRY staff members.

In the *Immigration Reform* session, Jim Wimberly, Wimberly, Lawson, Steckel, Schneider & Stine P.C., provided a federal update on current immigration initiatives. Mike Giles, Georgia Poultry Federation, Hobey Bauhan, Virginia Poultry Federation, and Johnny Adams, Alabama Poultry & Egg Association, were part of a panel that provided insight into how individual state



Attendees (seated from left): Paul Pressley, USPOULTRY; Johnny Adams, Alabama Poultry & Egg Association; Mike Giles, Georgia Poultry Federation; and Bill Mattos, California Poultry Federation

immigration reform laws have begun to affect the poultry industry in their states.

As part of the *Emergency Response* session, Johnny Adams provided an overview of lessons learned from the tornados that struck Alabama in April.



Attendees (from left): Kay Johnson Smith, Animal Agriculture Alliance; Abit Massey, Georgia Poultry Federation; Bill Satterfield, Delmarva Poultry Industry; Tim Davis, Pfizer Animal Health; and Mike Brown, National Chicken Council.

USPOULTRY staff gave reports on Association services and programs. Jason Rivera addressed IT support and PCI-DSS compliance. Dr. Al Yancy examined the new FSIS *Salmonella* and *Campylobacter* standards. Barbara Jenkins discussed youth outreach programs. Paul Bredwell covered USPOULTRY's environmental services. Paul Pressley detailed the Association's Poultry & Egg Institute education and training programs. Dr. Charlie Olentine gave a status report on the 2012 International Poultry Expo. Gwen Venable presented on USPOULTRY's communication efforts. Dr. Henry Marks gave an update on the current research projects that are funded through the Association, and John Starkey gave an update on the USPOULTRY Foundation's efforts to generate funds for additional research.

Guest speakers rounded out the program with Mike Brown, National Chicken Council,

providing a Washington Review on federal issues affecting the poultry industry. Jim Sumner, USA Poultry & Egg Export Council, reported on export expectations. Gene Gregory, United Egg Producers, provided an overview of the UEP and HSUS agreement. Jack Kelly, Perdue Farms, described current state legislation that is affecting the poultry industry. Ron Phillips, Animal Health Institute, updated the group on the status of antibiotic use in poultry. Dr. Paul Williams, Georgia Department of Homeland Security, discussed the efforts that are being made to protect America's food supply. Scott Brown, Pfizer Animal Health, provided an update on the roxarsone ban in feed.

"It is important to collaborate and work with other associations, so that we can all be effective in serving our members," said John Starkey, USPOULTRY president. "By reducing the duplication of efforts, learning from each other and sharing programs and ideas, we help each other accomplish our goals," Starkey added.



Attendees (standing from left): Gene Gregory, United Egg Producers, Mike Brown, National Chicken Council, John Starkey, USPOULTRY, and Jim Sumner, USA Poultry & Egg Export Council.

Spotlight: WENGER FEEDS



Wenger Feeds serves the Mid-Atlantic region by providing poultry, swine, and specialty feeds and feed ingredients for dairy. Founder Mel Wenger owned a self-service grocery store when he was approached by a Purina® salesman about purchasing a neighboring feed mill.



Mr. Wenger purchased the mill in 1944, and throughout the 50's and 60's, developed a custom feed formula to meet the needs of the growing egg layer business in Lancaster County, Pennsylvania. The resultant M.M. Wenger feeds were extremely popular and filled a market segment that had previously been ignored. Mr. Wenger's success prompted him to drop the checkerboard and create an independent line of custom feed products.



The company now includes a pullet growing and egg production division, Dutchland Farms, in addition to Wenger Feeds Flock Services, which provides flock management for layer, pullet, broiler, and broiler breeder flocks, and Egg Marketing Services, which markets eggs throughout the Mid-Atlantic and beyond.

Wenger Feeds operates a network of mills in Pennsylvania and one location along the Eastern Shore in Maryland. With one in-house and one consulting nutritionist, the company has developed thousands of feed formulas and can develop custom formulas to meet any need. New ingredients and management techniques are tested in the company's six research houses where they can be analyzed in actual production environments.

In 2004, the company built a soybean processing plant to produce SoyChoice® expelled soybean meal for use as a feed ingredient in poultry and dairy rations.

Wenger Feeds: Quality Feed for Quality Food®.

Wenger Feeds at a Glance

- Founded in 1944
- Privately held
- Corporate office in Rheems, PA
- Employs over 250
- Six milling locations in two states
- Thousands of feed formulas for poultry and swine
- Egg Marketing Services markets eggs from more than 4 million birds

Recent Member News

Three Food Banks to Receive Tyson Foods Donation

Through an online hunger-awareness poll, three food banks will receive 30,000 pounds of protein as one of the top three vote-getters in a Tyson Foods Facebook poll: The Food Bank of the Albemarle in Elizabeth City, North Carolina, the Yuma Community Food Bank in Yuma, Arizona, and the Mississippi Food Network in Jackson, Mississippi.

Pilgrim's Douglas Complex Named Employer of the Year

Pilgrim's Pride has a new reason to be proud

of its operations in Georgia this year: The Georgia Department of Labor-Vocational Rehabilitation Program selected the Pilgrim's Douglas complex as its Employer of the Year for 2011.

Four Cargill Locations Earn the ENERGY STAR® for Energy Efficiency for Second Consecutive Year

Four Cargill Corn Milling North America locations—Blair, Neb.; Cedar Rapids, Iowa; Eddyville, Iowa; and Wahpeton, N.D., have earned the U.S. Environmental Protection Agency's prestigious ENERGY STAR, the national symbol for protecting the

environment through energy efficiency, for the second year in a row.

Perdue Shows off Solar Project at Delaware Feed Mill

Perdue Farms is showing off a new solar energy project that will help power its feed mill in Bridgeville. The project involved thousands of solar panels covering an area roughly the size of five football fields and generating enough electricity to power more than 175 typical U.S. homes. It is a collaboration between Perdue, Standard Solar, and Washington Gas Energy Services.

USPOULTRY'S VOICE IN THE INDUSTRY

Poultry Industry Says OSHA's Proposed Rules Revising Injury Reporting Requirements Will Do Little to Improve Workplace Safety

A proposed requirement to increase the types of work-related incidents that must be reported to OSHA within eight hours may not help identify "significant workplace hazard[s] or failure[s] within a safety and health program and place[s] another reporting burden on the employer while doing little, if anything, to improve workplace safety," poultry industry groups said in filing comments opposing the Occupational Safety & Health Administration's proposed rules. The comments were prepared by the Joint Poultry Industry Safety & Health Council, comprising the U.S. Poultry & Egg Association, National Chicken Council and National Turkey Federation. Collectively, the three organizations represent companies that produce 95 percent of the nation's poultry

products and employ more than 300,000 workers.

