SAVE THE DATE: IPPE Attendee Registration and Housing Opens Sept. 17

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News & Views

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
How Do We...

“How do we better reach grade school students?”

“How do we make vo-tech grads aware of the opportunities in the poultry industry?”

They are questions we hear often from our board as well as our members. While not intractable problems, these are problems that are real and will require many different approaches to solve.

Many of you know we engage in student recruiting via recruiting grants to poultry science schools, and also industry education recruitment grants, to the tune of more than $300,000 annually. However, there is a finite number of institutions eligible for these grants, in part dictated by what is manageable for us. But tech schools? Grade schools? How can we manage and control interaction there, with as many schools as they represent?

One concept we are evaluating is funding grants via our affiliated state associations, on a $2 per $1 scale. Obviously, through you, our members, the state associations have a much broader reach into state educational programs—whether we are talking grade school or vo-tech schools.

What are the mechanics and logistics? Well, that’s where you come in. Please send me concepts on how you think the program will be most effective. We’ll combine your thoughts with the state association executives, our boards, our members and the schools we would interact with and develop best practices to start addressing this goal. Please write me at jstarkey@uspoultry.org.

John Starkey, PE
President
jstarkey@uspoultry.org
The 2019 International Production & Processing Expo (IPPE) will have the largest trade show floor ever in the event’s history. IPPE has already surpassed 565,000 square feet of exhibit space and has secured more than 1,160 exhibitors with six months to go to the Expo. IPPE is the world’s largest annual feed, meat and poultry trade show of its kind and is one of the 50 largest trade shows in the United States. IPPE is sponsored by the U.S. Poultry & Egg Association (USPOULTRY), the American Feed Industry Association (AFIA) and the North American Meat Institute (NAMI).

“Ninety-two percent of the show floor has been booked. We are pleased that our decision to go to all three halls of the Georgia World Congress Center has been beneficial in accommodating the increased demand for additional space needed for new and existing exhibitors,” said show organizers.

Due to the Super Bowl being in Atlanta, IPPE will be held Tuesday through Thursday, Feb. 12 – 14, 2019, at the Georgia World Congress Center. The 2019 IPPE will provide attendees with a full week of education programs, innovative technology, engaging events on the show floor and enhanced networking opportunities with key leaders from the feed, meat and poultry industry. The vast trade show floor will showcase the most current 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 more than 140 hours of dynamic education sessions focused on the latest industry issues.

For more information about IPPE and to see a complete list of exhibiting companies, visit www.ippexpo.org.

2019 IPPE DATES/SHOW HOURS:
Tuesday, Feb. 12: 10 a.m. – 5 p.m.
Wednesday, Feb. 13: 9 a.m. – 5 p.m.
Thursday, Feb. 14: 9 a.m. – 3 p.m.

The International Production & Processing Expo (IPPE) has again been selected to participate in the U.S. Department of Commerce International Buyer Program. The program brings trade delegations together from around the world and helps match international attendees with American suppliers. The program also provides export counseling, market analysis and more.

“We are pleased again to participate in the International Buyer Program. This is our 12th year participating in the program, which continues to provide confirmation of the global scale of our trade show. Since 2006, our attendance from outside the U.S. has grown by more than 240 percent. We look forward to welcoming international buyers to the 2019 IPPE,” said the IPPE show organizers.
SAVE THE DATE: 2019 IPPE Attendee Registration and Housing Opens Sept. 17

IPPE will open registration and general housing on Sept. 17.

“We are pleased to open both housing and registration at the same time through Experient, our official registration and housing service provider. With Atlanta hosting next year’s Super Bowl, the 2019 IPPE will be two weeks later than normal. We have therefore set Sept. 17, as the date to open registration and housing for general attendees,” the show organizers stated.

On Sept. 17, attendees interested in securing registration and housing for the 2019 IPPE (Feb. 12 – 14) should go to www.ippexpo.org and click on the registration and housing link located at the top of the webpage.

IPPE Recognized as Trade Show Executive’s Fastest-Growing Annual U.S. Trade Show by Net Square Feet

IPPE is pleased to announce its recognition by Trade Show Executive as ranking first in their Fastest 50 listing as the fastest-growing annual trade show in net square feet of exhibit space for 2017. IPPE was honored in the large show category during Trade Show Executive's Fastest 50 Awards & Summit, held in Chicago.

