USPOULTRY Announces New Young Leader “20 under 30” Program

USPOULTRY and Foundation Approve $400,000 in New Research Grants

USPOULTRY Foundation Allocates $383,577 in Student Recruiting Funds
1 President’s Column
7 USPOULTRY and Foundation Approve $400,000 in New Research Grants
8 Research Results
9 Injuries and Illnesses in Poultry Processing at New All-Time Low
10 Dr. Heard Starts Position at USPOULTRY
10 Membership Renewal Is Here!
12 Acknowledging a Poultry Pioneer
13 Poultry Alliance with OSHA
14 Fostering a Collaborative Effort with Our Customers for a Successful Future
16 $30,447 USPOULTRY Foundation Student Recruiting Grant Awarded to Mississippi State University
17 USPOULTRY Foundation Allocates $383,577 in Student Recruiting Funds
18 USPOULTRY Announces Young Leader “20 under 30” Program

11 US-RSPE and IPWA Joint Conference Covered Animal Welfare Innovation and Sustainability Trends

15 Poultry Protein & Fat Seminar: Emphasizing Transparency and Teamwork in Preparation for Future Generations

2 Complimentary IPPE Registration Available Through M2A Program; Deadline Jan. 10!
2 IPPE Recognized by Trade Show Executive
3 Latin American Broiler and Layer Production, Processing Issues of Primary Focus for Latin American Poultry Summit at 2020 IPPE
4 2020 IPE Education Programs
5 2020 IPPE Schedule At-A-Glance
6 Special Discount for Poultry Growers at 2020 IPPE
6 2020 IPPE Offers Free Bus Service to Field Operations

ASSOCIATION

I N T E R N A T I O N A L  P O U L T R Y  E X P O

E D U C A T I O N

E N V I R O N M E N T

N O V E M B E R / D E C E M B E R  2 0 1 9

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
Gettin’ More Than We Gave

The annual National FFA Convention was conducted in early November, and with it, I wrapped up a four-year stint on the National FFA Sponsors’ Board. As always, I was energized by the Convention. Who could possibly not be energized by 70,000 people coming together, the vast majority of whom are high school students, to celebrate the future of youth in agriculture? We, as the poultry industry, need our fair share of these students, and bit by bit over the last several years our USPOULTRY Foundation has been extending our reach beyond the FFA Convention trade show floor to include:

• Bringing the “Gold” rated Poultry Production Career Development teams from across the nation at our expense to the IPPE, where they can see for themselves the vast and diverse needs of our industry—from accounting through marketing to veterinary science (2015 inaugural year). Roughly 40-50 students and advisors earn this trip.

• Similarly, we extended the same opportunity to Food Science Career Development teams in 2017, with another potential for 40-50 students and advisors.

• In 2018, we began inviting National Officer Candidates to attend the IPPE and participate in our College Student Career Program. These are college sophomores, primarily, who were competing to be one of the six national FFA officers selected each year.

• Finally, we had FFA refine the Poultry Education module, originally developed over a decade ago via the California Poultry Federation, into FFA curriculum standards (after an update) to be used by Ag teachers coast-to-coast.

As I leave the Sponsors' Board, I'm confident we gained far more than received from the time I contributed. Many of you reading already support FFA at the local, state or national level. For those who have not considered it before, please do. Continuing access and interest of these bright young minds in our industry will directly impact our future success.

John Starkey, PE
President
jstarkey@uspoultry.org
Complimentary IPPE Registration Available Through M2A Program; Deadline Jan. 10

Brought to you by our Elite Sponsors, the Members to Atlanta (M2A) program offers complimentary access to the 2020 International Production & Processing Expo (IPPE) and is available exclusively to the member companies of the American Feed Industry Association (AFIA) (feed and pet food manufacturers only), North American Meat Institute (NAMI) (packer processors only) and U.S. Poultry & Egg Association (USPOULTRY) engaged in the production of animal food, meat, poultry and egg products.

IPPE is the premier event for USPOULTRY and will be packed with the largest display of equipment, supplies and services used in the production and processing of poultry, meat and animal food products; 200-plus hours of education programs to cover all aspects of your businesses; and endless opportunities to network and connect with more than 32,000 leaders in the industry.

Details about the M2A program and a complete schedule of events are available at www.ippexpo.org. There is no limit to the number of employees who can register from one company under this program, but they must pre-register by Jan. 10. Beginning Jan. 11, 2020, registration rates for the show will be $125 per person. To avoid this charge, register now!

The success of IPPE is due in large part to USPOULTRY members sending their teams to IPPE. USPOULTRY members have worked side-by-side with our Association, AFIA and NAMI to provide comprehensive education sessions, and there is something for everyone. More than 1,350 suppliers have also committed to bringing new technology and interactive demonstrations for your team to see and experience.

IPPE Recognized by Trade Show Executive

USPOULTRY Executive Vice President - Expo, Nath Morris, recently traveled to Trade Show Executive’s Gold 100 Awards where the International Production & Processing Expo was recognized as the 31st largest trade show in the U.S. for 2018. The Gold 100 is based exclusively on exhibit space net square footage. In 2018, IPPE had more than 521,000 net square feet. Currently, the 2020 IPPE has almost 575,000 square feet.

Thank you to IPPE’s exhibitors and attendees who come back year after year.
Latin American Broiler and Layer Production, Processing Issues of Primary Focus for Latin American Poultry Summit at 2020 IPPE

The Latin American Poultry Summit will exclusively feature leading industry experts who will address technical topics covering live production and processing issues of greatest priority to Latin American poultry and egg professionals. Sponsored by the International Poultry Expo (part of IPPE), WATT Global Media and the Latin American Poultry Association (ALA), the summit is a one-and-a-half-day program scheduled from 9 a.m. – 5 p.m. on Monday, Jan. 27, 2020, and 8 a.m. – 12 p.m. on Tuesday, Jan. 28. The early bird cost to attend the Latin American Poultry Summit is $250 for those who register by Jan. 10. The price is $350 starting Jan. 11.