The proposed rule expands the reporting requirement for hospitalizations to require reporting of a single employee hospitalization within eight hours for work-related incidents. "It is not unusual for an employee to be admitted for observation or testing and be released the next day without any treatment. Such minor injuries are not indicative of a significant workplace hazard or failure within a safety and health program," the poultry group remarked.

"The current requirement of reporting the hospitalization of three or more employees is generally an indicator that a potentially serious safety incident may have occurred, and prompt reporting of such events is a more reasonable approach and remains justified," commented the Joint Council.

OSHA states the additional reporting of

hospitalization will allow for the collection of more information on the cause of these injuries and illnesses. The poultry group said, "The DART (Days Away, Restrictions and Transfers) rate, calculated from existing injury and illness data, already identifies those workplaces with frequent, severe injuries. We fail to see why this currently available data is not sufficient to meet the goal of identifying 'the most dangerous workplaces' and why OSHA needs this type of additional injury data."



The comments can be viewed on USPOULTRY's website, <http://www.poultryegg.org/positionpapers>.

POULTRY Industry Opposes Rules on Union Elections Proposed by National Labor Relations Board

Proposed changes in union election procedures make it "almost impossible" to stage fair elections, poultry industry groups said in filing comments opposing the National Labor Relations Board's proposed rules. The comments were prepared by the Joint Poultry Industry Human Resources Council, comprising the U.S. Poultry & Egg Association, National Chicken Council and National Turkey Federation. Collectively, the three organizations represent companies that produce 95 percent of the nation's poultry products and employ more than 300,000 workers.

Although the current procedures result in elections held within an average of 38 days, the proposed rule changes seek to shorten the timeframe for union election campaigns and make other unreasonable changes in the unionization process, the comments said. The poultry industry comments identify more

than two dozen issues with the proposed rule, many of which carry the "unmistakable appearance of a denial of due process" and "certainly will serve to increase litigation and delay timely elections rather than speed the election process," the poultry group said.

"Limiting the time period to seven days between the Notice of Hearing and the hearing presents an almost impossible sequence of events to satisfy timely, during which all parties must review the petition and attached documents, investigate the requirements and the facts, find counsel or other representatives, file technical Statements of Position upon penalty of waiver of rights to a hearing or of any appeal, prepare offers of proof, review and file appropriate voting lists,..... attempt to enter into a consent or stipulated election..." commented the Joint Council.

"The procedures allowing or requiring putting off a decision affecting less than 20% of the electorate, will also lead to serious legal challenges, particularly since in almost every case the status of statutory supervisors or alleged supervisors is disputed," the Joint Council said. "As a result, both the petitioner and the employer, in a typical case, will not know what to say or how to use these disputed persons, upon penalty of having the petition voided and/or the election set aside."

There are no provisions in the National Labor Relations Act or the regulations that require "rushed" elections, although there are many provisions requiring "fair" elections, the Joint Council noted. "The proposed changes do not meet that goal," the comments said.

The comments can be viewed on USPOULTRY's website, <http://www.poultryegg.org/positionpapers>.

USPOULTRY'S VOICE IN THE INDUSTRY

Poultry Industry Statement on Pew's 'Report'

America's broiler chicken companies and the 30,000 farm families that grow broiler chickens are committed to the responsible production of food that is safe, affordable and abundant for consumers in the United States and around the world. In contrast to Pew Charitable Trust's well-known antipathy towards poultry farmers, the industry is more diligent and innovative than ever in pursuing environmental improvements. The fact that Pew seems to be unaware of the scope of environmental progress underway in the poultry community is evidence that this report is little more than a cheap shot at a responsible business.

- The report's critique is terribly misplaced, and once again demonstrates Pew's bias against modern farming practices. The poultry community has already taken meaningful steps to further reduce nutrient impacts on the environment. The sources of nutrients into the Chesapeake Bay and other watersheds are ubiquitous. EPA acknowledges the positive steps agriculture has implemented in reducing its environmental footprint in the Bay region, even as the nutrient contribution from non-agricultural sources continues to grow.
- Using Virginia as an illustration, all the poultry litter in the state produces about 11,000 tons of nitrogen and 5,400 tons of phosphorus that is largely utilized as fertilizer on cropland. In contrast, synthetic chemical fertilizer utilized in Virginia contains almost 10 times more nitrogen (110,000 tons of nitrogen) and over five times more phosphorus (28,000 tons of phosphorus). Further, much of the synthetic fertilizer usage is on urban/suburban lawns not subject to the same tight regulatory oversight as agricultural producers.
- Modern practices and technology utilized by the poultry industry are vital to environmental sustainability, as the industry uses less water, energy and other resources to deliver nutritious products to consumers in an increasingly competitive global marketplace.
- Poultry litter is a valuable commodity in farming communities. It contains essential crop nutrients, returns organic matter to the soil, and helps crops weather droughts.
- Poultry farmers have been advancing effective control of nutrients for more than a

decade, assisted by credible USDA and EPA-recognized best industry practices. Formal "nutrient management plans" for farmers are also required by state and federal environmental regulations. These plans ensure a balance between nutrients applied and the nutrients required by crops.

- Poultry farmers who have more litter than necessary for their own farm usually sell this valuable commodity to other farmers, who use it as a valuable organic fertilizer in place of commercial fertilizer. The use of this natural fertilizer reduces the farmer's carbon footprint by returning carbon to the soil and reducing greenhouse gas emissions.
- Poultry litter contains organic nutrients whose characteristics allow it to more effectively bind to soil. This reduces the possibility of nutrient runoff from the cropland.
- The 30,000 family farms and companies in the poultry community are involved in many different aspects of sustainability including animal welfare, recycling and waste reduction, worker safety, and community concerns. The Pew report fails to capture the true picture of the contributions we're committed to making today and in the future.
- For more information on how the U.S. poultry industry raises its animals sustainably and economically, please see the new video "Raising Chickens and Turkeys...for Today and Tomorrow" by visiting the following website: <http://www.poultryegginstitute.org/training/>.

Focus on the Chesapeake Bay Region:

Poultry farmers and companies continue to do their part in helping to restore the Bay. Over the last decade, the poultry industry in the Bay has implemented numerous proven conservation and best management practices. As a result of these and related practices in the broader agriculture sector, EPA in a recent report acknowledged that agriculture's contributions of nutrients to the Bay were decreasing, not increasing, versus other sectors. Some of the highlights of progress in this critical watershed include:

- Growers have spent millions of dollars to install heavy use area pads to minimize or totally eliminate litter from being deposited outside their houses during removal of the birds or during litter/manure cleanout.
- Virtually every poultry farm utilizes covered storage buildings to protect manure from rain and storm water runoff.
- Growers recycle litter/manure within chicken

houses between flocks through a process called windrowing. This practice extends litter life while dramatically reducing the amount of nutrients removed and applied to the land.

