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**News & Views**

**JULY/AUGUST 2016**

*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, communication, and technical assistance. 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.

Send Comments to: **News & Views**, U.S. Poultry & Egg Association, 1530 Coolidge Road, Tucker, GA 30084-7303 newsandviews@uspoultry.org
Key Trends for Fiscal 16/17 Budget

We set our annual budget each year at our June Board meeting, which this past June was held on the beautiful Coronado Island in California. We are grateful for the 27 board members who give of their time to serve the industry via U.S. Poultry & Egg Association, and for the guidance they provide to us in developing priority programs and activities.

While the entire list of programs and projects is too long to itemize, here are some of the key trends in our Fiscal Year 16/17 budget:

• Increase in our student recruitment budget by 15 percent to $257,000 annually. A similar additional amount will also be provided by the Foundation when that budget is set in September. The Board is steadfast in maintaining, and supporting, activities that connect students to our industry.

• Increase in research funding of 8.3 percent to $556,000. Again, a similar amount will be provided when the Foundation budget is set. So all told, for the third consecutive year, we will exceed $1 million in research funding on critical, industry priority research.

• We will partner with our sister organizations and provide $140,000 in funding for NCC, NTF and UEP to deliver educational programs addressing communication and environmental issues.

• The Board provided continued funding to remain part of a coalition of organizations, led by the Farm Bureau, in litigation to overturn the expansive “Waters of the U.S.” rule EPA promulgated last year. On the other hand, the Board also provided funding to support, via amicus briefs, EPA’s regulation regarding the exemption provided under CERCLA/EPCRA rules for ammonia emission reporting on poultry farms.

• Funding was also provided to continue species specific surveys on antibiotic usage trends for the broiler, turkey and egg sectors.

Any member interested in seeing the full list of industry-supported projects, please feel free to contact me. We think our Board has selected and approved a great slate of work for us to accomplish this year!

John Starkey, PE
President
jstarkey@uspoultry.org
Exhibit Space Going Fast:
2017 IPPE Exceeds 507,000 Net Square Feet and 1,060 Exhibitors

“The 2017 International Production & Processing Expo (IPPE) has already surpassed 507,000 net square feet of exhibit space and has secured more than 1,060 exhibitors. Made up of the three integrated trade shows – International Poultry Expo, International Feed Expo and International Meat Expo – the IPPE is the world’s largest annual feed, meat and poultry trade show. The event is sponsored by the U.S. Poultry & Egg Association (USPOULTRY), the American Feed Industry Association (AFIA) and the North American Meat Institute (NAMI).”

“More than 90 percent of the show floor has already been booked, and we anticipate exceeding 30,000 attendees. The 2017 IPPE will provide a great location for attendees to learn about new products and services, network and discuss common topics facing the animal protein and feed industries,” stated the show sponsors.

IPPE will be held Tuesday through Thursday, Jan. 31 – Feb. 2, 2017, at the Georgia World Congress Center in Atlanta, Ga. The Expo will highlight the latest technology, equipment and services used in the production and processing of feed, meat and poultry products. Combining the expertise from AFIA, NAMI and USPOULTRY, IPPE will also feature dynamic education programs focused on current industry issues.

2017 IPPE SHOW HOURS:
Tuesday, Jan. 31, 2017: 10 a.m. – 5 p.m.
Wednesday, Feb. 1, 2017: 9 a.m. – 5 p.m.
Thursday, Feb. 2, 2017: 9 a.m. – 3 p.m.

For more information about the 2017 IPPE, visit www.ippexpo.org.

IPPE Selected for 2017 Dept. of Commerce International Buyer Program

IPPE has been selected to participate in the 2017 Department of Commerce’s International Buyer Program. The Expo has taken part in the International Buyer Program since 2007. The program brings trade delegations together from around the world and helps pair international attendees with American suppliers.

“We are pleased to be chosen as part of the International Buyer Program for the 10th year in a row. Program participation is confirmation of the global scale of our Expo. Since 2006, our attendance from outside the U.S. has grown by almost 240 percent,” said IPPE show organizers.
Make Hotel Reservations Early!

IPPE Registration Now Open

Attendee and exhibitor registration and housing for the 2017 IPPE is now open. Register online and receive a discounted price of $50 (USD) through Dec. 31. Online registration is the only way to receive this discount. Beginning Jan. 1, 2017, the registration fee will increase to $100.

Hotels are booked on a first-come, first-served basis. Please book early. Attendees will be able to modify their reservation up to 72 hours prior to arrival should travel plans change.

IPPE strongly encourages you to book your housing now using the official show housing provider, Wyndham Jade, at http://www.wyn jade.com/ippe17/.

The IPPE website, www.ippexpo.org, offers easy navigation with access to important information including attendee and exhibitor registration, hotel availability and reservations and a schedule of 2017 educational seminars and activities offered during IPPE. The annual global feed, meat and poultry industry trade show is scheduled Tuesday through Thursday, Jan. 31 – Feb. 2, 2017, at the Georgia World Congress Center in Atlanta, Ga., USA.

Resuming for 2017 is the popular “Members to Atlanta” (M2A) program, which waives the registration fee through Dec. 31, for attendees from member firms of all three associations engaged in the production of poultry, eggs and meat for consumption and feed and pet food manufacturers. The program is supported through the sponsorship of elite IPPE exhibitors. They include Arm & Hammer, Aviagen, Biomin, Ceva Animal Health, Cobb-Vantress, Diamond V, Elanco Animal Health, Heat and Control, Huvepharma, Incubation Systems, Inc., Jamesway Incubator Co., Kemin, Lumis Biotech Enzymes, Soybean Meal Information Center, Watt Global Media and Zoetis.