“IPPE’s recognition by Trade Show Executive is great news and is reflective of the synergies gained from our combined integrated effort, but even more so, the commitment of our loyal exhibitors, members and attendees from more than 124 countries around the world. We are excited about the upcoming 2019 IPPE, our largest trade show floor ever,” said show organizers.
Animal Agriculture Groups Meet with EPA to Discuss Emission Estimation Methodologies

Representatives of several animal agriculture groups met recently with the Environmental Protection Agency’s Assistant Administrator of Air and Radiation Bill Wehrum and other Air Office staff to discuss the agency’s plans to finalize the development of methodologies to estimate emissions of various substances from farms. The Environmental Protection Agency’s (EPA) progress in developing the emission estimation methodologies (EEMs), from data collected in the animal agriculture industry-funded National Air Emissions Monitoring (NAEM) Study, has stalled for a number of years due to concerns over how accurate the EEMs will be given the many different variables that factor into the generation of emissions.

Despite the recent change to federal reporting requirements that exempt farms from reporting the emission of substances that are generated from the breakdown of manure, EPA has indicated they will complete the development of the EEMs using the data collected during the NAEM study and other validated emission studies. Office of Air and Radiation personnel indicated it was important to complete the EEMs for a number of reasons, including a 2006 Air Consent Agreement between the Agency and thousands of animal feeding operations and as a tool that will allow farmers to evaluate their responsibilities under federal and state air permitting requirements.

Poultry Industry Partners with OSHA on Safe + Sound Week

USPOULTRY, the National Chicken Council (NCC) and National Turkey Federation (NTF) are partnering with the U.S. Occupational Safety and Health Administration on Safe + Sound Week, Aug. 13–17. Safe + Sound Week represents a nationwide effort to raise awareness and understanding of the value of safety and health programs that include management leadership, worker participation and a systematic approach to finding and fixing hazards in workplaces.

Safe + Sound Week is cosponsored by the National Safety Council, American Industrial Hygiene Association, the American Society of Safety Engineers and the National Institute for Occupational Safety and Health. During Safe + Sound Week, USPOULTRY, NCC and NTF will highlight their commitment to worker safety and health by communicating with members and other audiences about the importance of workplace safety and encouraging their member companies to participate in Safe + Sound Week activities.

“USPOULTRY, NCC and NTF are proud to serve as Safe + Sound Week partners and to collaborate with OSHA and the other sponsors on programs and initiatives to help ensure the safety of the U.S. poultry workforce,” said John Starkey, USPOULTRY president; Mike Brown, NCC president; and Joel Brandenberger, NTF president, in a joint statement.
USPOULTRY Staff Announcements

Eric Wiles Receives Promotion

Eric Wiles has been promoted to director - information technology.

Prior to his promotion, Eric served as manager of information technology and held other positions in the Information Technology Department at USPOULTRY over the past 14 years. Eric is a graduate of North Metro Technical College.

Geraldine Dew Joins Administrative Department

Geraldine Dew has joined the Administrative Department as administrative assistant.

Geraldine worked for the Archdiocese of Atlanta before joining USPOULTRY. Geraldine is fluent in English and Spanish.

Lisette Reyes Joins Environmental and Food Safety Departments

Lisette Reyes joined the Environmental and Food Safety Departments as administrative assistant.

Prior to joining USPOULTRY, Lisette also worked for the Archdiocese of Atlanta. Lisette is fluent in English and Spanish.

Prentiss Baker Joins Information Technology Department

Prentiss Baker has joined the Information Technology Department as systems administrator. Prentiss is a certified technical trainer with a Bachelor’s degree in Computer Information Systems from Georgia State University.
Mathis Receives PSA Distinguished Poultry Industry Career Award

Dr. Greg Mathis, owner and operator of Southern Poultry Research, Inc., was recently recognized with the 2018 Poultry Science Association Distinguished Poultry Industry Career Award, sponsored by USPOULTRY. The award was presented during the annual Poultry Science Association meeting in San Antonio, Texas, by Barbara Jenkins, USPOULTRY vice president of education and student programs and USPOULTRY Foundation executive director.

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.

“USPOULTRY is pleased to honor industry leaders exemplified by Dr. Mathis. He is widely recognized for his many years of work and contribution to poultry welfare within the industry. It is this kind of service and dedication that has helped make the poultry industry one of the most proficient and productive segments of modern animal agriculture,” said John Starkey, president of USPOULTRY.