The first day of the summit will feature a discussion panel with four of the main broiler and egg producers in Latin America, who will address the direction of the Latin American poultry industry. There will also be various breakout sessions each day of the summit addressing areas such as feed production, animal welfare, nutrition, gut health, processing, data management and healthcare. The program will offer translations to English, Spanish and Portuguese for all presentations.

In addition to the educational components, there will be ample opportunities for networking. The cost of registration includes lunch and a reception on Monday evening. There will be special recognition for Latin American Hall of Fame inductees and international students from Latin America during the summit. Attendees of the Latin American Poultry Summit will also have an opportunity to access the vast IPPE show floor (registration required) where they can interact and network with producers from around the world, as well as see the latest technology for the animal food, meat and poultry industries. This year’s show floor will feature more than 575,000 square feet of exhibit space and 1,350 exhibitors.

The 2020 IPPE will be held Jan. 28-30 and is a collaboration of three trade shows – the International Feed Expo, International Poultry Expo and International Meat Expo – representing the entire chain of protein production and processing. The event is sponsored by USPOULTRY, AFIA and NAMI. For more information and to register to attend IPPE, visit www.ippeexpo.org.
2020 IPE Education Programs

MONDAY, & TUESDAY
Jan. 27 & Jan. 28
Latin American Poultry Summit
Monday, Jan. 27, 9 a.m. – 5 p.m.
Tuesday, Jan. 28, 8 a.m. – 12 p.m.
$250 registration fee; $350 after Jan. 10

The Latin American Poultry Summit is a day-and-a-half event that will address leading technical topics covering live production and processing issues of greatest priority to Latin American poultry and egg producers and processors. The program will have simultaneous translation in Spanish and Portuguese. A lunch, reception and dinner will be offered, along with special recognition for Latin American Hall of Fame inductees and international students from Latin America.

International Poultry Scientific Forum
Monday, Jan. 27, 8 a.m. – 5 p.m.
Tuesday, Jan. 28, 8 a.m. – 2 p.m.
$80 registration fee; $140 after Jan. 10

Sponsored by the Southern Poultry Science Society, the Southern Conference on Avian Diseases and USPOULTRY. The forum presents information on industry topics such as environmental management, nutrition, physiology, pathology, processing and products, and avian diseases. Students with a valid student ID may register complimentary onsite. Price includes admission to the IPPE show floor.

TUESDAY, Jan. 28
Animal Agriculture Sustainability Summit
9 a.m. – 12 p.m.
Included with registration

An ever-increasing population coupled with a changing agricultural workforce has propelled the animal agriculture industry to make sustainability its top priority. Each animal agriculture sector has initiated an industry driven program to define sustainability and measure its commitment to becoming more sustainable. Representatives of the beef, dairy, pork and poultry industries will share details on the development of industry programs or tools to advance their aspirations of producing more protein in a sustainable fashion.

WEDNESDAY, Jan. 29
Poultry Market Intelligence Forum
9 a.m. – 12 p.m.
Included with registration

A leading economist will provide insights on the domestic and global markets for poultry and egg products, and other industry experts will address how the industry is continually improving its performance and managing regulatory issues. They will identify challenges facing the industry and discuss how the U.S. and international poultry and egg industries are positioned to move forward in 2020.

Ergonomic Improvements in the Poultry Industry
12 p.m. - 3 p.m.
Included with registration

For almost 35 years, the poultry industry has been at the forefront of efforts to reduce musculoskeletal disorders (MSDs) in the workplace. The industry’s engagement on the prevention and early treatment of MSDs can serve as a model for other industries that are also facing the challenges of dealing with the problematic issues associated with these injuries. In this program, we will discuss areas of success as well as areas where the focus is still needed.

THURSDAY, Jan. 30
Research Methods Workshop: Feed Formulation Tools and Techniques
8 a.m. – 10 a.m.
$75 registration fee

Based on the book “Nutrition Experiments in Pigs and Poultry” (Bedford and Choc, eds.), this workshop will provide students and researchers with hands-on experience to properly balance diets. You will leave with workbooks to perform least-cost feed formulations and an understanding of how to use them. The tools provided will equip you to model both linear and stochastic (considering ingredient variation) models. Participants should come with a basic understanding of normal distributions and tests of significance.

Research Methods Workshop: Understanding and Modeling Experimental Power
10 a.m. - 12 p.m.
$75 registration fee

Based on the book “Nutrition Experiments in Pigs and Poultry” (Bedford and Choc, eds.), this workshop will provide students and researchers with hands-on experience to understand and calculate experimental power. You will leave with workbooks to calculate experimental power and an understanding of how variation and replication affect the chances of finding meaningful experimental results. Participants should come with a basic understanding of normal distributions and tests of significance.

THURSDAY & FRIDAY,
Jan. 30 & Jan. 31
International Rendering Symposium
Thursday, Jan. 30, 12 – 5 p.m.
Friday, Jan. 31, 8:30 a.m. – 12 p.m.
$200 registration fee

The rendering industry is vital to the sustainability of animal agriculture. Every year, renderers safely convert more than 50 billion pounds of excess animal products such as fat, bone and used cooking oil into everyday products. The International Rendering Symposium, sponsored by the North American Renderers Association and USPOULTRY, focuses on educating attendees about rendering’s products, markets, safety and innovations.