“We appreciate and thank these elite exhibiting companies for participating in the Members to Atlanta (M2A) program. The program continues to deliver results in increasing attendance and contributing to the success of IPPE,” said IPPE show management.

The Expo will highlight the latest technology, equipment and services used in the production and processing of meat, poultry and animal feed. The week of Jan. 30 – Feb. 3, 2017, will feature dynamic education programs focused on current industry issues. The International Poultry Scientific Forum, Spanish Technical Seminar for Maximizing the Efficiency of the Poultry Industry, Pet Food Conference and the Environmental Conference for the Meat & Poultry Industry will kick off the week’s education programs. Several Tech Talks programs will also be offered on Tuesday and Wednesday. In addition, the Animal Agriculture Sustainability Summit, Worker Safety Conference for the Meat & Poultry Industry, Poultry Market Intelligence Forum and the International Rendering Symposium education programs will return for 2017.

The 2017 IPPE will also feature several new educational programs including important sessions on food safety, consumer trends and international trade. The following programs are new for 2017: Worker Safety Conference for the Meat & Poultry Industry; Listeria monocytogenes Prevention & Control Workshop; Meat Quality Workshop: Know Your Muscle, Know Your Meat; FSMA Hazard Analysis Training; Pork 101; Family Businesses Strategies for Success; Beef 101; Feed Production Education Program; U.S. Employment Law Regulatory Update; Meat Industry Regulatory Update and Compliance Session; Setting Up for Success: Processed Meat Product Introductions; Get the Facts with Meat Mythcrushers; Whole Genome Sequencing 101; Understanding and Achieving Operational Excellence; and Toxic Release Inventory Reporting Guidance Workshop.

For more information about the 2017 IPPE, visit www.ippexpo.org.
USPOULTRY Releases Fifth Video Highlighting Poultry and Egg Farm Environmental Stewardship

USPOULTRY has released a fifth video in a series highlighting environmental stewardship on poultry and egg farms. The video features one of USPOULTRY’s Family Farm Environmental Excellence Award winners, Riverhill Farms of Port Republic, Va.

Riverhill Farms is owned and operated by Glenn and Sheri Rodes, along with their parents, brothers and extended family. The Rodes raise turkeys, dairy and beef cattle, corn and forage. Their farm has five turkey barns, and they raise 280,000 turkeys per year for Cargill Turkey Production.

Because of their location in the Shenandoah Valley where soil phosphorus levels can be elevated, the Rodes work hard to properly manage their nutrients. Poultry litter and other combustible material is used as a fuel source in a biomass burner that generates hot water. The hot water flows through pipes in the floor of the turkey houses to keep the turkeys warm during the winter months.

The Rodes’ passion for identifying alternate fuel sources drove them to build a small operation that manufactures biodiesel from canola and soybeans grown on their farm. Biodiesel generated on the farm is used to fuel tractors and other farm equipment. Byproducts generated during the manufacture of biodiesel, which include dry seed hulls and glycerin, are recycled by feeding them to cattle raised on Riverhill Farms.

“We are a family that has been farming for generations. While the past is interesting, the future is exciting. Searching for new or better ways to farm not only helps us now, it keeps the next generation engaged and interested in farming,” said Glenn Rodes.

“USPOULTRY and our members know the significance of exemplary environmental stewardship. We are pleased to be able to provide this video series highlighting the environmental efforts of our family farmers,” commented Paul Hill, West Liberty Foods, and USPOULTRY chairman.

Riverhill Farm was recognized for exemplary environmental stewardship by family farms engaged in poultry and egg production. Family Farm Environmental Excellence Award winners are rated in several categories, including dry litter or liquid manure management, nutrient management planning, community involvement, wildlife enhancement techniques, innovative nutrient management techniques and participation in education or outreach programs.

The video can be viewed on USPOULTRY’s YouTube page at www.YouTube.com/USPOULTRY.
USPOULTRY Releases “Driver Safety – Out of the Cab” Educational and Awareness Video

Most fleet safety activities focus on preventing road accidents and crashes. However, there are notable hazards for truck drivers while out of the cab. Responding to a request from industry fleet safety managers, U.S. Poultry & Egg Association (USPOULTRY) has developed a driver education and awareness video, “Driver Safety – Out of the Cab.”

“The purpose of this video is to help identify those risks in order to best prepare drivers for a safe work environment. While we acknowledge that specific operational procedures differ by company, the video contains general guidelines for driver safety,” said Paul Pressley, USPOULTRY executive vice president of industry programs.

The video addresses exposures to feed haul, live haul and hatchery drivers covering issues such as slips and falls, on-farm equipment hazards and exposures from overhead utility lines. The video can be used for driver orientation or refreshed training.

The video is available free-of-charge to USPOULTRY members. Non-members may order the program for $200. Copies of the DVD may be ordered online through USPOULTRY’s website, www.uspoultry.org. To view all of the educational programs USPOULTRY offers, please visit www.uspoultry.org.

Man Down - AEDs Save Lives

At 7:30 a.m. on April 6, an American Proteins, Inc. (API) truck driver was waiting to put his trailer on the dump jack at API’s plant in Cuthbert, Ga. The driver was standing beside the dump jack talking to a production employee. As the production employee started to walk off, he heard a noise. He turned around and saw the driver slumped over his truck. The production employee went back and eased the driver to the ground and immediately gave the “Man Down” call and incident location on the plant radio.

API’s certified first responders arrived within one minute. The initial assessment was that the driver had an irregular pulse and heart beat with shallow breathing. A radio call was immediately made to the API guard house requesting an ambulance. A call was also made to get an onsite automated external defibrillator (AED) and deliver it to the scene as a precautionary measure.

As responders continued to monitor the driver, his condition worsened. Then, he went into cardiac arrest. The AED was applied, and CPR was started. Another call was made to the guard house to notify the ambulance that CPR was being performed.