- Trials are underway to evaluate existing equipment that allows litter/manure to be injected beneath the surface of the soil to prohibit migration of nutrients from field application areas.
- At least one major facility is processing chicken litter into pelletized organic fertilizer to be shipped to distant crop areas. This facility has removed thousands of pounds of nitrogen and phosphorus from the Chesapeake Bay watershed.
- All chicken farms on the Eastern Shore of Virginia have state-issued Virginia Pollution Abatement Permits, in line with the federal Clean Water Act and state statutes. 567 of the approximately 800 chicken farms on the Eastern Shore of Maryland have federal permits as required by the Clean Water Act or state permits as required by the Maryland statute. Of the approximately 800 chicken farms in Delaware, 368 are permitted and more are expected by the end of the year.
- The states of Maryland and Delaware monitor the transportation and relocation of poultry litter.
- In 2010, the Maryland chicken manure transport program relocated over 45,000 tons of manure from chicken farms where it could not be used to companies or persons that could utilize its nutrient value.
- In 2010, the Delaware chicken manure transport program relocated roughly 108,000 tons of litter. The eight-year total for manure relocated through the Delaware manure transport program is more than 600,000 tons.
- Perdue AgriRecycle Inc. has voluntarily moved over 23,000 tons of manure.
- Ellis Farms Inc., a broker and manure transporter, relocated 9,000 tons without relocation assistance.

According to the Chesapeake Bay Commission, roughly 14% of the nitrogen and 8% of the phosphorus pollution to the Chesapeake Bay can be traced back to urban and suburban nonpoint sources. In comparison, the December 2010 Watershed Implementation Plan generated by Maryland indicated that chicken manure is responsible for just six percent of Maryland's total nitrogen contribution to the Bay.

CLEAN WATER AWARDS

Accepting Applications through November 15, 2011

USPOULTRY is accepting applications for the 2012 Clean Water Awards. The awards recognize outstanding water treatment plant performance in the poultry industry, and the winners will be announced at the 2012 Environmental Management Seminar.



“Environmental stewardship is an important aspect of daily operations for poultry companies, and they do a terrific job in their water treatment operations,” said Gary Cooper, Cooper Farms, Oakwood,

OH, and chairman of USPOULTRY. “They reclaim most of the water used to process poultry and return it to the environment in first-rate condition. We are pleased to sponsor this annual competition to highlight poultry operations and their environmental management programs that safeguard our natural resources,” Cooper added.

There are two categories for the award. One category is for full treatment facilities, which are those facilities that fully reclaim their wastewater prior to discharge into receiving water or a final land application system. The other category is for pretreatment facilities, which are those facilities that discharge pretreated effluent to publicly-owned full treatment facilities. Any USPOULTRY member company is eligible to submit one nominee in each category. Facilities which have previously won the award may not be re-nominated for five years. The deadline for submitting applications is November 15, 2011.

An evaluation committee will review the applications and select two semi-finalist facilities in each category. The committee will then visit the semi-finalist facilities to select the award recipients. The committee includes university personnel, industry engineers and managers, and state regulatory officials.

Award recipients will receive a trophy, be profiled on the USPOULTRY website, and receive assistance from the Association in publicizing the award on a local, regional, and national level.

The winners of the 2011 Clean Water Awards were Perdue Farms, Perry, GA, for full treatment, and Keystone Foods LLC, Gadsden, AL, for pretreatment. American Proteins, Cuthbert, GA, received honorable mention in the full treatment category.

POULTRY CARBON FOOTPRINT TOOLKIT AVAILABLE

USPOULTRY has released a poultry carbon footprint estimation toolkit, which is available to all members.

The toolkit was created to assist facilities in evaluating their carbon footprint and was developed in response to the Environmental Protection Agency's greenhouse gas (GHG) reporting requirements and potential GHG regulatory requirements associated with the Greenhouse Gases Tailoring Rule. The toolkit allows facilities to calculate the emission of GHGs generated by stationary sources (i.e. boilers and generators) by inputting the volume of various fuels used at the facility into a spreadsheet that has been populated

with the necessary arithmetic equations. Additionally, the toolkit provides facilities with anaerobic processes operated at wastewater treatment plants with the ability to calculate and log those GHG emissions to evaluate their need to report as required by the Greenhouse Gas Reporting Rule.

For more information on the carbon footprint estimation toolkit or to order a toolkit, contact Paul Bredwell or Marjorie Maul, USPOULTRY, 1530 Cooledge Road, Tucker, GA, 30084-7303; Phone: (770) 493-9401; or E-mail: pbredwell@uspoultry.org.

To order the CDROM, visit <https://www.poultryegginstitute.org/peiforms/cdrom/CarbonFootprint/start.cfm>

[poultryegginstitute.org/peiforms/cdrom/CarbonFootprint/start.cfm](https://www.poultryegginstitute.org/peiforms/cdrom/CarbonFootprint/start.cfm)



RESEARCH RESULTS

Funded by USPOULTRY Foundation

USPOULTRY announces the completion of three research projects. They are part of the Association's comprehensive research program encompassing all phases of poultry and egg production and processing. Brief summaries of the projects are shown below. Complete reports, along with information on other Association research, may be obtained by going to USPOULTRY's website, www.poultryegg.org.

Project #661

http://www.poultryegg.org/research/resproj/PROJ_661.html

USPOULTRY Announces Research on Energy Efficient Lighting Technologies

Artificial lighting is essential for both optimum growth in broilers and egg production in layers. Historically, incandescent bulbs (IL) have been used in the U.S. However, by law IL bulbs will be phased out starting in 2012. Research was conducted to determine the reliability, intensity, and floor light patterns of new low wattage bulbs for use in poultry housing. A previously developed light test apparatus which allowed simultaneous rapid durability testing was used to evaluate alternate lighting sources (CCFL-cold cathode fluorescent lamps, CFL-compact fluorescent lamps, and LED- light emitting diodes). Only one of the CCFL lamps failed during testing at 3,312 hours. While this represents double the life span of the incandescent bulbs, it was well less than the 8,000-hour manufacturer's estimated lifespan for CCFL lamps. Three CFL lamps failed at 2,640 hours, well less than the 12,000 hours typical for CFL lamps. No LED lamps failed during testing, which was expected given the 30,000-hour lifespan typical for LED lamps. CCFL and CFL lamps showed intensity reduction (approximately 20-25%) during testing, while the LED lamps lost 60% of the initial intensity. All three lamps tested were more energy efficient (28-33%) than incandescent bulbs. Based on durability, CFL lamps do not meet the expectations and should not be used. CCFL lamps showed reasonable durability and are much less expensive than LED lamps.