Mathis received his BS from North Georgia College, and then worked for the U.S. Department of Agriculture for a brief time. He later enrolled at the University of Georgia and earned his MS and Ph.D. degrees in the poultry science department. His doctoral work centered on control of coccidiosis, specializing in epidemiology, anticoccidial drugs and genetics. After receiving his Ph.D., Mathis started Southern Poultry Research, Inc., a private contract poultry research company. Southern Poultry Research, Inc. has now been in business for more than 30 years, serving the pharmaceutical and poultry industries working on nutritional, coccidiosis vaccination, Necrotic Enteritis and Salmonella. During that time, he has written numerous manuscripts and trade articles. He has also made extensive scientific presentations and lectures and has taught numerous poultry pathology courses both nationally and internationally. Mathis was awarded the American Poultry Historical Society Award. He is also an international judge for retriever dog trials.

USPOULTRY Announces New Foundation Research Advisory Committee Members

The USPOULTRY Foundation research advisory committee met in Atlanta earlier this spring to review the next round of research pre-proposals. At the meeting, three new members were elected to serve on the committee, including Lynn Bagley, Pitman Family Farms; Dr. Roy Brister, Tyson Foods, Inc.; and Dave Townsend, Pilgrim’s Corp. Leaving the committee were Dr. Don McIntyre, Diamond V, and Dr. Tom Frost, DSM Nutritional Products.

Bagley, Brister and Townsend join other Foundation research advisory committee members, who volunteer numerous hours reviewing and evaluating research proposals before making recommendations for funding. USPOULTRY and the Foundation welcome them to the committee.

USPOULTRY and USPOULTRY Foundation are dedicated to the growth, progress and welfare of the poultry and egg industry and all of its individual and corporate interests. Each year, USPOULTRY and the Foundation allocate approximately $1 million for the funding of research projects that benefit the poultry and egg industry. To date, more than $31 million has been invested in research.

(Back row standing left to right): Dr. Bernie Beckman, vice-chairman; Bill Griffith; Dr. Travis Cigainero, chairman; Michael Robach; Dr. John McCarty; Dr. David Rives; David Hurd; and Dr. Petri Papinaho. (Seated left to right): Dr. Don McIntyre, Dr. David Harris, Dr. Tom Frost, Dr. Kate Barger, and Steven Woodruff. (Not pictured: Lynn Bagley, Dr. Roy Brister, Dr. Bruce Stewart-Brown, and Dave Townsend)
Research Results
Funded by USPOULTRY and the USPOULTRY Foundation

USPOULTRY and the USPOULTRY Foundation announce the completion of two funded research projects. The projects are part of the Association’s extensive research program encompassing all phases of poultry and egg production and processing. Brief summaries of the completed projects are shown below. The complete reports, along with information on other Association research, may be obtained by going to USPOULTRY’s website, www.uspoultry.org.

Promising Research to Reduce Ammonia in Poultry Houses

Project #690: Combined Heat Recovery and Ammonia Control System for Broiler Brooding

(Dr. Sanjay Shah, North Carolina State University, Raleigh, N.C.)

Dr. Sanjay Shah and colleagues at North Carolina State University recently completed a research project in which they developed and tested an ammonia filtration system for use inside a poultry house. A system to remove ammonia from the poultry house environment could provide improvements in the health and well-being of chickens and turkeys. The project made significant progress toward the goal of producing a practical ammonia filtration system and will provide the basis for future innovations.

This research project was made possible in part by an endowing Foundation gift from Case Farms.

Amino Acid Supplementation Does Not Affect White Striping and Wooden Breast

Project #696: Effect of Dietary Glutamine on Metabolism Related to Muscle Myopathy in Broiler Chickens

(Dr. K.A. Livingston, North Carolina State University, Raleigh, N.C.)

Dr. Kimberly Livingston and colleagues at North Carolina State University recently completed a research project in which they determined the effects of supplemental glutamine and arginine on the incidence and severity of white striping and wooden breast in broiler chickens. Their research showed clearly that supplementation of these amino acids did not reduce the incidence or severity of either condition. The studies documented several important metabolic changes that occur in birds with these muscle conditions.

This research project was made possible in part by an endowing Foundation gift from Case Farms.
USPOULTRY and Foundation Approve $300,000 in New Research Grants Through the Comprehensive Research Program

USPOULTRY and the USPOULTRY Foundation have approved approximately $300,000 for five new research grants at four institutions through the comprehensive research program. 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 comprehensive research program dates back to the early 1960s when funds were first approved for poultry disease research. It gradually grew into an all-inclusive program incorporating all phases of poultry and egg production and processing. Since the inception of the research program, USPOULTRY has reinvested more than $31 million dollars into the industry in the form of research grants. More than 50 universities and federal and state facilities have received grants over the years.