The AED went into diagnostic mode, and a shock was advised. All responders cleared, and a shock was administered. After the shock was administered, CPR was restarted.

Paramedics arrived on the scene, and the AED advised of another shock. The driver was cleared, and a second shock was administered. CPR was restarted, and the driver was loaded into the ambulance. CPR continued in the ambulance until a pulse and heart beat were detected.

CPR was administered by several responders for approximately 40 minutes before pulse and heart rhythms were again detected. The driver was transported to the local hospital, stabilized and then transported to a larger hospital. The driver’s recovery prognosis is very good.

Contributing Success Factors

- Alert employee quickly made a “man down” call
- A very short first responders response time
- Correct actions by the first responders (Check, Call, Care)
- First Responders were retrained in January 2015 in First Aid, CPR and AED.
- API’s AED was accessible and ready for use

Conclusion

- The paramedic who returned API’s AED informed everyone that the AED and actions by API’s first responders saved the driver’s life.
- AEDs provide a vital role in the work environment.

USPOULTRY invites other companies to share best practices among all members regarding safety at their facilities. If you would like to share your story, please contact Gwen Venable, vice president of communications, at 678.514.1971 or via email at gvenable@uspoultry.org.
USPOULTRY Recognizes Fulton with PSA Distinguished Poultry Industry Career Award

Dr. Janet Fulton, molecular biologist with Hy-Line International, was recently recognized with the 2016 Poultry Science Association Distinguished Poultry Industry Career Award, sponsored by USPOULTRY. The award was presented during the annual Poultry Science Association meeting in New Orleans, La., by Larry Brown, retired USPOULTRY vice president of education.

The Distinguished Career Award recognizes distinctive, outstanding contributions by an industry leader. In addition to sponsoring the award, USPOULTRY also makes an annual contribution to the Poultry Science Association Foundation on behalf of the award recipient.

“U.S. Poultry & Egg Association is delighted to honor industry leaders epitomized by Dr. Fulton. She is widely recognized for her many years of work and contributions in molecular genetics within the primary poultry breeding industry. It is this kind of service and dedication that has helped make the poultry industry the most efficient and productive segment of modern animal agriculture,” said John Starkey, president of USPOULTRY.

Fulton received her BS from the Department of Poultry Science at the University of British Columbia, her MS from the Department of Animal and Poultry Science at the University of Saskatchewan, Saskatoon, and her PhD in immunobiology with a minor in genetics from Iowa State University, directed by Susan Lamont. Fulton joined Hy-Line International in 1996 and established the first in-house molecular genetics laboratory within the primary poultry breeding industry, with the goal of bringing the tools and technologies of molecular genetics into the Hy-Line breeding program.

In the last two decades, under Fulton’s direction, Hy-Line has defined their genetic stocks at the DNA level, identified unique genetic variation within the stocks, initiated marker-assisted selection and developed SNP chips for application of genomic selection in elite breeding stocks. These technologies have had a direct impact on the improved performance of commercial egg laying varieties. Fulton’s goals have been to understand the genetic variation present in elite stocks, develop rapid and inexpensive methods to define this variation and subsequently develop practical application of this information.

Allen Harim, C&S Wholesale Form Partnership
Allen Harim struck a deal with C&S Wholesale Grocers to distribute the poultry processor’s Nature’s Sensation brand of chicken to independent grocers nationwide. Chickens raised for the Nature’s Sensation brand never receive antibiotics and are fed a 100-percent vegetarian diet.

CEVA Posts Strong Double-Digit Organic Growth Once Again in First Half of 2016
Consolidated sales of the Ceva Group reached €455m (US$507m) at the end of June 2016, representing growth of seven percent versus last year +13 percent at a constant perimeter and exchange rates.

Maryland Honors Perdue Farms for Worksite Wellness Achievements
The Maryland Department of Health and Mental Hygiene’s Healthiest Maryland Businesses initiative has presented Perdue Farms a Gold Wellness at Work award for achievements in improving associates’ health through the company’s innovative Health Improvement Program (HIP). Van Mitchell, secretary of the Maryland Department of Health and Mental Hygiene, presented the award at the recent annual Maryland Workplace Health and Wellness Symposium at the BWI Marriott in Linthicum Heights.

Pilgrim’s Pride Reports Operating Income of $237 Million with an Operating Margin of 11.7 Percent for the Second Quarter of 2016
Net Sales of $2.03 billion. Net Income of $152.9 million, GAAP EPS of $0.60. Operating Income margins of 9.8 percent in U.S. and 20.5 percent in Mexico operations, respectively. Adjusted EBITDA of $282.7 million (or a 13.9 percent margin). Cash Flow from Operations of $111.1 million. Prepared Foods to launch new ABF veg-fed chicken sausage products, leveraging our leadership in ABF veg-fed fresh chicken and entry into organic. Operational improvements in Prepared Foods operations impacting production in short-term but preparing facilities for long-term growth.

Recent Member News
USPOULTRY Emergency Funding Supports Research That Shows How to Inactivate Avian Influenza Virus in Poultry Feed

Project #BRU004: Inactivation of Avian Influenza Virus in Chicken Feed

(Dr. Haroldo Toro, Auburn University, Auburn, Ala.)

The poultry industry is concerned about all potential means of avian influenza virus (AIV) spread during an outbreak. Although pelleting of feed effectively inactivates any potential AIV in feed, not all poultry feeds are pelleted. In a recently completed research project, Dr. Haroldo Toro at the Auburn University College of Veterinary Medicine found that commercially available and approved formaldehyde-based products very effectively and quickly inactivate AIV in poultry feed. This research provides practical new information about how to control AIV spread during an outbreak.

USPOULTRY approved $550,000 in emergency funding in October 2015 to support further avian influenza research and communication as a result of the highly pathogenic avian influenza (HPAI) outbreak last spring. These projects are to be completed on a fast track over the next several months, and this research is the first project completed with the funding.