Processing for Antibiotic Free Production - at IPPE and UGA
Thursday, Jan. 30, 8 a.m. to 5 p.m. (at IPPE)
Friday, Jan. 31, 8 a.m. – 1 p.m. (at UGA)
$600 registration fee

This two-day workshop will focus on the aspects to ensure appropriate antibiotic free production from grow out to plant processing. This workshop will offer a hands-on practice session at the University of Georgia Poultry Processing Plant. Lunch is provided.
2020 IPPE At-A-Glance

LOCATION
Georgia World Congress Center (GWCC)
285 Andrew Young International Blvd. N.W.
Atlanta, GA 30313-1591 USA +1.404.223.4000

EXHIBIT HOURS
Tuesday, Jan. 28:  10 a.m. – 5 p.m.
Wednesday, Jan. 29:  9 a.m. – 5 p.m.
Thursday, Jan. 30:  9 a.m. – 3 p.m.

REGISTRATION
Full service registration for attendees and exhibitors begins on Sunday, Jan. 26 at the A-B registration lobby at the main entrance off of Andrew Young International Boulevard and also on Monday, Jan. 27 at the C-Building Lobby.
Sunday, Jan. 26, 2020  12 – 5 p.m.
(A-B Registration Lobby ONLY)
Monday, Jan. 27, 2020  7 a.m. – 5 p.m.
(Maririott Marquis Lobby & Westin Peachtree Plaza lobby – Pre-registered badge pick-up only)
Tuesday, Jan. 28, 2020  7 a.m. – 5 p.m.
Wednesday, Jan. 29, 2020  7:30 a.m. – 5 p.m.
Thursday, Jan. 30, 2020  7:30 a.m. – 2 p.m.

FEES
Onsite: IPPE: $125 USD
Grower Days: $5 USD (Any day with coupon)
Lost Badge: $10 USD (Cash only)
Student: Complimentary with student ID

There are no refunds/substitutions/name or company changes. IPPE reserves the right to deny entry to anyone not commercially active in the industries represented at the IPPE.

EXHIBITS
A-Building: Feed Equipment and Animal Feed Ingredients
B-Building: Meat and Poultry Processing and Packaging
BC-Hall: Government, University, Association, Networking and Attendee Area
C-Building: Genetics, Incubation, Live Production, Egg Processing and Production

MEETING/EDUCATION SESSION ROOMS
Rooms are designated with reference to the building first and then the numerical room designation starting with the floor. For example, Room B401 is in B-Building on the fourth floor.

ACTIVITIES
ATTENDEE LOUNGES AND MEET-UP AREAS
Relax and recharge without leaving the show floor. Located in all three halls: Feed Mill Lounge Booth A3037, Attendee Lounge Booth 6651, and the Hatch Lounge Booth C11743.

SHOW FLOOR ACTIVITIES
Hot Wing Competition and the Taste of IPPE will be held at the Event Zone in BC-Hall Booth BC115. The Innovation Station is in BC439, and the Poultry History Museum is in BC425. See the schedule for dates and times.

TECHTALKS:
Presented by scientific and technical experts from exhibiting companies for dialogue and discussion about specific, individual topics.
A-Hall: Booth A246
B-Hall: Booth B8648
C-Hall: Booth C9249

WELCOME RECEPTION AT THE GEORGIA AQUARIUM
Tuesday, Jan. 28, 5:30 – 8 p.m.
Complimentary tickets are required and available in the B-Building and C-Building lobbies – tickets are limited and distributed on a first-come, first-served basis. The ticket counter opens at noon on Monday, Jan. 27 and 10 a.m. on Tuesday, Jan. 28.

CUSTOMER CONNECTION CENTERS
Located in the A/B Connector and BC-Hall. This area is where exhibitors can meet privately with customers.

TRANSPORTATION
Taxi
Curbside outside of B-Building on Andrew Young International Blvd. and north end of C-Building by Hall C4.

MARTA
MARTA makes it easy – less stress, less traffic and more options. Go to www.itsmarta.com and click on Plan a Trip. Get your complete route information, including bus and rail schedules and walking directions to the nearest MARTA bus stops and rail stations. BC-Hall: MARTA passes will be provided to Buckhead hotels if guests booked through IPPE housing provider in the room block.

RIDE SHARE
Uber and Lyft provide ride-share services to the exhibit halls; the security key is ippe2020 (case sensitive).

FOOD & BEVERAGE
Food options can be found in A, B and C lobbies with food courts on the exhibit floors in A-Hall and BC-Hall Fuel Market. Booth BC713, Check with the information desks for more information on dining options in and around the GWCC.

HOTEL ASSISTANCE
Find IPPE housing provider staff from Experient to help with hotel issues. Located outside the A/B Registration Lobby next to the information desk.

IPPE AMBASSADORS
IPPE staff located in the A, B and C lobbies. They can be identified by their red vest and hand-held signs saying, “ASK ME”. Ambassadors help by providing directions to meeting rooms and services for attendees.

COAT & BAGGAGE STORAGE
$3 per item
A-Building: Sidney Marcus Auditorium Foyer
B-Building: Near Social Table in B Lobby
C-Building: Lobby (next to Gift Shop)

HOTEL SHUTTLE BUSES
Free bus shuttle service is offered from most IPPE block hotels to and from the Georgia World Congress Center. GWCC drop-off and pick-up is at the C-Building, Northside Drive entrance only.
Check your hotel lobby for the nearest pick-up location. **Hotel shuttle will not service Buckhead hotels. See MARTA.**
Tuesday: 7 a.m. - 6 p.m.
Wednesday: 7 - 11 a.m. / 2 - 6 p.m.
Thursday: 7 a.m. - 4 p.m.

SERVICES
IPPE INFORMATION DESKS
Areas where attendees can ask questions about events and logistics related to IPPE.
A-Building Lobby
B-Building Lobby
C-Building Lobby

WI-FI CONNECTIVITY
Wi-Fi accessibility is available at no charge on the exhibit hall floors. Select the WATTMedia20 network for the free Wi-Fi connection in the exhibit halls; the security key is ippe2020 (case sensitive).