“Research is an important part of USPOULTRY’s and the Foundation’s service to the industry. The Foundation Research Advisory Committee is the core of the research program with committee members volunteering countless hours reviewing and evaluating research proposals before making recommendations for funding. We sincerely value their excellent work,” said Tom Hensley, Fieldale Farms, Baldwin, Ga., and USPOULTRY chairman.

The research grants for each institution include the following.

**Molecular Typing of Current Reovirus Variant Strains**
University of California - Davis
(research grant made possible in part by an endowing Foundation gift from Jerry & Cherie Moye and Todd & Shelley Simmons)

**Mitigation of Ammonia and Odor Emissions; Improving Indoor Air Quality in Poultry Housing with Black UV Light**
Iowa State University
(research grant made possible in part by an endowing Foundation gift from Koch Foods)

**Infectious Bronchitis Virus Spike Protein-Pseudotyped Virus Particles for Vaccine Development**
University of Georgia
(research grant made possible in part by an endowing Foundation gift from Fieldale Farms)

**Early Post-Hatch Nutritional Strategies to Reduce the Incidence and Severity of Wooden Breast and Other Inflammatory-Myopathies**
The Ohio State University
(research grant made possible in part by an endowing Foundation gift from Mar-Jac Poultry)

**Improvements in Molecular Diagnostics for Mycoplasma, Infectious Laryngotracheitis Virus and Other Relevant Avian Respiratory Pathogens**
University of Georgia
(research grant made possible in part by an endowing Foundation gift from Elton & Claire Maddox and the Georgia Poultry Federation)
Collaborating to Serve the Industry:
USPOULTRY’s Annual State Association Meeting

USPOULTRY recently held its 11th annual affiliated state poultry association executives meeting in Atlanta. The meeting’s focus centered on current issues affecting the industry to formulate solutions and plan for the future. USPOULTRY’s emphasis in collaborating with the affiliated state organizations is intended to exchange information in a face-to-face atmosphere while fostering partnerships.

The comprehensive agenda included the following topics: Chairman’s Perspective of Association Management...What A CEO Expects from Its State Associations; Tools for Managing Association Day to Day Operations; Status of Check-Off Lawsuits; Farm Bill Update; Broiler Virtual Reality Tour; USPOULTRY Overview and Recruiting Grant Opportunity for State Associations; Medical and Worker’s Compensation Insurance for Growers; 2018 Economic Impact Update; State Roundtable Discussion: Recap of Recent Activities / Events Affecting Your Association; Activist Laws and Advocating for Legislation; Vocational School...Poultry Credentialing; Fate and Effects of Poultry House Air Emissions; and Ag Education on the Move.

Representatives from several state associations provided brief updates on current industry issues affecting their states, and guest speakers rounded out the program. Harrison Kircher, National Chicken Council, provided the Farm Bill update. Tom Super, National Chicken Council, discussed the 3D virtual reality videos produced for Chicken Check In, with funding in part provided by USPOULTRY. Kay Johnson Smith, Animal Agriculture Alliance, presented on activists activity and the need for laws and legislation. Russ Webb, Atlanta and Georgia Apartment Associations, discussed tools to help with association management. Harrison Pittman, National Ag Law Center, reviewed the status of check-off dollar lawsuits; Sean Reilly, Dunham & Associates, discussed another upcoming economic impact update, funded by USPOULTRY; Michael Milos and Ron Gasiorek, Washington National Insurance Company, reviewed options for medical and worker’s compensation insurance for growers; Dr. Casey Ritz, University of Georgia, presented on the fate and effects of poultry house air emissions; and Luella Gregory and Laura Handke, Ag Education on the Move, discussed expanding Ag Education on the Move to a nationwide program.

“It is important to continue collaborating and working together with sister associations 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 continue to better serve our industry,” remarked John Starkey, USPOULTRY president.

In addition to USPOULTRY, the following associations were represented at the meeting: Alabama Poultry & Egg Association; Delmarva Poultry Industry, Inc.; Georgia Poultry Federation; Iowa Poultry Association; Kentucky Poultry Federation; Minnesota Turkey Growers/Chicken & Egg Assn. of Minnesota; National Chicken Council; Pacific Egg and Poultry Association; South Carolina Poultry Federation; Texas Poultry Federation; The Poultry Federation (AR, KS, OK, MO); United Egg Producers; and the USA Poultry & Egg Export Council.
USPOULTRY recently hosted its annual Financial Management Seminar in Destin, Fla. The event brought together more than 130 industry financial and accounting leaders for three days of professional development, education and networking. Attendees were briefed on current market conditions, industry trends, regulatory issues, tax code updates and more.