Research Evaluates Methods to Reduce Salmonella and Campylobacter Levels of Poultry Parts and Ground Poultry Products

Project #F058: Efficacy of Various Antimicrobials on Reduction of Salmonella and Campylobacter, Microbial Shelf-Life and Quality Characteristics of Ground Chicken in a Post-Chill Decontamination Tank

(Dr. Sacit Bilgili, Auburn University, Auburn, Ala., and Dr. Shelly McKee, USA Poultry & Egg Export Council, Stone Mountain, Ga.)

Researchers at Auburn University in Auburn, led by Dr. Sacit Bilgili, recently completed a research project in which they evaluated the ability of various antimicrobials to reduce salmonella and campylobacter levels of chicken parts and ground chicken. In addition, they measured the effect of the antimicrobials on product quality characteristics and product shelf-life. The project used a continuous online parts decontamination tank in which to apply the antimicrobials. Significantly positive results were seen with two of the antimicrobials.

This research project was made possible by an endowing gift from Koch Foods.
Member Spotlight: Claxton Poultry

Celebrating Nearly Six Decades of Success and Service

This year, Claxton Poultry Farms is celebrating its 58th anniversary in service to Evans County, Ga., the poultry industry and the rest of the world. It is a story of growth, enterprise and an enduring respect for the environment and the generations of families it supports.

Founded from humble beginnings in 1958 by Norman W. Fries of Savannah, Ga., Claxton Poultry is today one of the largest family-owned egg-to-market poultry producers in the nation, a global food supplier ranked in the top 100 of all poultry operations worldwide. The scope of its operations includes more than 1,800 employees working throughout the main processing plant in Claxton, two hatcheries in Glenville and a feed mill in Surrency.

The firm processes more than 2.3 million carefully nurtured birds a week, or more than 470 million pounds of poultry a year. In the process more than 200 varieties of fresh and frozen products are made available to millions of consumers; and a fleet of more than 150 tractor-trailers, other vehicles and drivers transport a globally recognized, highly respected brand to regional markets around the clock. Customers range from major restaurant franchises such as Chick-fil-A, Popeyes and Kentucky Fried Chicken to supermarket chains and small stores.

In addition to its domestic operations, Claxton Poultry exports more than 33 million pounds of frozen chicken annually to countries across the world.

At the heart of the business is the contract farmer, 250 (and growing) carefully screened producers representing 900 closely monitored poultry houses in Evans County and surrounding areas. Hatched in dedicated Claxton Poultry facilities, new born chicks are trucked to the farm and then raised by family farmers representing generations of experience, supported by a wealth of high-tech expertise and hands-on assistance from company experts. On any given day throughout the year there are more than 12 million birds ranging from biddies to more than six pound broilers thriving in grower houses, consuming more than 10 million bushels of corn a year including more than $20 million purchased locally.

As the largest employer in Evans County, Ga., the company generates more than $200 million that flows back into Evans County and the surrounding areas through wages, taxes, family farm contracts and purchases of various supplies, materials and services from local businesses.

An equal opportunity employer, Claxton Poultry is a multiple winner of the Isaac Max Heller Award presented by the Georgia Rehabilitation Association in recognition of its exceptional record in hiring disabled workers. No other company in the industry has ever won the award more than once.

The Georgia Water and Pollution Control Association also named Claxton Poultry “Plant of the Year” for outstanding environmental protection, exceptional waste minimization activities and water conservation efforts; and the American Red Cross has recognized the company for its hurricane assistance relief efforts.

A family-owned business with generations-deep roots in Georgia, the company recently received the Georgia Trend 2015 Family Business Award. As part of its core operating philosophy Claxton Poultry believes in giving back to its supporting communities through scholarship programs, product donations and a range of other quality-of-life improvement efforts.

Most recently the business transitioned to its third generation of top family leadership when Mikell R. Fries, 41, the grandson of company founder Norman W. Fries was named President of Claxton Poultry Farms effective March 1.

Jerry Lane, who has been with the firm since 1985 and has served as its president for the past 19 years, remains actively involved in day-to-day operations as he takes on his new role as senior advisor to both the president and Doris S. Fries, the company’s chief executive officer and chairman of the Board of Directors. Mr. Lane, a veteran of 38 years in the Georgia poultry industry and most recently the 2014-2015 chairman of the National Chicken Council, will also continue as a member of the Board of Directors.
Collaborating to Serve the Industry: USPOULTRY’s Annual State Association Meeting

USPOULTRY recently held its ninth annual affiliated state poultry association executives meeting in Atlanta, which also included representatives from the six poultry science department schools in the United States. The meeting’s focus centered on current issues affecting the industry so as to devise solutions and plan for the future. USPOULTRY’s emphasis in collaborating with the affiliated state organizations and poultry science schools is intended to exchange information in a face-to-face atmosphere while fostering partnerships.

The comprehensive agenda included the following topics: Washington Update; Animal Welfare Concerns; Proposed NPIP Changes; Biosecurity Education; How Universities Highlight the Benefits of Modern Poultry Systems; Compartmentalization of the Primary Breeder Industry; Antibiotic Free... One Company’s Perspective; State Roundtable Reports; Global Markets Update; Secure Supply Plan; OSHA Regional Emphasis Program; Environmental Impact of Building New Poultry Houses; Alternative Methods for Delivering Education Information to Members; and Economic Impact of the US Poultry Industry - Survey Method.