NOV/DEC 2019 | NEWS & VIEWS | 5
Poultry Growers Receive Special Discount at 2020 IPPE

Poultry growers are invited to attend the 2020 IPPE with a special registration fee of only $5 (onsite only), a terrific savings of $120! IPPE will be held at the Georgia World Congress Center in Atlanta from Jan. 28 – 30, 2020.

“We really encourage poultry growers to take advantage of this opportunity to attend IPPE at such a wonderful, discounted price. They will have an opportunity to see the newest innovations and services, as well as attend a multitude of education sessions. With the more than 575,000 square feet of exhibit space, there is a lot to see and do at the 2020 IPPE! We urge poultry growers to join us in Atlanta to experience it all,” said IPPE show organizers.

Poultry growers can attend the IPPE on Tuesday, Wednesday and Thursday. Registration will begin each morning at 7 a.m. at the Georgia World Congress Center, 285 Andrew Young International Blvd., in downtown Atlanta. A completed registration form and a 2020 Grower Days coupon are required. Registration forms will be located at the Expo and should be completed onsite. Coupons are available through state poultry organizations.

Free bus service from field operations will again be available for the upcoming 2020 IPPE. Company employees and contract producers of companies actively involved in the production and processing of poultry and meat or the production of animal/poultry feed, who are also members of USPOULTRY, AFIA and NAMI, are eligible to participate.

Complimentary registration for IPPE will be provided through the Members to Atlanta (M2A) Program. Buses will pick up employees and growers at a location selected by the company, travel to the Expo and return the same afternoon. There is no cost to the company or the individuals, and the program is available to any location within an approximate three-hour drive from Atlanta. At the 2019 IPPE, almost 300 employees and contract producers from 10 poultry complexes took advantage of the free bus service.

“We really urge company managers to take advantage of the free IPPE bus program,” said IPPE show organizers. “The bus program makes it convenient and simple for their employees and growers to attend the Expo at no cost. This is a first-rate opportunity to see and experience the latest innovations in poultry, meat and animal food production and processing. It is also a cost-effective and unique way of recognizing employees and acknowledging the role of producers.”

The 2020 IPPE is expected to attract more than 32,000 attendees. More information about IPPE, including registration details, lodging and education offerings, is available at www.ippexpo.org.

For companies interested in taking advantage of the bus program, please contact Larry Brown via email at L.brown@uspoultry.org and by phone at 404.538.1631.
USPOULTRY and the USPOULTRY Foundation have approved approximately $400,000 for six new research grants at five 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 $32 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 aspect of USPOULTRY’s and the Foundation’s service to the poultry industry. The Foundation Research Advisory Committee is the heart of the research program with committee members volunteering numerous hours reviewing and evaluating research proposals before making recommendations for funding. We sincerely appreciate and value their excellent work,” said John Prestage, Prestage Farms, and USPOULTRY chairman.

The research grants for each institution include:

A Novel Method for Enumeration and Speciation of Eimeria Species of Coccidian Protozoa by Flow Cytometry
North Carolina State University (research grant made possible in part by an endowing Foundation gift from Perdue Farms)

Longitudinal Assessment of Skeletal and Cardiac Structures in Broilers Rared Under Slow Versus Fast Growth Rate Regimen and Its Relation to Manifestation of Lameness, Ascites and Woody Breast Condition
North Carolina State University (research grant made possible in part by an endowing Foundation gift from Wayne Farms)

Genetic Identification and Screening for Potent Anti-Salmonella Gut Peptide Variant in Chicken: Avian Defensin, Beta Defensin 1 (AvBD1)
The Ohio State University (research grant made possible in part by an endowing Foundation gift from Simmons Foods)

Fate and Effect of Peracetic Acid Solutions in Poultry Processing Biological Nitrogen Removal and Anaerobic Treatment Processes
Georgia Institute of Technology (research grant made possible in part by an endowing Foundation gift from Sanderson Farms)

Profiling Salmonella Serotypes Through Processing
University of Georgia (research grant made possible in part by an endowing Foundation gift from Fieldale Farms)

Whole Genome Sequencing and Molecular Analysis of Infectious Bronchitis Virus DMV1639 Strains Circulating in the Field
University of Connecticut (research grant made possible in part by an endowing Foundation gift from Koch Foods)
USPoulTRY and the USPoulTRY Foundation announce the completion of three 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 are shown here. The complete reports, along with information on other Association research, may be obtained by going to USPoulTRY’s website, www.uspoultry.org.

Research Provides New Method to Detect Woody Breast Fillets

**Project #708: Developing and Validating a Bioelectrical Impedance Index for Rapid Detection of Woody Breast Fillets**

(Dr. Amit Morey, Department of Poultry Science, Auburn University, Auburn, Alabama)

Dr. Amit Morey in the Department of Poultry Science at Auburn University recently completed a research project where he evaluated a hand-held bioelectric impedance device for its ability to detect broiler breast fillets affected with the woody breast condition. The device was found to be able to successfully differentiate severely affected fillets from normal fillets by analyzing the electrical properties of the meat. This technique may be used by plant personnel to more accurately sort breast fillets.

The research was made possible in part by an endowing Foundation gift from Claxton Poultry.

Research Provides Insight on How to Improve Indoor Air Quality in Poultry Housing with Black UV Light

**Project #F080: Mitigation of Ammonia and Odor Emissions: Improving Indoor Air Quality in Poultry Housing with Black UV Light**

(Dr. Jacek Koziel, Iowa State University, Ames, Iowa)

Dr. Jacek Koziel and colleagues from Iowa State University recently completed a research project where they developed and tested a novel mitigation technology for ammonia and odor concentrations and barn emissions based on black UV light and a special chemical coating for barn ceilings, barn walls and barn exhaust fans. Results of this research project showed a reduction in gaseous emissions utilizing this novel approach.

The research was made possible in part by an endowing Foundation gift from Koch Foods.