Steve Jurek, former president of GNP Company, provided a former industry president and CFO’s perspective of poultry financial management. Jurek discussed the expectations of finance and encouraged looking at more than cost. He commented, “Look at the big picture. Know what is going on in your company and in the industry. As financial professionals, you should manage costs. However, you should also support innovation by engaging your people. As leaders, we need to teach people and maintain good communication at all time. If people know what is going on in the company and what is expected of them, when things get a little wonky or you need to make some quick changes, people will give you the benefit of the doubt.”

In his presentation on “The Impact of Sustainable Efforts on the Bottom Line,” Cameron Bruett, head of corporate affairs at JBS USA, observed that sustainability has close ties to economic viability. Bruett remarked, “Sustainability involves economic, social and environmental aspects. If your sustainability group resides in your environmental department, you are missing a tremendous opportunity. It has to encompass everything in your company. Sustainability is about balancing the three economic, social and environmental pillars over the short and long term. Do better today, so you can improve tomorrow.”

Keith Poss, corporate transportation director at Mar-Jac Poultry, addressed “Transportation Concerns for Financial Management” and covered areas such as transportation structure, drivers, fuel consumption, maintenance and repair, accident prevention and regulatory compliance. He encouraged attendees to look at transportation in a different light, stating, “We typically do not think about transportation until we have problems. Without transportation, we do not have a business. Your ability to transport goods can have a major effect on your bottom line. Each company needs to evaluate how they look at transportation costs. They should look at the costs less like a chicken company, but more like a trucking company.”

Other topics covered included a Washington Update; Tax Update; Engaging with Influencers and Protecting from Activists; Poultry Industry Review; The Future of Live Production Accounting Technology and Analytics; My 3:59 . . . Move With Purpose; Economic Overview; Exports Update; Millennials: What Drives Them?; and small group breakout sessions covering topics such as effectively presenting financial data, tax credit opportunities, costing trends and transportation concerns.
Successful Hatchery-Breeder Management Is All in the Details

“Successful hatchery and breeder management is all in the details,” remarked Chad Mason, broiler/hatchery manager at Columbia Farms, during USPOULTRY’s 2018 Hatchery-Breeder Clinic, held in Nashville, Tenn.

In his presentation on fertility management, Mason shared some experiences and lessons learned as broiler/hatchery manager. He commented, “Do you know what is happening in your poultry houses daily? What do you see at feeding time? Are you there at feeding time? If you are not present and observing, you miss the red flags.”

Dr. Gene Simpson, professor and associate director of the National Poultry Technology Center at Auburn University, discussed some of the changes in housing that have occurred and will occur in the coming years. Simpson stated, “Changes due to customer mandates, when it comes to housing and other areas of production, are going to become the norm. The demands can seem burdensome right now, but they will become the norm in the years to come. We, as an industry, have to adapt to these new requests.”

Biosecurity should always be top of mind, but even more so in the primary breeding segment of the poultry industry. Dr. Robin Jarquin, director of world technical services for Cobb-Vantress, offered some practical tips on avian influenza and Mycoplasma synoviae prevention. “In our industry we often talk about how things used to be, but our industry has changed. We have more chickens than we have had before, not only in the U.S., but worldwide. With more poultry comes more reservoirs for disease. Poultry diseases will become more challenging as we have more birds,” said Dr. Jarquin.

Other topics included an update on the State of the Industry; Hatchery Sanitation; Methods for Monitoring Chick Quality; Technology Showcase for Breeder and Pullet Houses; Effective Team Building; Recruiting CDL Drivers; Hatchery Technology Showcase; Multi-Stage to Single-Stage Incubation Conversion; and An Effective ABF Program.
Supporting Our Poultry & Egg Producers

In February of 2019 during the International Production & Processing Expo, USPOULTRY will honor several poultry and egg producers from various regions across the country when we name the finalists and winners of the 15th annual Family Farm Environmental Excellence Awards. I have had the honor of coordinating this award for more than a decade. Despite a nagging and dishonest narrative that persists from a number of special interest groups that simply want the animal agriculture industry to fail, the overwhelming majority of farms that operate in the United States are small family farms. If there is one thing I’ve learned from my time coordinating the award program, it is that poultry and egg producers have the ideals of sustainability at the core of their being! Their efforts to support their communities and to protect and enhance the environment and wildlife are unmistakable.

One issue that I continue to struggle with is our limited ability to connect with the thousands of poultry and egg producers that work in our industry. In reality, very few of these producers are members of USPOULTRY.

Our Association must rely largely on the integrator companies and our state poultry associations to build producer relationships and open the lines of communication.