Representatives from several state associations and poultry science departments provided a brief update on the current industry issues affecting their state and land-grant universities, and guest speakers rounded out the program. Harrison Kircher, National Chicken Council, discussed current federal issues affecting the chicken industry. Dr. Denise Brinson, USDA-APHIS-VS-NPIP, reviewed proposed NPIP changes. Oscar Garrison, United Egg Producers discussed animal welfare concerns related to the layer industry. Gary Cooper, Cooper Farms, provided an update on the National Turkey Federation’s “20 by 2020” program; Paul Hill, West Liberty Foods and USPOULTRY chairman, provided a company perspective on antibiotic free production. Jim Sumner, USA Poultry & Egg Export Council, provided an export markets update. Dr. Andy Rhorer, North American Gamebird Association, discussed the need for a secure supply plan, and John Dunham, Dunham & Associates, reviewed the methodology for an update to the economic impact survey.

“It is important to continue collaborating and working with other associations and the poultry science departments so that we can all effectively and efficiently serve our member companies. By eliminating the duplication of efforts, sharing programs and information and learning from each other, we can better serve our industry,” remarked John Starkey, USPOULTRY president.
Sharing the Story of Agriculture with Urban Students

With students across the country heading back to school, teachers in urban, suburban and rural America are seeking lesson plans for the school year to keep their classes engaged with fresh content. With today’s teenagers, known as Gen Zers, being food enthusiasts and spending more money on food and drinks than anything else (possessing $44B in spending power), now is the time for agriculture to take a seat at the table. We need to share the achievements of today’s farms and ranches and debunk many of the misperceptions that young consumers hear about GMOs, antibiotics, crop inputs and other farming methods.

Based on this opportunity for agriculture, U.S. Farmers & Ranchers Alliance (USFRA) created Discovering FARMLAND as an extension of the popular documentary film FARMLAND by James Moll, available on Netflix. This customized curriculum – complete with standards-aligned, high school level lessons, activities, and interactive resources – is becoming increasingly popular with teachers and students who are using these timely tools to gain real world insights and understanding of where their food comes from and how it is grown and raised.

**Timely Topics in Agriculture**

Since its launch in November of last year, more than 10,000 people have downloaded these resources, which include the following lesson topics:

- Farming as an Industry
- Educated Consumers
- Breaking Down Stereotypes
- Challenges in Farming and Ranching

Not only does this curriculum touch on how the industry has evolved using sustainability to enhance agricultural practices, but it also highlights issues such as media influence of agricultural demand and the impact it has on farmers and ranchers.

Also available to teachers is an on-demand virtual field trip about technology and innovation on today’s smart farm. USFRA in partnership with Discovery Education, the leading provider of digital content and professional development for K-12 classrooms, hosted a virtual field trip at Deere & Company World Headquarters this past April to provide urban classrooms with unique access to the inner workings on a farm. It allows students to explore new techniques that have revolutionized the industry. To date, more than 80,000 students across the U.S. have watched the virtual field trip.

**What’s Next?**

Aligning with Gen Zers interest in experiential opportunities, USFRA and Discovery Education are working to create a digital exploration that will allow students to direct their own learning as they make choices to uncover new information, solve problems, and answer questions. Students will investigate food product label claims by choosing products from virtual grocery store aisles. Students can move at their own pace as they learn about, investigate or experience a particular topic or challenge that agriculture faces. The digital exploration is scheduled to launch in Fall 2016.

To share these free resources with teachers in your school district, they can be accessed at www.discoveringfarmland.com.

**Paul Spooner**

Affiliate Relations and Ag Communications Manager

US Farmers & Ranchers Alliance

pspooner@usfraonline.org

U.S. Poultry & Egg Association is a sponsor of the US Farmers & Ranchers Alliance. Paul Spooner is a guest columnist for this edition of News & Views.
Mark Rebillot, a senior portfolio manager for UBS, provided insight as to the value and purpose of an analyst. He encouraged attendees to look at their business units to ensure that their business is aligning to accomplish their main goals. “Analysts have a role to play in companies as they look at the intrinsic value of the company and try to find ways to add to it. This requires knowing the company and its business well,” remarked Rebillot.

Amanda Martin, student recruitment and alumni relations coordinator for Auburn University’s College of Agriculture, along with Anna Leigh Peek, communication’s specialist for USPOULTRY, presented on millennials in the workplace. Martin, who works daily with millennials, expressed the millennial’s desire to work for companies that have strong organizational values. She suggests that companies should use those values when recruiting millennials. “This generation wants to feel that someone cares. Millennials want to know what their employer stands for and that their employer is invested in them and their development. They also want guidance on how to improve,” Martin commented.

As a millennial in the industry, Peek’s presentation covered more of the values that millennials seek in the workplace. Echoing Martin’s presentation, she explained that the millennial generation has been measured and benchmarked due to the extensive standardized testing they endured throughout primary and secondary school. “You learn where you are weak and work to improve; this is especially true when it comes time to look at applying to colleges. By providing feedback more frequently than just at annual review time, it allows for employees to hear from managers regarding opportunities to improve and for adjustments that can be made,” observed Peek.

Peek remarked that all generations have strengths and weaknesses. However, with multi-generations on your team, you can benefit from the differences each generation brings.
Attendees at the 2016 USPOULTRY Hatchery-Breeder Clinic learned about the tactical campaign, “All In or All Gone, Protect Your Farm, Protect Your Livelihood,” which was established as a result of last year’s avian influenza outbreak. “When it comes to biosecurity, we wanted to create a campaign to change behavior,” said Chad Mason, breeder-hatchery manager, Columbia Farms of Georgia.

“We were not trying to sell a product. We were trying to help people establish good habits, as biosecurity is not a one and done task,” Mason explained. The campaign included people in varying geographies and roles in the industry.

Dr. Sarah Tilley, director of poultry health services for Fieldale Farms, provided insight into the new Veterinary Feed Directive that will go into effect on Jan. 1, 2017. “In order to use drugs that are considered medically important, you will have to have a prescription. This will be difficult for companies that do not have a veterinarian on staff,” she remarked.