Research Provides Alternatives to Maceration of Day of Hatch Male Layer Chicks

**Project #BRF006: Euthanasia of Recently Hatched Neonates**

(Dr. Morgan Farnell, Texas A&M University, College Station, Texas)

Dr. Morgan Farnell and colleagues at Texas A&M University recently completed a research project where they looked at alternative humane methods to euthanize day of hatch male layer chicks. They found that both CO₂ and vacuum treatments could be considered as alternatives to maceration to euthanize neonate chicks quickly on a commercial scale. These methods have been shown to be humane alternatives.

The research was made possible in part by an endowing Foundation gift from Sanderson Farms.
Injuries and Illnesses in Poultry Processing at New All-Time Low

The incidence of occupational injuries and illnesses within the poultry sector’s slaughter and processing workforce has fallen by 84 percent over the last 25 years and continues to decline according to the 2018 Injury and Illness Report recently released by the Department of Labor’s Bureau of Labor Statistics (BLS).

The total recordable poultry processing illness and injury rate for 2018 was 3.5 cases per 100 full-time workers (per year), down from 3.8 in 2017. The poultry industry’s rate of 3.5 was below the rate of 5.1 for similar agricultural industries in terms of injuries per 100 full-time workers and lower than the rate of 4.2 for the entire food manufacturing sector, while all of manufacturing was 3.4.

Poultry processing’s 2018 rate of 3.5 represents an 84 percent decrease from 1994 (the oldest data available on the BLS website), when the recorded rate was 22.7, demonstrating the vast advancements the industry has made in improving safety for its workforce.

“Employee safety has been and will always be a priority for the poultry industry. The industry continues to focus its efforts on the prevention of workplace injuries and illnesses, especially musculoskeletal disorders such as carpal tunnel syndrome, by acknowledging the benefit of implementing ergonomics and medical intervention principles, while continually implementing new technology and automation in the workplace,” said the Joint Industry Safety and Health Council in a statement regarding the report’s release.

“Though the past two decades have shown a notable decrease in the numbers and rates of injury and illnesses, the poultry industry is steadfast in pursuing new and inventive ways to protect our workforce.” The Joint Industry Safety and Health Council consists of members from USPOULTRY, the National Chicken Council and the National Turkey Federation. Collectively, the three organizations represent companies that produce 95 percent of the nation’s poultry products and directly employ more than 350,000 workers.

“Our employees are our most important asset, and their safety is of paramount importance,” said the U.S. Poultry & Egg Association, National Chicken Council and National Turkey Federation in response to the report’s release. “Perhaps more than any other industry, the poultry industry has continually focused its energies on the prevention of workplace injuries and illnesses. This most recent data recognizes the excellent safety performance achievements the poultry industry has accomplished. Surpassing the ‘all of manufacturing’ percent is the next milestone our industry hopes to achieve in our continuing quest to ensure the safety and well-being of our employees.”
It is time to renew your USPOULTRY membership. Your 2019 membership expires on Dec. 31, and you will not want to lose access to the benefits and resources of the world’s largest and most active poultry organization.

USPOULTRY has built a strong network of members, volunteers, industry partners and state affiliates, together with a staff with expertise in a variety of areas, that complement the Association’s mission and vision. USPOULTRY has harnessed the power of that network to accomplish a lot in 2019 on behalf of the industry and our members. Looking ahead to 2020, there is so much more that USPOULTRY is going to achieve to help your company and our industry in the areas of improved operations, food safety, sustainability, increased efficiency and profitability.

We hope that you will take this time to renew your membership and remain a part of a dynamic and effective organization dedicated to the improvement and advancement of the poultry and egg industry.

It could not be easier. Complete the renewal form at www.uspoultry.org/membership. Don’t miss out. Act today!

If you have questions about your USPOULTRY membership, please contact Kris Carroll at kcarroll@uspoultry.org.
US-RSPE and IPWA Joint Conference Covered Animal Welfare Innovation and Sustainability Trends

“Stakeholder) Perceptions and Attitudes about Animal Welfare and Sustainable Agriculture,” Croney covered a variety of areas, such as addressing consumers’ worries about animal welfare, consumer challenges, sources of animal welfare information, and how one can lead on animal welfare and sustainability. She concluded her keynote by stating, “To gain credibility and trust, be explicit about care, compassion and animals…not efficiencies, benefits to farmers, etc.”

The conference began with Ryan Bennett, executive director for the US-RSPE/IPWA, discussing the joint structure for the two groups and how they will work together domestically and internationally. Molly Parker, director of food safety and animal care for Butterball and IPWA board member, provided information on IPWA’s structure and goals, which include helping to shape the global discussion for poultry welfare; committing to advancing poultry welfare outcomes through the poultry and egg value chain; increasing both knowledge and understanding about animal welfare; and inspiring improvements via innovation, science and production systems that will result in better outcomes for poultry, the poultry value chain, the environment and consumers.

Leigh Ann Johnston, director of sustainable food strategy for Tyson Foods and US-RSPE chair, provided an overview of US-RSPE’s vision, mission and focus areas, as well as key accomplishments that include the development of a 3-year strategic plan and formation of membership, recruitment and framework committees. Johnston remarked that “the focus areas are interconnected and material to stakeholders and include being environmentally sound, socially responsible and economically viable.”

Breakout sessions were held by each group and addressed topics that included innovation in animal welfare; the evolution of animal welfare decisions and understanding; how to work with external stakeholders and receive internal buy-in to drive change within your company; and sustainability reporting trends. Moderated by Chad Gregory, president of the United Egg Producers, the conference ended with a joint egg and poultry supply chain commitment and panel discussion.