However, that doesn’t change our goal to provide support to these vital stakeholders in the poultry and egg industry value chain. Over the past decade you have no-doubt noticed the high level of attention that has been given to sustainability. While it is talked about in many different ways, in general sustainability refers to the ability to “meet the needs of the present without compromising the well-being of future generations.” Initially, conversations about sustainability focused on the definition of sustainable development. These discussions centered generally on the limited capacity and efficiency of the earth and its natural resources. More recently, the concept of sustainability broadened to include society and economic justice and is often referred to as “Corporate Social Responsibility.”

Recognizing the importance of our poultry and egg producers in developing an initiative to respond to ever-increasing attention on Corporate Social Responsibility, USPOULTRY has funded the development of a tool that allows producers to calculate their farm’s resource consumption and environmental impacts. The tool, called “Poultry Calculator,” is a regionally specific, physical model of broiler chicken production. Poultry producers can model their farm by entering inputs such as broiler breed, ration type, barn design, geographical region and climate control system design.

Upon completing the inputs and running the model, the producer will receive output which includes feed conversion ratio, interactive cumulative weight gain curve, mortality rates and litter production information. Producers will also receive information on their farm’s resource consumption including electricity, fossil fuel and water consumption on an annual, per bird and per live weight basis. Global warming potential, water depletion and land occupation output tabs outline the environmental impacts of the producer’s farm.

The model is intended to inform producers, researchers and industry decision makers about the effects of on-farm management practices. It is important to keep in mind the poultry calculator is a model and not an exact snapshot of reality. The aim of this model is to provide a tool that will help the U.S. poultry industry on its path of continuous improvement.

The current version of the software is a test version that has been made available for use to evaluate the software and identify issues that need correction. USPOULTRY would like to ask for your assistance in evaluating the software. The model can be accessed through the following link.

https://wordpressua.uark.edu/resilientfood/project/poultry/

Please address questions, concerns or comments regarding this tool or other support items produced by USPOULTRY’s Environmental Program department to Paul Bredwell at pbredwell@uspoultry.org.

Paul Bredwell, P.E.
Vice President of Environmental Programs
pbredwell@uspoultry.org
USPOULTRY, along with Field to Market, the Innovation Center for U.S. Dairy, the National Pork Board, the Stewardship Index for Specialty Crops and the U.S. Roundtable for Sustainable Beef, is cosponsoring the upcoming 2018 Sustainable Agriculture Summit in Denver, Colo. The Summit will be held Nov. 14 – 15, at the Hyatt Regency Denver at Colorado Convention Center. This year’s theme is “Futurecasting Agriculture Sustainability” and will identify, navigate and future proof opportunities for U.S. agriculture to drive tomorrow’s large-scale sustainability successes.

What is the future of sustainable agriculture? While agriculture has had some solid success and credible efforts to drive continuous improvement, there is more we need to do to move the needle. Together, the Sustainable Agriculture Summit aims to identify current challenges as opportunities to build a more resilient future for the food and fiber industries, workers, consumers and the planet. It’s time to shift from defending history to proactively addressing challenges and steadily accelerating progress to establish agriculture as a driver of large-scale solutions that will meet tomorrow’s needs.

The vision of the Sustainable Agriculture Summit is to strengthen the supply chain network of producers, agribusinesses, retailers and influencers who drive continuous improvement in agricultural sustainability and deliver food, fiber and fuel to a growing world. The event will provide opportunities for members of the agricultural supply chain to engage with leading experts and learn more about key sustainability challenges and opportunities.

USPOULTRY members interested in attending the summit can contact Paul Bredwell for further information at pbredwell@uspoultry.org. Additional information about the Summit can be obtained through the following link.
http://sustainableagsummit.usdairy.com
In Search of Tomorrow’s Leaders . . . Today!

Companies depend on a regular flow of leadership talent. But where are they to find it and how can they help develop it? These questions are near the top of the list of priorities for today’s poultry and egg executives. And as boomers seek to retire and we continue to prepare for a world food demand that will double over their careers, it is imperative that we seek out and develop young people! USPOULTRY and the USPOULTRY Foundation set out to assist the industry in this endeavor with its many youth outreach activities. The Association partners with and sponsors the following programs as part of an effort to develop and empower youth to become collaborative leaders and productive team members.

**College Student Career Program** -- This long-running program connects hundreds of talented, bright college students seeking professions in the poultry industry with HR managers and recruiters. It is the most efficient and effective way for the poultry industry to find managers of the future and has been a vital part of many companies’ hiring process for nearly 50 years. It is one of the largest career events of its kind for students seeking professions in the industry. Held annually during IPPE, this program allows member companies of USPOULTRY and our IPPE partners (NAMI and AFIA) and allied companies to interview top students from many universities at one time, at one location.