Project #660

http://www.poultryegg.org/research/resproj/PROJ_660.html

USPOULTRY Announces Research on Biological Nitrogen Removal in Poultry Processing Treatment Facilities

Sufficient wastewater treatment capacity is needed at poultry processing facilities to control effluent quality (e.g. biochemical oxygen demand, suspended solids, ammonia and phosphorus). Although the combination of nitrification and denitrification lead to efficient nitrogen removal, unknown factors can often interfere with this process. Research was conducted to investigate two factors that may affect the efficiency of biological nitrogen removal (BNR) in poultry processing facilities. First, tests were conducted at a poultry wastewater treatment plant during warm (fall) and cold (winter) seasons and confirmed that low temperatures are more detrimental to nitrification than to denitrification. Second, quaternary ammonium compounds (QUATs) are often used as a disinfectant and sanitizer in poultry processing facilities. A laboratory scale, multi-stage nitrogen removal system with benzalkonium chlorides (BAC), a class of QUATs, was initially ineffective. However, after 27 days, microbial acclimation had occurred leading to efficient degradation of BAC and the successful operation of the BNR system. A comprehensive mathematical BNR model developed for this research accurately described the fate and effect of BAC in the system. This research will help design BNR systems for efficient treatment of wastewater containing quaternary ammonium compounds (QUATs).

Project #F027

http://www.poultryegg.org/research/resproj/PROJ_F027.html

Research Conducted on Modifying Poultry Offspring Sex Ratio

Research was conducted to identify possible treatments that stimulate hens to skew sex ratios to produce more females than males in commercial layers. Initial studies using progesterone were unsuccessful, since it interrupted the laying cycle in 77% of injected hens. As an alternative, the stress hormone corticosterone was injected in laying hens to determine if this treatment would alter the sex ratio of hatched chicks. Treatment of hens with high doses of corticosterone five hours prior to lay resulted in the production of 83% male chicks, which was the opposite of expected results. Injections did not have an adverse effect on egg production or fertility. Although the results of this research did not produce the desired results of more female chicks, there was evidence that corticosterone may increase the ratio of male chicks.



USPOULTRY ANNOUNCEMENTS



Stathes Re-Certified in the IAEE CEM Program

Pennie Stathes, Logistics Manager for the IPE, recently received re-certification for her CEM (Certified in Exhibition Management) from the International Association of Exhibitions & Events. To earn the designation, Pennie completed a nine-part program two years ago.



Dr. Wallace Morgan Steps Off Foundation Board

Dr. Wallace Morgan (right) was awarded a plaque for his service on the USPOULTRY Foundation board of directors at the Foundation meeting in September. Dr. Wallace is the retired poultry science department head for Mississippi State University, and he served two consecutive, two-year terms on the USPOULTRY Foundation board (2007 – 2011).

Thanks to Dr. Morgan for his service on the USPOULTRY Foundation board!



Elaine Hilliard Retirement

USPOULTRY wants to congratulate Elaine Hilliard on her retirement. Elaine will always be remembered for her years of dedication and service.

Many thanks to Elaine for all she has done for our Association and best of luck for a long and happy retirement.

POULTRY SCIENCE DEPARTMENT MEETING

USPOULTRY held its first poultry science department meeting in Atlanta in August. The focus of the meeting was to discuss each school's respective program and find ways to collaborate or partner to better serve the poultry industry.

Six universities gave presentations on their department and poultry science curriculum. **The schools represented were Auburn University, Mississippi State University, North Carolina State University, Texas A&M University, University of Arkansas, and the University of Georgia.**

USPOULTRY staff also gave reports on Association services and programs, and guest

speakers helped complete the program. Krista Eberle, United Egg Producers, provided an *Egg Industry Update* and Linda Eatherton, Ketchum, gave a presentation on *Successful and Positive Ad Industry Communication* revolving around the efforts of the U.S. Farmers and Ranchers Alliance.

The program also included a collective issues open forum. The group discussed topics such as university consortium/cooperation, student recruitment in the face of rising admission standards, department survival, and creating more opportunities for industry.



GROWING A BRIGHTER FUTURE



Today's poultry and egg industry is full of great opportunities for young professionals across a myriad of disciplines, as we prepare for a world food demand that will double over their careers! USPOULTRY and its Board of Directors recognize that attracting bright, talented youth to our industry is essential. That is one reason why we are grateful and proud to sponsor the Poultry Career Development Event during the National FFA Convention. We also exhibit in the National FFA Career Show to highlight our dynamic industry and the many opportunities available to the best and brightest young minds to feed tomorrow's world.

Since 1928, FFA has been making a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education.

You, too, can have an impact on future industry professionals by getting involved in a newly launched National FFA campaign called CONNECT! This exciting program invites FFA enthusiasts to share stories about their most memorable FFA experiences, what they are doing now, and how FFA has impacted their lives. Sign up today at www.ffa.org/connect. You can also find the link on USPOULTRY's

website, www.poultryegg.org. If you are a current FFA member, a former FFA member, or if you have been touched in any way by FFA, we encourage you to CONNECT! with FFA youth of today. . . A strong poultry and egg industry of the future depends on it! CONNECT! runs until December 30, 2011.



CRUCIAL FOR RECRUITMENT AND RESEARCH

The USPOULTRY Foundation has provided millions of dollars in vital support for poultry research and poultry science student recruitment for more than 15 years. The focus of the USPOULTRY Foundation is directly tied to USPOULTRY's crucial mission to recruit the next generation of leaders in the industry and provide the means for essential research.

USPOULTRY's Board of Directors created the Foundation in 1994 in response to a critical need to recruit more students into poultry science. Its mission was later expanded to attract students from other disciplines utilized by the industry into poultry-related courses. Funding vital research projects was also added to the Foundation's mission.

The Foundation's investment in the industry has been significant. Together with USPOULTRY, more than \$22 million of competitive research grants have been provided – ensuring that the industry continues to set itself apart by building on a firm foundation of science and technology. Almost \$2 million have been provided solely from the Foundation for recruitment and retention efforts at colleges and universities with poultry science programs and courses.



To ensure the success of tomorrow's poultry industry, the Foundation's strategy continues to be a collective effort through scientific research and student recruitment, which offer the greatest opportunities to help sustain the industry. The Foundation interviewed key leaders on its programs and plans and is considering a program that will secure private funding to grow its assets. The preliminary goal is attaining an additional \$5 million in endowment to fund programs that are vital to the industry's future success.