There are a number of new and existing housing challenges that Greg Lay, live production manager for Pilgrim’s, shared with attendees. “It is a high probability that the USDA and FDA will begin enforcing safe food initiatives on the farm with onsite inspections in the near future,” warned Lay.

Lay suggested that those putting in new facilities look at single point entry, security cameras, controlled access and perimeter fencing to help control who comes on the farm. For cost savings, energy efficiency and environmental benefits, Lay emphasized the benefits of solid wall housing and LED lighting.

This year’s Clinic was held at the DoubleTree Hotel in Nashville, Tenn. Other topics covered included a Primary Breeder Update, Single Stage vs. Multistage Incubation, Identifying Breeder Management Issues and Their Effects on Embryology, Egg Weighing, Effective Worming Programs, Nutritional Effects on Feathering and Fertility, and a Hatchery/Breeder Innovation Showcase.
USPOULTRY Staff Announcements

Chelsea Eller Joins Industry Programs Department

Chelsea Eller has joined the Industry Programs Department as technical assistant.

Chelsea recently graduated from the University of Georgia with a degree in Poultry Science. She interned with Fieldale Farms and the Georgia Poultry Laboratory prior to joining USPOULTRY.

Robin Hughes Joins Expo Department

Robin Hughes joined the Expo Department as expo support coordinator.

Prior to joining USPOULTRY, Robin was senior event coordinator at the Georgia World Congress Center. Robin retired from the Georgia World Congress Center in June after 30 years of service.

Kris Carroll Joins Education Department

Kris Carroll has joined the Education Department as meetings and events manager. Kris is a graduate of East Carolina University where she received a BS in English and Communications.

Kris was marketing manager for Marel Stork Poultry Processing prior to joining USPOULTRY.

Eric Wiles Receives Promotion

Eric Wiles has been promoted to manager - information technology.

Prior to his promotion, Eric served as lead internal systems developer and held other positions in the Information Technology Department at USPOULTRY over the past 12 years. Eric is a graduate of North Metro Technical College.
Whole Genome Sequencing 101

In recent years we have seen many instances where foodborne illnesses have been traced back to specific products, triggering recalls of products and investigations into production practices. This has affected all segments of the food industry including our own. Investigations into foodborne illnesses are complex, but one of the standard practices is to try to match the organism which is causing the foodborne illness to an organism in some product eaten by a sick patient.

Various techniques have been used to analyze the DNA sequence of the organisms to see if there is a match. We often call this a DNA fingerprint, with the assumption that if two organisms - for example, two salmonella isolates - have the same DNA fingerprint then they are identical. So, if the salmonella from the sick patient has the same DNA fingerprint as the salmonella from a food product eaten by that patient, the foodborne illness is attributed to that food product. Attribution of a foodborne illness to a specific food product has become more accurate as the DNA fingerprinting techniques have become more advanced. But until recently all of the DNA fingerprinting techniques were only looking at small important sections of the DNA sequence and not taking into account the majority of the organism’s DNA sequence. This provided a level of uncertainty that often made attribution of foodborne illness more difficult. Today, DNA fingerprinting is rapidly moving toward a technique that provides the sequence of the entire DNA in the organism. The entire DNA of an organism is called its genome. Therefore when all of the genome is sequenced, the technique is called Whole Genome Sequencing (WGS). The switch to WGS has come about because the cost of the technique has become very reasonable. The cost now of WGS is similar to previous DNA fingerprinting techniques which looked at only a small part of the genome.

WGS has been adopted by the FDA, CDC and USDA/FSIS to characterize organisms associated with foodborne illness. The data (genomes) are stored in a public database at the National Center for Biotechnology Information (NCBI). Fifty thousand E. coli, salmonella, listeria and campylobacter genomes have already been stored at NCBI. The source of these bacterial isolates varies. For example, when FSIS obtains salmonella isolates from a poultry plant the whole genome sequence of that isolate is stored at NCBI. Likewise, salmonella isolates obtained by CDC from sick patients are sequenced, and the sequences are stored at NCBI. Also, if FDA isolates salmonella from a food product in a store, the whole genome sequence of that organism is stored at NCBI. So, in the case of an outbreak of salmonellosis in people, the isolate from the ill people can be quickly compared to all salmonellas in the NCBI database, potentially facilitating the finding of a “match” and pointing the investigators to the likely food source associated with the outbreak.

In 2011, a network of laboratories, called the Genome Trakr Network, was established to accelerate the source tracking and tracing of foodborne outbreaks through use of WGS. The network has a partnership with NCBI to store and share the sequence data in the public domain. Today, the network consists of laboratories at FDA, CDC, FSIS, fourteen state labs and nine international labs. When expansion of the network is complete, laboratories from every state will be included.

The relatively rapid adoption of WGS by regulatory agencies has generated much controversy surrounding the security of the data, the interpretation of the data, the use of WGS in foodborne illness investigations and the actual techniques used to generate the genome sequences. In the NCBI public database, each genome sequence is identified by its source. The source information (metadata) does not include names of companies or people. There is considerable concern from the food industries about the continued anonymity of source identification. Do two bacteria have to have exactly the same DNA sequence to be considered a match? Regulators and experts disagree on how closely two organisms must match in order to be considered identical. In the past, epidemiology (documentation that the ill patient actually ate the suspected contaminated food) has been a critical part of foodborne illness investigations. FDA, CDC and FSIS disagree on whether epidemiology will continue to play a key role in foodborne illness investigations or whether WGS can be used alone. There are two major techniques for performing WGS, and the two methods provide differing data sets. The food industries would like the laboratory network to use just one technique and that the technique used be the one that is most accurate and reliable.