A large number of participants representing all aspects of IPWA/US-RSPE membership were in attendance, including farmers, integrators, processors, allied industry, brands, retail, foodservice, NGOs, and civil society. For more information about the US-RSPE / IPWA, contact Ryan Bennett at rbennett@poultryegg.org.
I assumed the director of research programs position just over a month ago, and I am loving what I do! The USPOULTRY staff exemplifies the definition of “hard-work” and truly embodies the mission to serve the poultry industry through research, education, communications and technical services. I feel honored to work alongside such committed and knowledgeable people. One, in particular, is Dr. John Glisson.

Dr. John Glisson served as the vice president of research programs for the past eight years. During this time, he has developed, expanded and advanced the all-encompassing USPOULTRY research program in so many ways.

In 2013, Dr. Glisson enhanced the research program by spearheading the Board Research Initiative (BRI). The BRI was established to address specific, more defined issues facing the poultry industry. It operates concurrently, yet separately, with the longstanding Comprehensive Research Program. These programs do not compete for funding or resources. The BRI releases special Request for Proposals (RFPs) on specific topics. These topics are chosen by the boards of directors of USPOULTRY and the USPOULTRY Foundation.

The RFPs released by the BRI are very focused and specify the research questions and areas of focus sought in the research proposals.

Subsequently, Dr. Glisson realized that there were still additional areas of research that took precedence over others. He strategized on how the USPOULTRY Comprehensive Research Program could address new issues that emerge and potential problems that had not been previously recognized or cited as a need within the poultry industry. It was then that Glisson birthed the idea of having biennial evaluations of the vital and imperative research priorities and needs within the U.S. poultry industry. By instituting a continuous review of the issues affecting the industry, USPOULTRY could very likely resolve real industry problems as they occur. The Highly Pathogenic Avian Influenza (HPAI) outbreak in 2014-2015 is an example that reflects the flexibility of the research program and how it adapts to meet current research needs. One of the most critical problems was the delay in depopulating infected poultry. At the height of outbreak detections, water-based foam and carbon dioxide (CO₂) were insufficient for rapid depopulation and could not be executed quickly enough to halt the production of HPAI virus in infected flocks. The need for alternative depopulation methods led to the assessment of ventilation shutdown (VSD), research that USPOULTRY funded.

In 2013, Glisson established the Charles Beard Research Excellence Award. The purpose of this award is to recognize outstanding completed research projects, funded by USPOULTRY or the USPOULTRY Foundation, which have made significant positive impacts on the poultry industry. Only one award is given each year. Nominations are accepted from any USPOULTRY member or anyone in the research community. Generally, nominations are only for research projects completed within the past five years but may include projects completed at an earlier time if the project’s impact has only recently become recognized. Self-nominations are also allowed. The recipient of the award is the primary researcher who conducted the recognized research project(s). The winner receives round-trip transportation and two nights lodging at the IPPE in Atlanta, Georgia, as well as a $1,500 cash award. The Charles Beard Research Excellence Award has been bestowed upon seven researchers to date. Glisson, being a former researcher himself, felt that it was important to recognize and show appreciation to the researchers that bring invaluable knowledge and innovations to the industry through their research.
Poultry Alliance with OSHA

The poultry industry recently formalized a national alliance with the Occupational Safety and Health Administration (OSHA) to identify opportunities for continued improvements in worker safety and health at processing operations. Mutually identified priorities range from ensuring safety in chemical usage, assessing the root causes of specific injuries with the goal of reducing their occurrence, reviewing good practices for medical management of onsite injuries and addressing remaining ergonomic challenges in the workplace.

This national alliance follows collaboration earlier that focused on ergonomics and other safety issues that took place a decade ago. The alliance's efforts will focus on outreach and communication by providing tools through print and electronic media. OSHA and the industry will exhibit, appear and present at industry and regulatory conferences, local meetings or other co-sponsored events, and utilize educational events held during IPPE and the National Safety Conference for the Poultry Industry to convene or participate in forums, roundtable discussions, stakeholder meetings or other activities that examine and address industry injury, illness and fatality data. The ultimate goal of these efforts is to reduce hazards in the poultry industry and to help forge innovative solutions in the workplace.

While significant strides have been made over time in reducing injuries and illnesses in the industry, OSHA's Regional Emphasis Program (REP) in Region 4 and Region 6 of the country identified priority topics that warrant closer review by industry. Armed with feedback from the REP programs, the industry and OSHA – at both the national and regional levels – will be coordinating closely during the first year of the alliance to address key issues identified by their regional enforcement programs.

This focus may result in additional regulatory requirements in the future. But due to the industry's hard work and focus on safety, the poultry industry will have a welcomed seat at the table.

Matt Spencer
Director, HR & Safety Programs
mspencer@uspoultry.org

(From left:) Matt Spencer, director of HR & safety programs for USPOULTRY, Joel Brandenberger, president of the National Turkey Federation, Loren Sweatt, Deputy Assistant Secretary of Labor for OSHA, and Mike Brown, president of the National Chicken Council
Fostering a Collaborative Effort with Our Customers for a Successful Future

The last few years have marked a change in customer behavior and preferences toward food. Price is still a big factor when making purchasing decisions, but the people entering adulthood today are also looking for their food to meet certain demands. Many consumers want their purchase to have a “purpose” other than just buying something to eat. A lot of the trends regarding food safety, animal welfare and the environment are an expression of these purchasing decisions. Restaurants and retailers are listening to these demands and going back to their suppliers asking for changes in practices to meet these customer expectations.

Foodservice companies understand that these changes can offer an additional competitive boost to their bottom line. Unfortunately, on many occasions this is a one-sided decision. This might be because of customer demand or activist pressure. Or perhaps they’re thinking if a customer is asking for it, then there must be someone influential enough that is doing it. The foodservice industry can also be as disconnected from modern poultry and meat production as much as the general public.