UNIONIZATION



Obama Administration and the National Labor Relations Board (NLRB): Advocates for Unionization

The National Labor Relations Act (NLRA) is a 1935 federal law that limits how employers may react to workers in the private sector who create labor unions, engage in collective bargaining, and take part in strikes and other forms of concerted activity in support of their demands. This decidedly pro-union legislation led to the 1947 passage of the Labor-Management Relations Act (also known as the Taft-Hartley Act) which, in an attempt to balance government's role in labor relations, added a list of prohibited unfair labor practices on the part of unions. With slight modifications the federal government's involvement in labor relations has been governed by these two laws for the last 60 years.

The National Labor Relations Board (NLRB) is an agency of the United States government charged with conducting elections for labor union representation and with investigating and remedying unfair labor practices. The NLRB is governed by a five-person board, appointed by the President with the consent of the Senate.

Since President Obama's election and his

recent appointment of two pro-labor advocates to the NLRB, a number of pro-labor initiatives have been presented as proposed legislation and proposed regulation. The most egregious of the legislative initiatives was the March 10, 2009 re-introduction of the Employee Free Choice Act by Sen. Edward Kennedy (D-MA) and Rep. George Miller (D-CA). Among other issues, the EFCA, also known as "card check," would have allowed a union to be certified as the official union to bargain with an employer if union officials collect signatures of a majority of workers. The bill would have removed the present right of the employer to demand an additional, separate, secret ballot vote and may have led to coercion and intimidation of employees to sign an authorization card. In addition, the bill would require mandatory arbitration if the parties were unable to agree on the terms of a collective bargaining agreement within 120 days following certification of the union. Fortunately, this bill did not have enough support to pass the 60-vote super majority requirement in the Senate and has not been enacted.

In the past year the NLRB proposed two regulations which will benefit union efforts to organize employees. On December 22, 2010, a new requirement for a workplace poster advising employees of their right to organize was proposed. Despite considerable opposition from business, including a February 16, 2011 comment letter from USPOULTRY, the National Chicken Council, and the National Turkey Federation (see Position Papers on our website, www.poultryegg.org) arguing that the poster notice exceeds NLRB's authority and the proposed language in the poster is heavily slanted toward the pro-union view, the poster requirement becomes effective November 14, 2011. On September 8, 2011, the National Association of Manufacturers filed suit seeking an injunction to suspend the rule. The results of the lawsuit were not available at press time for this article.

More troubling is the proposed rule governing representation procedures issued by the NLRB on June 22, 2011. This rule shortens the time frame for union election campaigns to as little as ten days from the time the petitioner files a Notice of Hearing, which may be the first indication by the employer that a union has sufficient support to request a representation election. The proposed rule also limits pre-election resolution of who are eligible voters, often a matter of contention with respect to supervisors and lead persons, to the extent that disputes involving up to 20% of the electorate do not have to be resolved prior to the election. Concerns of a lack of due process, unrealistic burdens placed on the employers, and an expected increase in litigation compared to the current representation procedures led USPOULTRY, NCC and NTF to file comments opposing the proposed regulations on August 22, 2011, a copy of which is also available on our website.

Aggressive support for unions by the Administration and NLRB will continue to change the landscape of labor relations within the poultry and egg industry. USPOULTRY will strive to keep you informed of the regulatory and legislative actions which impact our industry.

Paul Pressley
Executive Vice President,
Industry Programs
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A FOUNDATION OF SAND?

On July 13th, the USDA, Food Safety and Inspection Service (FSIS) published a new *Salmonella* Initiative Program (SIP) Federal Register (FR) Notice, Docket No. FSIS-2008-0008, in response to public comments submitted in association with the first FR Notice on this topic, previously released on January 28, 2008. And, while the SIP appears to afford establishments the opportunity to innovate/improve their operations through a regulatory waiver process that is seemingly more liberal than in times past, it also includes (at least) one major flaw.

The Agency has stated that the SIP will benefit public health because “it encourages establishments to test for microbial pathogens,” and “take steps to regain process control... if the establishment’s results show it is not meeting the Agency’s current performance standards.” When the original SIP FR Notice, Docket No. FSIS-2006-0034, was written, the poultry industries were in a much different place with respect to *Salmonella* testing and control than they are now. It is no longer realistic to suggest that establishments require motivation to test for microbial pathogens and take steps to regain process control if their results show improvement is needed. Establishments are, and have been for some time, voluntarily conducting such testing and associated activities to ensure their compliance with the performance standards when the Agency performs random verification sampling.

By requiring establishments enrolled in the SIP to comply with the current *Salmonella* standard for young chickens or turkeys, the FSIS has inextricably linked this program to the new *Salmonella* and *Campylobacter* performance standards, and the problems associated with them, detailed in Docket No. FSIS-2010-0029, published on March

21, 2011. In said FR Notice, in response to previous public comments claiming they were violating the Administrative Procedure Act (APA) by effectively promulgating regulations without following required notice-and-comment policies, the Agency asserted that “the policies and performance standards... do not impose requirements on establishments.” The SIP FR Notice, published less than four months later, states that an establishment participating in the SIP is “required to take samples for microbial analysis on each line every day and during each shift.” It further stipulates that, in the event it fails to meet

unsubstantiated claims about the benefits to public health that are expected to result from aspects of the SIP that require establishments to test for microbial pathogens, a reported “key feature of effective process control,” and submit their testing data to “inform Agency policy on pathogens.” Over the past several years, the FSIS has clearly stated that failure to comply with performance standards does not have any direct enforcement consequences, but rather serves as an indicator of process control. The Agency has, however, never fully explained, and supported, exactly what they believe such failures indicate about process

control, and (equally important) the proven impact on public health resulting from these failures. It is important, therefore, to know, before moving forward with their full implementation via the SIP, what the FSIS believes the true value of their performance standards is, as well as how they correlate to public health goals/objectives, and if they have any data to support such beliefs. Only then can one have any hope of accurately assessing whether or not such policies may actually help decrease the occurrence of foodborne illnesses.



the current *Salmonella* standard with its own testing, an establishment must increase testing, investigate whether the waiver conditions in their process are “affecting its public health protection performance... and document its findings and the corrective and preventive actions taken to return to the current *Salmonella* standard of process control.” It is difficult to understand how the FSIS did not know when it published the new performance standards that it would soon be requiring both testing and compliance with said standards in the new SIP FR Notice.