**International Student Program** -- Brings top students in from Latin America to IPPE to connect with industry companies who might have international/Latin American operations. These students also get to see the vast opportunities on the trade show floor.

**USPOULTRY Foundation Ted Cameron National Poultry Judging Contest** -- Collegiate poultry judging contest that brings in top poultry/animal science students from universities across the nation to participate in production judging, breed selection and market products judging.

**National, State and Local FFA** -- National FFA Convention, National Poultry Evaluation Career Development Event (CDE), National Food Science and Technology CDE, Poultry Production Efficiency, National CDE winners to IPPE, local chapter mentoring.

**National 4-H Poultry & Egg Conference** -- High school poultry judging contest that brings in top students from across the nation to promote leadership and decision-making skills by participating in poultry judging, egg preparation demonstration, an avian bowl (a game of poultry and egg jeopardy), and chicken and turkey barbecue contests.

**Ph.D. and Veterinary Student Career Fair** -- Saw its inaugural year in January 2018 during IPPE. Cosponsored by the Poultry Science Association Foundation, this unique program is designed to better serve USPOULTRY member companies and allied suppliers, particularly involving, but not limited to, technology driven companies such as those in genetics, health, pharmaceutical and nutrition.

If you know of any additional youth outreach efforts that you would like for us to review, please do not hesitate to contact me.

Barbara Jenkins
Executive Director, USPOULTRY Foundation
bjenkins@uspoultry.org
$7,000 Student Recruiting Grant Awarded to the University of North Georgia

The USPOULTRY Foundation awarded a student recruiting grant to the University of North Georgia. The $7,000 grant will be used to recruit students into the university's poultry program.

The grant check was presented by Mark Ham, president of American Proteins, to Linda Purvis, student advisor for the University. Several students also participated in the check presentation. The grant was made possible in part from an endowing Foundation gift from the Leland Bagwell Education & Innovation Fund, named in honor of the founder of American Proteins. The recruiting grant check presentations were part of College Student Career Program activities at the 2018 International Poultry Expo, part of the IPPE.

One of the University of North Georgia's five campuses is located in Gainesville, Ga., which is known as the Poultry Capital of the World. Students have the ability to complete an associate of science degree with an emphasis in poultry science. The grant will be used to print additional program marketing materials, host a Youth Poultry 101 Day and more.

Pictured from left: Linda Purvis, University of North Georgia student advisor; University of North Georgia students: Aaron Hodges, Cruz Mejia and Michael McGraw; and Mark Ham, president of American Proteins.

$7,100 Student Recruiting Grant Awarded to Tennessee Tech University by USPOULTRY Foundation

The USPOULTRY Foundation awarded a student recruiting grant to Tennessee Technological University. The $7,100 grant will be used to recruit students into the university's poultry program. The grant was made possible in part from an endowing Foundation gift from the Hubbard Farms Charitable Foundation.

Tennessee Tech will use the funds to raise both high school and college student awareness of the new poultry science opportunities being offered at the university. Tennessee Tech is also planning to host a clinic to provide training and instruction to FFA poultry judging teams and recruit potential students at the Tennessee FFA Convention and more.

The grant check was presented by Barbara Jenkins (second from left), executive director of the USPOULTRY Foundation, to Dr. Jim Baier (left), student advisor, along with Tennessee Tech students.
USPOULTRY Foundation Awards $4,000 Student Recruiting Grant to Louisiana State

Louisiana State University (LSU) received a $4,000 grant from the USPOULTRY Foundation. The grant was awarded to the university to aid in their efforts to recruit students interested in studying poultry science and was made possible in part from an endowing Foundation gift from Sanderson Farms.

The check was presented to Dr. Dennis Ingram, LSU student advisor, with LSU students participating in the presentation. The grant money will be used to continue the Summer Poultry Institute held annually at the university. The three-day institute is open to high school students and teaches poultry anatomy, embryology, biology, nutrition, grading and processing. The students who attend the institute also learn about opportunities in poultry science for undergraduate students at the university. Careers in the poultry industry are also covered.

USPOULTRY Foundation Awards Student Recruiting Grant to Purdue University

The USPOULTRY Foundation awarded a student recruiting grant to Purdue University, and the check presentation was held during College Student Career Program activities at the 2018 International Poultry Expo, part of the International Production & Processing Expo. The grant was made possible in part from an endowing Foundation gift from Midwest Poultry Services. The $6,865 grant will be used to recruit students into the university's poultry program.