Whole Genome Sequencing and the development of the Genome Trakr Network provide foodborne illness investigators new powerful tools for determining the source of foodborne illness. The food industries need to educate themselves about this technology and these regulatory efforts. In addition, the food industries must interact with FDA, CDC and FSIS to bring about standardization of the WGS techniques and interpretation of the data, insure the continued use of epidemiology in investigations and strengthen the commitment to the security of the metadata in the public NCBI database.

Dr. John Glisson
Vice President of Research
jglisson@uspoultry.org
Is OSHA Expanding Poultry Inspections Beyond Legal Limits?

This year OSHA chose poultry processing for a special emphasis program and is currently conducting comprehensive safety and health inspections at poultry plants. We understand OSHA’s role in helping keep workers safe, and we welcome them to come in and evaluate our programs. However, the poultry industry is concerned about one narrow aspect of OSHA’s current special emphasis program and requested that OSHA discontinue a practice they have recently implemented.

As background, most of OSHA’s regular activities involve “programmed inspections.” Since OSHA does not have the resources to inspect every business, it must use a process to prioritize and select which facilities the agency will inspect. OSHA is required to use an administratively neutral selection process to randomly choose where inspections will be conducted. This eliminates any concerns about the agency using an arbitrary or punitive selection process and works quite well.

OSHA also has the authority and the responsibility to investigate serious accidents. In most cases, OSHA limits the scope of these accident investigations solely to the circumstances surrounding the incident.

The recent special emphasis program for poultry processing instructed OSHA compliance officers to expand every inspection at poultry processing plants into a full blown comprehensive inspection. In reality, to date OSHA offices have expanded very few limited scope inspections despite the special emphasis program instructions. Where they have expanded them, however, they appear to be picking and choosing exactly which facilities will receive comprehensive inspections using methods that may raise constitutional issues.

There have been a series of court decisions involving other industries which have prohibited OSHA from arbitrarily expanding these accident investigations. The cases cited a lack of probable cause and the failure of OSHA to follow this administratively neutral selection process. The courts agreed that this is a possible violation of 4th Amendment protections against unreasonable search.

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We do not object to OSHA coming into our facilities. We just want to make sure they follow long established rules concerning the inspection selection process.

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Justifying the special emphasis program, OSHA says they identified poultry as an industry with a high rate of serious injuries by comparing our injury rates to all private industry. This is hardly an apples-to-apples comparison. All private industry includes manufacturing and construction but it also includes banks and insurance companies, retail and service industries. We think a more proper comparison would be poultry measured against the entire manufacturing sector, and we compare favorably.

The poultry industry takes safety seriously and has a long history of continuous improvement. Over the last 20 years we’ve reduced our injury rates by over 81 percent. Does this mean that we are satisfied with our safety programs? No, of course not. We know that every injury impacts someone’s life, someone’s family. We also know that there is always room for further improvement, and we’re working hard every day.

Paul Pressley
Executive Vice President of Industry Programs
ppressley@uspoultry.org
Your Primary Resource to Strengthen Your Food Safety and Production Systems

USPOULTRY’s Food Safety & Production Program is available to help create educational and training materials beneficial for the industry. In the last few years, this program has developed diverse materials designed to add value to your current training or aid you in developing a program for your company. The Food Safety & Production Program covers a wide range of industry needs. Food safety is one of the top priorities for the poultry industry. Providing a wholesome product that is safe to eat ensures the sustainability of our industry and maintains the trust of our customers for the future.

Food Safety
USPOULTRY has developed training programs dedicated to informing our members and customers of our food handling practices. USPOULTRY created a video series on Food Safety Practices in Poultry Processing that explains the general method that is used to provide safe-to-eat poultry products.

In addition to this video series, USPOULTRY has also developed a Food Defense Orientation program for poultry and egg processors. This is a tool for training employees on what food defense is and creates awareness that a food defense plan is available at your facility. It also provides detailed instructions on how to perform certain food defense tasks. This program can be obtained by ordering through our website, www.uspoultry.org. We have also provided services to consumers such as creating a video series and infographics on how to read and understand the most common information on poultry packaging labels. Please visit the USPOULTRY YouTube page for more information, www.YouTube/USPOULTRY.

Visit www.uspoultryhandling.org for information on “Train the Trainer” workshops throughout the year. We have also supported instructional videos to perform specific tasks (i.e.: euthanasia) to train employees on the proper method of performing this task.

These tools serve as the baseline of what USPOULTRY is capable of providing to our members in the areas of food safety and production. The program will also develop resources to serve a broader base of our membership that will include processing operations, quality control, research and development and live operations. We are dedicated to becoming the primary resource to support and strengthen your program, meet regulatory and customer needs, and sustain business for the future.

Live Production
The Food Safety & Production Program has also focused efforts in the production and management of live animals by helping to ensure the best welfare and overall health of the birds. A comprehensive Poultry Disease Risk Management DVD program that aids in designing a proper biosecurity program for entire poultry operations has been created and distributed to members and those interested in obtaining the program. This has been a great educational and training tool for live production managers, researchers, educators and communicators. During the most recent High Path Avian Influenza outbreak, this program became an important resource to re-evaluate biosecurity throughout the country.

USPOULTRY has a commitment to help the industry improve animal welfare practices, and it recently updated the Poultry Handling and Transportation training program for live poultry handlers. This program provides a basic training of the most common welfare practices to ensure welfare during catching, transportation and unloading of live birds coming from a hatchery or heading towards a processing plant.
Live Production and Welfare Seminar to Focus on Effective Welfare Management and Production Efficiencies

USPOULTRY's 2016 Live Production and Welfare Seminar will address the latest topics and challenges associated with poultry care and handling. The program speakers will consist of industry managers, veterinarians and scientists who will bring relevant information addressing a variety of topics including animal welfare, disease management and technology updates. The seminar will be held Sept. 13-14, at the DoubleTree Hotel in Nashville, Tenn.