As in the recent FR Notice detailing the new *Salmonella* and *Campylobacter* performance standards, the Agency makes vague and

There is a real need for the FSIS to substantively answer questions relating to their assertions of enhanced public health protection that will purportedly result from industry compliance with the new *Salmonella* and *Campylobacter* performance standards. For if these new policies have been built on the shifting sands of political science, instead of rooted in sound applied science, they will likely continue to encourage the inappropriate use of limited resources, and yield little to no real public health benefits.

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REPORTING EMISSIONS FROM POULTRY

Where are we now?

More than three decades ago, Congress passed two laws aimed at protecting the environment and the health of the public from the threat and actual release of hazardous substances. The Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) provides federal authority to respond to threatened and actual releases of hazardous substances that may endanger public health or the environment. The Emergency Planning and Community Right-to-Know Act (EPCRA) was passed to help local communities protect public health, safety, and the environment from chemical hazards. These laws were developed in response to the discovery of a large number of abandoned hazardous waste sites in the late 1970s and an accidental release of a pesticide in Bhopal India in 1984. The substances covered by these programs, which are numerous, include ammonia.

Over six years ago, USPOULTRY along with the National Chicken Council and the National Turkey Federation, sent a letter to the Administrator of the Environmental Protection Agency petitioning the Agency to provide an exemption from the requirement to report the emission of ammonia generated during the natural breakdown of poultry manure. As important as the CERCLA and EPCRA programs are in protecting the public and the environment from the release of hazardous substances, these laws were never meant to regulate the low level emission of ammonia that occurs naturally from the breakdown of manure. At the time EPA agreed and signaled the exemption was appropriate and reasonable in light of the objectives of CERCLA and EPCRA. It took EPA over three years to finalize a rule, providing a full exemption from CERCLA reporting and a partial exemption from EPCRA reporting. The rule was published in the federal register on December 18, 2008, and went into effect on January 20, 2009, which happened to coincide

with inauguration day for the incoming administration. Although the request for the reporting exemption was filed in the summer of 2005, long before the current administration took office, the rule was perceived to be a giveaway to the agriculture industry.

It didn't take long for the environmental groups to file a lawsuit against EPA claiming they had been denied their right of knowing critical information that would allow them to protect their health. Additionally, the new administration brought with it a new ideology that corresponds closely with that of the environmentalists. Consequently, EPA made the decision to reach back into a previous administration, something that's rarely done, and request to have the rule remanded. While the court granted EPA's request for voluntary remand, EPA did not seek to vacate the rule. This leaves the full CERCLA reporting exemption and partial exemption from EPCRA reporting in place, while EPA decides how it will proceed. In its rationale for seeking a remand of the reporting exemption, EPA, among other things, indicated that new data was available that might impact their decision to revise or totally eliminate the exemption. The data EPA was referring to is the data collected during the National Air Emissions Monitoring Study (NAEMS) which has been ongoing for the last three and a half to four years.

The NAEMS, which collected air emissions data, was established in 2006 by a voluntary Air Compliance Agreement (ACA) between the EPA and the pork, dairy, egg, and broiler industries. The study was funded by the "Agricultural Air Research Council", a not-for-profit organization made up of animal agriculture trade associations. Emissions data was collected from 24 sites over a two-year period and included broiler, egg layer, dairy & swine farms.

That brings us to the present. As required by the ACA, EPA is currently in the process of developing methodologies, based on the data collected, to calculate emissions from the various types of farms. Presumably these methodologies will have some bearing on how EPA proceeds with revising or removing the exemption for reporting emissions from farms. EPA recently announced the formation of a science advisory board that will be convened to review the study and the estimation methodologies. The animal agriculture industry welcomes this action and sees it as an opportunity to remain engaged in the process to assure estimation methodologies are based on the best available science.

It's reasonable to assume that development of the scientific advisory board will further delay EPA's action on the reporting exemption. Considering the time necessary to convene and give the board appropriate time to review and comment on the study and methodologies, it's conceivable an action on the reporting exemption is 12 months out or more. Until that time the current full CERCLA reporting exemption and partial exemption from EPCRA reporting is valid. A fact sheet and guidance document on the current reporting exemptions can be found by visiting the USPOULTRY website at the following link: <http://www.poultryegg.org/environment/>.

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Allocates Research & Student Recruiting Grants

USPOULTRY, FOUNDATION APPROVE \$271,839 IN NEW RESEARCH GRANTS

USPOULTRY and the USPOULTRY Foundation have approved a total of \$271,839 for seven new research grants at six institutions. Each organization will share appropriately similar amounts for the funding.

The research funding was approved by the boards of directors of both organizations, based on recommendations from the Foundation Research Advisory Committee. The committee evaluates research proposals to determine their value to the industry, and then makes recommendations to the boards for funding. Committee members are professional specialists from different segments of the poultry and egg industry who represent a variety of disciplines.

The Association's research program dates back to the early 1960s, when funds were

first approved for poultry disease research. It gradually grew into a comprehensive program incorporating all phases of poultry and egg production and processing. Since the inception of the research program, USPOULTRY has reinvested more than \$23 million dollars into the industry in the form of research grants, with the International Poultry Expo as the primary source for the funding. More than 50 universities and federal and state facilities have received grants over the years.

The latest research grants include:
"Development of Best Practices for Shell Egg Disinfection Based on Efficacy, Egg Quality and Economics"
 -Texas A&M University
"Using Adult Flies as Autodissemination Vehicles to Deliver Larval Fly Control

Agents"

- USDA-ARS
- "Heterosubtypic Protection against Infectious Bronchitis Virus"**
 -Auburn University
- "Live Performance, Carcass Yield, and Breast Meat Discoloration of Broiler Chickens Fed Diets Supplemented with Different Levels of Zinc, Copper, and Iron"**
 -North Carolina State University
- "Electroencephalographic Assessment of Stunning Effectiveness in Broiler Chickens"**
 -Auburn University
- "Impact of Incandescent, CFL, Cold Cathode (CCFL), and LED Lamps on Bird Health"**
 -University of Delaware
- "Carbon Footprint Assessment and Calculation Tool Development for the Poultry Industry"**
 -University of Georgia

USPOULTRY ALLOCATES STUDENT RECRUITING GRANTS

The USPOULTRY Foundation has approved student recruiting grants totaling approximately \$180,000 to the six U.S. universities with poultry science departments and 14 other institutions with poultry programs. The Foundation provides annual recruiting funds to colleges and universities to attract students to their poultry programs.