Whatever the reason may be, our industry needs to be involved in the effort to develop the necessary innovations to meet these demands. Innovation is accelerating, and new technology enables us to implement solutions quickly. Frequently, implementation is scattered and disorganized. There are often too many barriers to true innovation that the development of collaborative efforts across the supply chain can address. Our industries share common opportunities in environmental stewardship, food safety, poultry welfare and employee safety. Working together will make us more informed, efficient and successful.

To start this collaboration, we need to align our goals. A goal for food safety in poultry, for example, can be focusing on how to prevent conditions that allow bacterial pathogen outgrowth after a product leaves a processing plant and how that product will be tracked effectively. All the players in the supply chain can establish metrics and agree on time lines to implement innovation. That innovation can be in the form of improved packaging, transportation and storage requirements, and even final product preparation procedures. Sharing accurate and timely information along with direct feedback will help monitor progress. It can also identify gaps in the process and help set up the necessary research to improve on those opportunities. Block chain is a trendy topic nowadays, but it is a promising tool that has the potential to bridge the gap between restaurants, retailers and their suppliers. Working together will ultimately develop trust among partners and belief that the investments will be recognized and rewarding.

Innovation in food safety practices across the supply chain can occur mostly by just studying your current practices and understanding what aspects of it can be better. Sometimes you might need to expand or modernize those capabilities, like using new testing tools to identify risk areas of product contamination. New capabilities can come as a result of a thorough investigation of current practices and having a deep understanding of current limitations. Once innovation is implemented, the experience can be shared either among partners, through trade associations and other informational programs.

Today’s consumer is more demanding than ever. Consumers want what they want, when they want it, where they want it, and how they want to purchase and consume it. On top of that, they want poultry products to come from sustainable and humane sources and for them to be safe to consume. All of this requires innovation to stay relevant and profitable. Collaboration across the supply chain to meet these needs becomes the resource to get innovation implemented in the most effective way to meet all these demands.

Rafael Rivera
Manager, Food Safety & Production Programs
rrivera@uspoultry.org
Poultry Protein & Fat Seminar

Emphasizing Transparency and Teamwork in Preparation for Future Generations

“We have a new generation coming on,” commented Pond. “How we handle these situations, whether it’s FSMA, quality control or simply hot topics in the industry – this new generation is looking at the way we’re handling this, how we communicate between different companies and how we work together.”

Mike Hudlow, executive vice president of planning, engineering and construction for Darling Ingredients, Inc., and Brian Aldridge, shift manager at Simmons Feed Ingredients, shared a joint presentation on various organizational methods to improve safety and performance within industry plants. Hudlow added onto the sentiments offered earlier that day by Pond, saying, “We talked about being prepared for audits. If you have a solid organization system in place, and you’re bringing someone in from outside of the industry, a clean, organized plant is going to severely lessen their concerns going into an inspection.”

Natasha Bangel-Askren, senior food safety specialist for Hill’s Pet Nutrition, discussed customer expectations, emphasizing quality control in each facet of animal health and nutrition. “When you’re working with animal nutrition and specific prescription diets, it is crucial to make sure that a product is doing what it is intended to do,” explained Bangel-Askren. “In order to deliver on customer expectations, quality is key.”

Rendering professionals from around the country recently gathered in Nashville, Tennessee, for USPOULTRY’s 2019 Poultry Protein & Fat Seminar. Presentations were offered on a variety of topics from speakers with years of experience in the industry, discussing industry challenges such as safety audit priorities, maintenance training, navigating an intergenerational workforce, foreign material mitigation, customer expectations and more.

Dr. Ansen Pond, director of quality assurance and food safety at Pilgrim’s, gave a Food Safety Modernization Act/Food & Drug Administration (FSMA/FDA) update where he discussed updated regulations, advice on working well with FSMA/FDA and being prepared for inevitable audits and inspections. Pond encouraged attendees to practice an attitude of transparency and cooperation during audits and inspections, noting that how the industry handles these situations today sets the precedent for the industry of tomorrow.
A $30,447 student recruiting grant has been awarded to Mississippi State University from the U.S. Poultry & Egg Harold E. Ford Foundation (USPOULTRY Foundation). The grant will be used to recruit students interested in the poultry industry and was made possible in part by an endowing Foundation gift from Sanderson Farms.

The check was presented by Barbara Jenkins, vice president of education and student programs for USPOULTRY and executive director of the USPOULTRY Foundation, to Dr. Mary Beck, professor and head of the Poultry Science Department. Joining in the presentation were several poultry science students.

“We need bright, young individuals who will become the managers and leaders of the poultry and egg industry of tomorrow. They are our future, and there are many opportunities for them throughout all phases of the industry,” said Jenkins.

In September 2019, the USPOULTRY Foundation board approved student recruiting grants totaling $383,577 to 35 colleges and universities across the United States with a poultry science department or industry-related program. The USPOULTRY Foundation provides annual recruiting funds to colleges and universities to attract students to their poultry programs. The grants are made possible by gifts to the Foundation from companies, individuals and families, in addition to funds earned over the years at the International Poultry Expo, part of IPPE.
The USPOULTRY Foundation awarded student recruiting grants totaling more than $383,577 to six U.S. universities with poultry science departments and 29 other institutions with industry-related programs. The Foundation provides annual recruiting and retention funds to colleges and universities to attract students to their poultry programs. The grants were made possible in part by gifts to the USPOULTRY Foundation from companies, individuals and families, in addition to funds earned over the years at the International Poultry Expo, part of the International Production & Processing Expo. The six poultry science departments receiving the grants are as follows.