The program agenda includes a Legal Review for Live Production / Animal Welfare; Investigation of Kinky Back; The Basics of Broiler Gait Scoring; Production Service Tech Efficiencies; Ventilation…Preparing for Winter; Disease Update; Avian Influenza: Surveillance and Monitoring and The Indiana Experience; and Practical Biosecurity and the NPIP Guidelines for Indemnity.

To register online for the Live Production and Welfare Seminar, visit www.uspoultry.org.

Women’s Leadership Conference Will Encourage Developing Professional Potential and Leadership Skills

USPOULTRY's annual Women's Leadership Conference will be held Aug. 18-19, at the Hilton Sandestin Beach Golf Resort & Spa in Destin, Fla. The Conference will revolve around the theme of becoming a “Woman Champion.” Women in all levels of the industry who desire to grow and develop professionally will benefit greatly from this conference, both from the topics covered and the networking opportunities.

“Regardless of where you are in your career, there are always opportunities for growth and development. Attending the Women's Leadership Conference is a great way to continue developing your professional potential and leadership skills. The program, put together by a team of professional women in various levels of management and responsibilities who understand these challenges, addresses the leadership, management and communication skills necessary for women in all levels of development,” said Charlene Powell, Crider Foods, and program committee chairperson.

Sessions include: Situational Awareness for Women, Excellence in Supervision, Championing Your Career through Personal Branding, Industry Overview: The Poultry Business, Profiles of Industry Women in Leadership Roles, and Authentic Leadership…What’s Your Shield?

To register for the Women's Leadership Conference, visit www.uspoultry.org.

The program committee, representing various segments of the poultry and egg industry, included (standing left to right): Rebecca Harrison, Wayne Farms; Lisa Noffsinger, Mississippi State University; Melissa Chavez, Aviagen; Tracy Riggins, Keystone Foods; Emily Crawford, Cobb-Vantress; and Teresa Dunlap, Wayne Farms. (Sitting left to right): Candice Schroepfer, Perdue Farms; Charlene Powell (committee chairperson), Crider Foods; and Stefani Hilley, University of Georgia.
2016 USPOULTRY Seminar Schedule
Registration Available on Our Website, www.uspoultry.org

Feed Mill Management Seminar
March 16-17, Nashville, Tennessee
DoubleTree Hotel

Human Resources Seminar
April 18-20, Destin, Florida
Hilton Sandestin Beach Golf Resort & Spa

National Breeders Roundtable
May 5-6, St. Louis, Missouri
Renaissance St. Louis Airport

Poultry Processor Workshop
May 11-12, Atlanta, Georgia
Sheraton Atlanta

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

Hatchery Breeder Clinic
July 12-13, Nashville, Tennessee
DoubleTree Hotel

National Safety Conference for the Poultry Industry
Sponsored by Georgia Tech Research Institute, Georgia Poultry Federation, National Chicken Council, National Turkey Federation, and USPOULTRY
August 15-17, Destin, Florida
Hilton Sandestin Beach Golf Resort & Spa

Women’s Leadership Conference
August 18-19, Destin, Florida
Hilton Sandestin Beach Golf Resort & Spa

Live Production and Welfare Seminar
September 13-14, Nashville, Tennessee
DoubleTree Hotel

Environmental Management Seminar
September 22-23, Destin, Florida
Hilton Sandestin Beach Golf Resort & Spa

Poultry Protein & Fat Seminar
October 6-7, Nashville, Tennessee
DoubleTree Hotel

Air Cargo Seminars
Dates TBD
Washington, DC
New York, NY
Atlanta, GA

Grower Relations Seminars
Scheduled upon Industry Request

Poultry Wastewater Operators Training
Scheduled upon Industry Request

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Water Quality, Environmental Sustainability and Regulatory Compliance the Focus of USPOULTRY Environmental Management Seminar

Water quality, stormwater, wastewater, environmental sustainability, and regulatory compliance are all issues that poultry and egg industry environmental managers face on a daily basis. USPOULTRY’s 2016 Environmental Management Seminar will provide a valuable learning opportunity for industry professionals involved in their company’s environmental stewardship and compliance efforts. The seminar will be held Sept. 22-23, at the Hilton Sandestin Beach Golf Resort & Spa in Destin, Fla.

“As good environmental stewards, it is our mission to confront the challenges that influence environmental management and take advantage of new technology and current management techniques. This seminar will provide the latest and most relevant environmental management best practices,” said Bill Knapke, Cooper Farms, and program committee chairman.

Seminar attendees will hear poultry environmental case studies on Membrane Biological Reactor Systems, Using Carbon to Lower Effluent Standard, Regulatory Concerns with Increased Use of Microbials, the Basics of Starting a Sustainability Program, Live Production Area BMP’s, Survival and Transport of Bacteria from Land-Applied Litter and much, much more.

To register for the Environmental Management Seminar, visit www.uspoultry.org.

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Members of the committee included (seated left to right): James Faison, Mar-Jac Poultry; Warren Howe, Woodruff & Howe Environmental Engineering; Stephanie Shoeemaker, Sanderson Farms; Michele Boney, West Liberty Foods; and Jamie Burr, Tyson Foods. (Standing left to right): Dr. Josh Payne, Oklahoma State University; Russell Dickson, Wayne Farms; Joe Miller, Rose Acre Farms; Jeff Carroll, Wayne Farms; Dr. Jim Britton, OK Industries; Dr. Brian Kiepper, University of Georgia; Bill Knapke (committee chairman), Cooper Farms; Roger Smith, American Proteins; and Dr. Casey Ritz, University of Georgia. Not pictured: Dr. Claudia Dunkley, University of Georgia, and Jimmy Mardis, Tyson Foods.