The six poultry science departments receiving the grants were:

- Texas A&M \$29,499
- North Carolina State \$20,126
- University of Arkansas \$19,043
- Auburn University \$17,580
- Mississippi State \$17,418
- University of Georgia \$16,334

The 14 other institutions with poultry science programs receiving recruiting grants under

the Poultry Science Education Funding Program were:

- Abraham Baldwin Agricultural College, GA \$6,000
- California State University, CA \$7,000
- Clemson University, SC \$2,333
- Crowder College, MO \$2,472
- Georgia Tech, GA \$2,333
- Iowa State University, IA \$1,600
- Jones Junior College, MS \$7,000
- Louisiana State University, LA \$5,500
- Modesto Junior College, CA \$6,500
- Northeastern Oklahoma A&M College, OK \$1,000
- Penn State University, PA \$7,000
- Richmond Community College, NC \$5,000
- Stephen F. Austin State University, TX \$3,000
- University of Delaware, DE \$2,330

USPOULTRY established the USPOULTRY Foundation in 1994 to provide student recruiting funds to universities with poultry science departments. In 2004, the



Poultry Science Education Funding Program was added to the Foundation's umbrella so other colleges and universities that offer identifiable poultry science studies are eligible to apply for recruiting grants. Application must be made for these grants, which provide up to \$7,000 each.

INFORMATION TECHNOLOGY SEMINAR

SEMINAR EMPHASIZED EMERGING INFORMATION TECHNOLOGY

"As you think about applications systems, synergies between systems are key. This is something Butterball is strident about achieving. If you are going to have a vision as IT leaders, this should be at the top of the list," said Ron Wells, Chief Information Officer at Butterball. He was speaking to IT professionals from throughout the poultry industry who gathered at the 2011 Information Systems seminar in Ponte Vedra Beach, FL.

Wells shared his experiences in implementing Microsoft Office at Butterball. He began his presentation with a brief history of Carolina Turkeys, which purchased Butterball in 2006. Wells mentioned that with Carolina Turkeys, all functions were located under one roof. However, with the acquisition of Butterball, this changed. With the merger of the two companies, the number of IT users basically doubled. As a result, the company realized its



Speakers at the 2011 USPOULTRY Information Systems Seminar (left to right): Glenn Williams, Intellinet; Jim Harder, Visual Data Group; Lane Shelton, Softmart; West Taylor, Softmart; and Ron Wells, Butterball LLC

existing server was too difficult to continue supporting. In 2009, Butterball switched to Microsoft Office, which allowed the company to put everyone on the same platform to integrate processes and share information through simple collaboration tools.

Glenn Williams, Regional Vice President for Intellinet, provided a business intelligence overview of Microsoft SQL Server 2008 R2 & PowerPivot as part of the *Business Intelligence Tools/Dash Boarding* session. Williams described Microsoft's Business Intelligence (BI) Vision as "improving organizations by providing business insights to all employees, leading to better, faster, more relevant decisions." Williams referred to the term, "self-service," when describing Microsoft's BI Vision. "We are trying to get away from IT delivering everything and the end users having to go to IT for everything. The key is to integrate and be agile," remarked Williams.

The program also featured other IT sessions, including *Emerging Technology, A "Quick Fire" Lightning Round - What's New in the IT Industry*; *Remote Data Collection*; and a series of roundtable workshops where IT managers shared solutions to common challenges.

WOMEN'S LEADERSHIP CONFERENCE

PLATFORM FOR SUCCESS INCLUDES A GOOD BALANCE...COMPASSION, ASSERTIVENESS AND CHARACTER



Dianne Cooper (right), Cooper Farms, introduced featured speaker Gary Cooper (left), Cooper Farms, at the 2011 USPOULTRY Women's Leadership Conference.

"Always use the Golden Rule. Be a proactive and aggressive leader. Create a culture and do something that makes you stand out," said Gary Cooper, Chief Operating Officer, Cooper Farms, and USPOULTRY Chairman, as he addressed attendees at the annual Women's Leadership Conference sponsored

by USPOULTRY's Poultry & Egg Institute. Cooper provided the framework for professional women in the industry through his presentation, *A Top Management Perspective of Women in Leadership Roles*.

Cooper remarked, "Ask for and use negative feedback for self-improvement. To become a successful leader, learn to balance compassion and assertiveness, as it takes both." He went on to say, "It is up to us as individuals to make our own choices, instill a positive attitude, and build character."

Eileen Burza, Senior Vice President and Chief Financial Officer with FPP Family Investments, the holding company for Perdue Farms, Inc., presented *A Profile of Women in the Poultry Industry*. She discussed career advancements which enabled her to diversify her knowledge and work her way up through the ranks. Burza was appointed to the Perdue Board of Direc-

tors in 2001.

"You have a chance to be a leader anytime you have two people in a room," said Burza. She provided insight to the inner workings of a successful career and a platform for attainment, which included financial responsibility, knowing accounting basics, diversifying knowledge, taking on the next job, multiple industry experience, and having a 3-year plan.

Elise Durbin, Marshall Durbin Corporation, Candace Aisenbrey, Cooper Farms, and Barbara Mistarz, Wayne Farms, provided a panel discussion on *Life/Work Balance*. Tabitha Newton, Perdue Farms, presented on *Conflict Management and Resolution*; and Meta Blanchard, Sanderson Farms, discussed *Powerful Communication Skills for Women*. Other sessions included *Tools for Women's Empowerment* and *Women Leading with Power*.

POULTRY PRODUCTION & HEALTH SEMINAR

SEMINAR FOCUSED ON POULTRY HEALTH AND PERFORMANCE



Dr. Phil Stayer, Corporate Veterinarian for Sanderson Farms, presenting at the 2011 USPOULTRY Poultry Production & Health Seminar.

“LT (infectious laryngotracheitis) is a respiratory virus of chickens and pheasants that does not affect humans or other animals. LT reveals weak areas in biosecurity practice as the virus is easily transported on people and things. It is a community disease and must be approached with a community mindset,” said Dr. Phil Stayer, Corporate Veterinarian for Sanderson Farms. He was speaking to live

production managers and service techs from throughout the poultry industry who had gathered at the 2011 Poultry Production and Health seminar in Charlotte, NC.

Stayer provided “one person’s perspective” on attempts to control the LT outbreak in Mississippi in the first half of this year. He mentioned that initial efforts to control the outbreak were through extensive biosecurity measures. When these efforts failed, the poultry producers began using recombinant LT vaccines to protect the flocks, and these vaccines appeared to alleviate some of the effects of LT but did not fulfill the goal of “eradicating LT.” The poultry producers then went to CEO vaccines, which appeared to decrease unplanned LT challenges with the last known case of LT processed in mid-June. “We will know if Mississippi was successful in eradicating LT in 2011 by the spring of 2012. Hot weather may have been the barrier to the spread of LT more so than the disjointed LT vaccination effort,” remarked Stayer.