<table>
<thead>
<tr>
<th>University</th>
<th>Grant Amount</th>
<th>Grant Made Possible in Part By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auburn University</td>
<td>$28,587</td>
<td>Ingram Farms</td>
</tr>
<tr>
<td>Mississippi State University</td>
<td>$30,447</td>
<td>Sanderson Farms Inc.</td>
</tr>
<tr>
<td>North Carolina State University</td>
<td>$37,387</td>
<td>Stanley &amp; Dorothy Frank Family Foundation</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>$42,898</td>
<td>Tyson Foods Inc.</td>
</tr>
<tr>
<td>University of Arkansas</td>
<td>$33,309</td>
<td>Monty &amp; Margot Henderson Recruiting Fund</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>$27,370</td>
<td>Leland Bagwell Education and Innovation Fund</td>
</tr>
</tbody>
</table>

The 29 other institutions with industry-related programs receiving recruiting and retention grants under the Foundation’s Industry Education Recruitment Funding Program are as follows.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Grant Amount</th>
<th>Grant Made Possible in Part By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abraham Baldwin Agricultural College, Ga.</td>
<td>$ 7,000</td>
<td>Don Dalton Student Recruiting Fund</td>
</tr>
<tr>
<td>Alcorn State University, Miss.</td>
<td>$ 4,620</td>
<td>Peco Foods</td>
</tr>
<tr>
<td>California Polytechnic State University, Calif.</td>
<td>$10,000</td>
<td>AJC International</td>
</tr>
<tr>
<td>California State University, Fresno</td>
<td>$ 7,000</td>
<td>Agri Stats, Inc.</td>
</tr>
<tr>
<td>Clemson University, S.C.</td>
<td>$ 3,010</td>
<td>Leland Bagwell Education and Innovation Fund</td>
</tr>
<tr>
<td>Eastern Oklahoma State College</td>
<td>$ 2,995</td>
<td>Simmons Foods Inc.</td>
</tr>
<tr>
<td>Iowa State University</td>
<td>$ 7,000</td>
<td>West Liberty Foods</td>
</tr>
<tr>
<td>Jones Junior College, Miss.</td>
<td>$ 1,300</td>
<td>Wayne Farms</td>
</tr>
<tr>
<td>Kansas State University</td>
<td>$ 6,800</td>
<td>Cargill</td>
</tr>
<tr>
<td>Louisiana State University</td>
<td>$ 7,000</td>
<td>Sanderson Farms Inc.</td>
</tr>
<tr>
<td>McNeese State University, La.</td>
<td>$ 3,000</td>
<td>Cal-Maine Foods</td>
</tr>
<tr>
<td>Middle Tennessee State College</td>
<td>$10,000</td>
<td>Hubbard Farms Charitable Foundation</td>
</tr>
<tr>
<td>Modesto Junior College, Calif.</td>
<td>$ 7,000</td>
<td>USPOULTRY Staff</td>
</tr>
<tr>
<td>Murray State University, Ky.</td>
<td>$ 7,000</td>
<td>Shepard Exposition Services</td>
</tr>
<tr>
<td>North Carolina A&amp;T</td>
<td>$ 6,820</td>
<td>Stanley &amp; Dorothy Frank Family Foundation</td>
</tr>
<tr>
<td>Penn State University</td>
<td>$10,000</td>
<td>Perdue Farms</td>
</tr>
<tr>
<td>Purdue University, Ind.</td>
<td>$ 7,000</td>
<td>Jay Houchin Family</td>
</tr>
<tr>
<td>Sam Houston State University, Texas</td>
<td>$ 7,000</td>
<td>Jerry and Cherie Moye</td>
</tr>
<tr>
<td>Southern Arkansas University</td>
<td>$ 7,000</td>
<td>George’s, Inc.</td>
</tr>
<tr>
<td>Stephen F. Austin State University, Texas</td>
<td>$ 7,000</td>
<td>Frost PLLC</td>
</tr>
<tr>
<td>Tennessee Technological University</td>
<td>$ 7,000</td>
<td>Hubbard Farms Charitable Foundation</td>
</tr>
<tr>
<td>University of Delaware</td>
<td>$ 7,000</td>
<td>Valley Proteins</td>
</tr>
<tr>
<td>University of Florida</td>
<td>$ 5,998</td>
<td>Claxton Poultry</td>
</tr>
<tr>
<td>University of North Georgia</td>
<td>$ 7,000</td>
<td>Leland Bagwell Education and Innovation Fund</td>
</tr>
<tr>
<td>University of Illinois Urbana</td>
<td>$ 6,000</td>
<td>Koch Foods</td>
</tr>
<tr>
<td>University of Tennessee</td>
<td>$ 7,000</td>
<td>Centurion Poultry</td>
</tr>
<tr>
<td>University of Tennessee - Martin</td>
<td>$ 5,125</td>
<td>Pilgrim’s</td>
</tr>
<tr>
<td>Wallace State Community College, Ala.</td>
<td>$ 6,720</td>
<td>Peco Foods</td>
</tr>
<tr>
<td>Wayne Community College, N.C.</td>
<td>$ 2,189</td>
<td>Prestige Farms</td>
</tr>
<tr>
<td>Wilkes Community College, N.C.</td>
<td>$ 7,000</td>
<td>Case Farms</td>
</tr>
</tbody>
</table>
USPOULTRY Announces Young Leader “20 under 30” Program

USPOULTRY is announcing a new Young Leader 20 under 30 Program, targeting young professionals who may not have an opportunity to attend USPOULTRY seminars. USPOULTRY wants to recognize professional leadership qualities and to provide access to the world’s largest and most active poultry organization. The program provides education to further training in the poultry and egg industry and will expose the recipients to the latest information and technology used in the industry.

Selected applicants will receive a complimentary registration to one USPOULTRY seminar program for the 2020 year. Additionally, the program will provide two complimentary nights of lodging.

To be considered for USPOULTRY’s Young Leader “20 under 30” program, applicants must submit their application by Friday, Jan. 3, 2020, and must be employed by an active member of USPOULTRY. No more than two applicants from a single member organization may be nominated. A panel of industry professionals will review the applications, and recipients will be notified of the panel’s decision by Jan. 10, 2020. The application and further details about the program can be found at http://www.uspoultry.org/20under30.