Indiana has a vibrant poultry industry, and many students attend Purdue University to study animal science. The USPOULTRY Foundation recruiting grant will provide current and potential students with exposure to the poultry industry as a viable career option. One funded program, “The Poultry Industry in a Shell,” provides students with the opportunity to interact with industry leaders throughout the school year. Funds will also be used for several field trips to farms and processing facilities.

The grant check was presented by Paul Pressley (center), USPOULTRY, to Dr. Darrin Karcher (left), student advisor, with poultry student Tanner Wise participating.
Live Production, Welfare & Biosecurity Seminar

Best Management Practices and Breakout Sessions for Broiler, Turkey and Egg Specific Topics Will Be Highlighted

The poultry industry faces many challenges in poultry and egg live operations. Two critical issues, animal welfare and biosecurity, are at the forefront. To address these challenges and other areas of concern, USPOULTRY, the National Chicken Council, National Turkey Federation and United Egg Producers are collaborating again this year to sponsor the 2018 Live Production, Welfare & Biosecurity Seminar, Sept. 18-19, at the Sheraton Grand Nashville Downtown hotel in Nashville, Tenn.

The seminar will cover topics Tuesday and Wednesday morning addressing areas such as animal welfare best management practices, threats against the industry, label study results and how to prepare for a biosecurity audit. Concurrent breakout sessions to address broiler, turkey and egg specific topics will be held Tuesday afternoon.

The program agenda was developed by a committee of live production managers, poultry health professionals and university professors.

To learn more and register for the Live Production, Welfare & Biosecurity Seminar, visit www.uspoultry.org.

Environmental Management Seminar to Highlight New Technology and Wastewater Treatment Options

USPOULTRY’s 2018 Environmental Management Seminar will provide a constructive learning opportunity for industry professionals involved in their company’s environmental protection efforts. The seminar will be held Sept. 20-21, at the Hilton Sandestin Beach Golf Resort & Spa in Destin, Fla.

“Water quality, stormwater, wastewater, air emissions and regulatory compliance are all issues that poultry and egg industry environmental managers face daily. The planning committee has worked diligently to provide relevant speakers that will address the most current and pertinent environmental issues affecting today’s industry,” said Michele Boney, committee chairperson, West Liberty Foods LLC.

The program, developed by industry environmental leaders, will include a Washington / Regulatory Update; Peracetic Acid Effects on Wastewater Treatment; Water Quality Standards and TMDL Developments; Renewable Projects: Biogas Collection Systems Case Study and Water Re-Use / Contact Water; A New Pretreatment Technology Case Study on Saturated Air Flotation; Sustainability: EMS and Data Collection Systems; and much more.

USPOULTRY will also present its 2018 Clean Water Awards, and those winners will present virtual tours of their facilities.

To register for the Environmental Management Seminar, visit www.uspoultry.org.
2018 Poultry Protein & Fat Seminar to Address Customer Expectations and Emerging Technologies

Protein conversion plays an important role in the poultry industry’s sustainability efforts. This year’s Poultry Protein & Fat Seminar will review the latest technology, equipment and management techniques in the rendering sector. Sponsored by USPOULTRY and the Poultry Protein & Fat Council, the seminar will be held Oct. 4 – 5, at the DoubleTree Hotel in Nashville, Tenn.

The Poultry Protein & Fat Council will provide an update on their past year’s activities. Peracetic acid and its effects on rendering operations will also be covered, in addition to mitigation technology for odor abatement, emerging control technologies, preparing for FDA inspections and more.

Members of USPOULTRY and the Poultry Protein & Fat Council can register for the event at a discounted rate. Companies that render poultry protein and fat may attend the seminar only if they are members of USPOULTRY and the Poultry Protein & Fat Council. Representatives of rendering companies that are not council members are not eligible to attend the seminar. Membership in the Poultry Protein & Fat Council must be approved by the Council.

To register for the Poultry Protein & Fat Seminar, visit www.uspoultry.org.

The program agenda was developed by a committee of industry leaders that included (front row from left): Kenny Reece (committee chairman), Simmons Foods Inc; Rick Estes, Fieldale Farms Corporation; James Gilbert, 3D Corporate Solutions; and Hal Davis, Pilgrim’s. (Back row from left): Brian Schoebel, Mountaire Corporation; Jonathan Green, American Proteins Inc; Bo Watson, Tyson Foods Inc; and Byron Kriz, Valley Proteins Inc.