Dr. Karen Christensen, Director of Technical Services for OK Farms, gave a presentation on *Animal Welfare Audits: Lighting Programs and Gait Scoring*. She described auditing as a snapshot matching observations to the audit checklist and remarked that “auditing prevents bad from becoming normal.” Christensen’s presentation provided a good framework for the basics of auditing, lighting programs, and gait scoring in relation to broiler welfare audits.

Other sessions included *Disease Updates on Campylobacter and SE in Broilers and Gangrenous Dermatitis*, *The Economics of Windrowing*, *Pest Control*, *Environmental Concerns for Live Production*, *How Virus Variation in Arkansas IBV Vaccines Affects Reactions and Immunity*, *Brooding for Optimum 7-Day Weights*, *A Case Study on Lighting Technology for Broiler Performance*, and *Energy Smart Improvements in Housing*.

DID YOU KNOW?

USPOULTRY PROVIDES TECHNICAL ADVICE ON ENVIRONMENTAL ISSUES TO MEMBERS

An important service USPOULTRY offers its members is free environmental consulting services. Paul Bredwell heads up the Environmental Department at USPOULTRY, which develops industry-wide programs and standards in response to regulatory programs.

USPOULTRY continues to emphasize the importance of environmental stewardship, providing training and technical assistance directly to member companies. The Association recognizes environmental excellence with the annual Family Farm Environmental Excellence awards and through the Clean Water Awards, which recognize outstanding wastewater treatment facilities in the poultry industry.

The Clean Water Award recognizes

outstanding wastewater treatment facilities operated by poultry companies. An award is presented yearly in two categories: full treatment and partial treatment.

The Family Farm Environmental Excellence Award recognizes exemplary environmental stewardship by family farmers engaged in poultry and egg production. The award program is open to family-owned poultry growers or egg producers who supply a product to a USPOULTRY member or an independent producer who is a USPOULTRY member.

Awards are presented once each year. Typically one award is given to a family farm from each geographic region in the United States.

Also, the Environmental Department has developed a Poultry Wastewater Operators Training Program. The course introduces students to the regulatory structure governing poultry plant effluents; provides a primer in math, chemistry, and microbiology; and covers the predominant equipment and systems used to properly treat poultry effluent prior to discharge. All attendees are awarded with a certificate of completion.

To participate in any of the services provided by the Environmental Department, or if you have any questions about your environmental program, please contact Paul Bredwell, Vice President - Environmental Programs, at pbredwell@uspoultry.org or 770.493.9401.

2011 USPOULTRY Poultry & Egg Institute Seminar Schedule

Registration Available on Our Website,
www.poultryegginstitute.org

NEW COMMUNICATIONS STRATEGIES WORKSHOP

USPOULTRY has added a new Communications Strategies Workshop to its line of educational seminars. Sponsored by USPOULTRY's Poultry & Egg Institute, the Communications Strategies Workshop will be held November 2-3, at the Marriott Marquis in Atlanta, GA.

Top management, facility managers, communications/public relations managers, and human resource managers across the poultry industry are faced with instant access to news and events occurring at their poultry operations. The focus of the new Communications Strategies Workshop is to assist everyone in developing effective communications about their company and the industry, in areas such as crisis management, the use of social media, community outreach endeavors, events and tradeshows, etc.

"The internet, social media, and YouTube are significant outlets that help determine how companies communicate in today's world. As a result, strategic communications have never been more important to a company's successful operation. Our goal is to provide the tools you need to be a leader in strategic communication," said program committee chairperson Cassie Jo Arend, Cooper Farms.

The program will include presentations on *Successful and Positive Ag Industry Communication*; *One Company's Crisis Action Plan*; *Raising Awareness Internally: Getting Your Employees Involved*; *Facebook/Social Media Strategies*; *Community Outreach: Spreading Your Positive Message*; and tactical instruction *Roundtable Workshops* on website portrayal, event/tradeshows communication, and writing effective news releases.



Members of the program committee included: (seated from left) Shannon Heath, Meyn Poultry Processing; Kris Carroll, Marek Stork Poultry Processing; and (standing from left); Juan DeVillena, Wayne Farms; Cassie Jo Arend, Cooper Farms (Chairperson); and Devin Wood, Harrison Poultry.

GRAIN FORECAST AND ECONOMIC OUTLOOK CONFERENCE CONFERENCE WILL EXAMINE COST, AVAILABILITY OF CORN

The 2011 Grain Forecast and Economic Outlook Conference will address the latest developments in the rising price of corn, along with other notable sessions to keep grain and feed ingredient purchasing managers informed on current events. Sponsored by USPOULTRY's Poultry & Egg Institute, the annual conference will be held November 9, at the Airport Hilton Hotel, Atlanta, GA.

Feed manufacturing is an expensive and crucial aspect in today's poultry and egg operations, and the increasing cost of corn is a serious concern. In addition, grain and feed ingredient purchasing is often a complicated process with prices being affected by many factors, such as ethanol and economic conditions. The goal of the Grain Forecast and Economic Outlook Conference is to help provide poultry feed ingredient buyers with the essential information needed to make those critical buying decisions.

The program will begin with a Wall Street View of the Protein Markets and will follow with presentations on topics such as *Ethanol/Renewable Fuels/Acreage Legislation... Impact on Poultry Industry*; *Oilseed and Feed Grain Outlooks*; *Feed Ingredient Trends*, and other factors that impact the bottom line cost of poultry feed.



Members of the program committee are (from left): Dr. Stephen Rogers, Cal-Maine Foods; John Owens, American Proteins; and Lamar Nance, Keystone Foods.

Hatchery-Breeder Clinic
January 25-26
Georgia World Congress Center
In Conjunction with
the International Poultry Expo

Environmental Management
Seminar
March 9-10,
Nashville, TN
Doubletree Hotel

Feed Mill Seminar
March 23-24
Nashville, TN
Doubletree Hotel

Human Resources Seminar
April 18-20
Ponte Vedra Beach, FL
Sawgrass Marriott

National Breeders Roundtable
May 5-6, St. Louis, MO
Airport Marriott Hotel

Poultry Processor Workshop
May 11-12, Atlanta, GA
W Atlanta Downtown

Financial Management Seminar
June 27-29, Amelia Island, FL
The Ritz Carlton

Information Systems Seminar
July 18-20
Ponte Vedra Beach, FL
Sawgrass Marriott

Women's Leadership Conference
August 18-19
Atlantic Beach, FL
One Ocean Resort

Poultry Production & Health
Seminar
September 20-21
Charlotte, NC
Hilton Hotel

Poultry Protein & Fat Seminar
October 6-7, Nashville, TN
Doubletree Hotel

Communications Strategies
Seminar
November 2-3, Atlanta, GA
Marriott Marquis

Grain Forecast and Economic
Outlook Conference
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