Hinton, Chairman of USPOULTRY

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2020 IPPE Has Great Turnout

The All Feather Association serving the industry through education, research, communication and technical assistance.
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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
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What A Difference A Year Makes!

To flip the famous Charles Dickens’ quote on its head:

*It was the worst of times; it was the best of times.*

A year ago, we were wrapping up the 2019 IPPE in mid-February. As many will recall, we were pushed back a few weeks because Atlanta hosted the Super Bowl, and we had lost a significant number of docks due to construction (the new BC building). It was, from a trade show perspective, “the worst of times.” Nonetheless, all parties involved, but our exhibitors first and foremost, pulled IPPE 2019 through to conclude as a successful event. Still, as regular readers of this column know, our feelings at USPOULTRY were “Thank goodness that’s over!”

Fast forward 49 weeks. Nath Morris and I were standing in B Hall on Tuesday, Jan. 21, seven days prior to opening the 2020 edition of IPPE. All the booths were already “taped” to show their dimensions, and essentially all the electrical was roughed in. The A Hall was about in the same shape. In other words, we were more than 48 hours ahead of the prior year! Plus, we could truly see the vastness of the new BC Hall, and how, in real life, rather than on paper, it unified B and C Halls. Amongst other things, we finally had space for a real, on the floor, food court in the new BC Hall, as well as in A Hall. The food service provider for GWCC, Levy, designed and executed a great plan to fulfill this long-time need. So, in contrast to the year earlier, “it was the best of times.”

I’m grateful for the outstanding efforts of our staff, partners, service providers, GWCC, ACVB, the Atlanta hotel community, and most importantly, our exhibitors and attendees, for making the 2020 IPPE a success. We look forward to IPPE 2021, next Jan. 26-28.

*John Starkey, PE  
President  
jstarkey@uspoultry.org*
Hinton, Chairman of USPOULTRY

Greg Hinton, vice president of sales, Rose Acre Farms, Seymour, Indiana, was elected chairman of the board of directors of the U.S. Poultry & Egg Association (USPOULTRY). The board meeting was held during the International Poultry Expo, part of the 2020 International Production & Processing Expo (IPPE). He previously served as vice chairman. Hinton was presented with the time-honored “working man’s gavel” by John Prestage, 2019 chairman.

A native of Indiana, Hinton attended Indiana University and Purdue University. He has served the poultry industry in various capacities on boards and committees, including the Indiana State Egg Board, USA Poultry & Egg Export Council, International Egg Commission, United Egg Producers, Indiana Farm Bureau and the American Farm Bureau. Hinton serves on the Executive Committee and Long-Range Planning Committee for Rose Acre Farms and has been with the company for 40 years.

Vice Chairman
Mike Levingood, Perdue Foods, Salisbury, Maryland, was named vice chairman. Levingood is a graduate of Penn State University where he obtained a BBA in Agriculture Business Management. He has served the poultry industry in various capacities, including past chairman of the National Chicken Council Growout Committee. He joined Perdue in 1984, where he has held a variety of senior level positions. He is currently vice president, Chief Animal Care Officer and Farmer Relationship Advocate, for Perdue Foods.

Treasurer
Mikell Fries, Claxton Poultry, Claxton, Georgia, was named treasurer. Fries is a graduate of Georgia Southern University where he obtained a degree in business management. Before assuming Claxton’s head operational role, he spent several years in senior positions overseeing sales and marketing. He has served the poultry industry in various capacities, including serving on the board of directors for the Georgia Poultry Federation and Norman W. Fries, Inc. He is currently president for Claxton Poultry.

Secretary
Jarod Morrison, Farbest Foods, Huntingburg, Indiana, was named secretary. Morrison received his BS in Finance from the University of Southern Indiana and his MBA from Purdue University. Before joining Farbest Foods, he was senior director of finance and accounting with Masterbrand Cabinets and finance manager with GE Plastics. He is currently chief financial officer for Farbest Foods where he leads all aspects of finance, accounting and IT for Farbest Foods, Farbest Farms and JFS Milling.

Immediate Past Chairman
John Prestage, senior vice president, Prestage Farms, Clinton, N.C., is immediate past chairman. A native of North Carolina, Prestage graduated with a BS in Animal Science from North Carolina State University. He has served the poultry industry in various capacities on boards and committees, including the North Carolina Poultry Federation and the National Turkey Federation. Active in his community, he serves on local school and college foundation boards. He has been with Prestage Farms since the company’s inception in 1983.

The 2020 U.S. Poultry & Egg Association Board of Directors (seated from left): Susan Pitsenbarger, Mountaire Farms, Millsboro, DE; Paul Hill, West Liberty Foods, Ellsworth, IA; Kevin McDaniel, Wayne Farms, Oakwood, GA; Tom Hensley, Fieldale Farms, Baldwin, GA; Bob “Pic” Billingsley, Sanders Farms, Laurel, MS; John Prestage, Prestage Farms, Clinton, NC, immediate past chairman; Greg Hinton, Rose Acre Farms, Seymour, IN, chairman; Mike Levingood, Perdue, Salisbury, MD, vice chairman; Mikell Fries, Claxton Poultry Farms, Claxton, GA, treasurer; Jarod Morrison, Farbest Foods, Huntingburg, IN, secretary; Randy Stroud, Pilgrim’s, Greeley, CO; Lance Buckert, Koch Foods, Park Ridge, IL; Tom Frost, DSM Nutritional Products, Lilburn, GA; and Alice Johnson, Butterball, Garner, NC. (Standing from left): Drew McGee, Simmons Foods, Siloam Springs, AR; Ben Harrison, Amick Farms, Batesburg-Leesville, SC; David Latham, L & R Farms, Pendergrass, GA; Tim Maupin, Cargill, Wichita, KS; Jay Wilson, Sealed Air, Elmwood Park, NJ; Jerry Moye, Hendrix Genetics, Ontario, Canada; William Rehm, Daybreak Foods, Lake Mills, WI; Dan Huber, Foster Farms, Livingston, CA; and Kevin Phillips, Case Farms, Troutman, NC. (Not shown): Bernie Adcock, Tyson Foods, Springdale, AR; Brian Barrett, Feather Crest Farms, Bryan, TX; Jonathan Cade, Hy-Line International, Des Moines, IA; Bob Krouse, MPS Egg Farms, Mentone, IN; and Sherman Miller, Cal-Maine Foods, Jackson, MS.
USPOULTRY Recognizes Mark Waller as Workhorse of the Year

Mark Waller, sales and processing director for Ingram Farms, was named USPOULTRY's Workhorse of the Year during the International Poultry Expo, part of the 2020 IPPE. The poultry industry's most prestigious annual honor is awarded in recognition of dedicated service and valuable leadership given to the Association and poultry industry.

Waller was “collared” with the long-established horse collar by 2019 Workhorse of the Year recipient, Mike Robach, retired vice president, Corporate Food Safety, Quality & Regulatory for Cargill. He was also presented with a commemorative plaque.

“We are honored to recognize Mark with this special award and acknowledge his many contributions to the poultry industry. We are deeply appreciative of his efforts on behalf of the Association, the USPOULTRY Foundation and the industry,” remarked John Prestage, Prestage Farms, and outgoing USPOULTRY chairman.

Waller is a graduate of Mississippi State University where he received his Bachelor of Science in Poultry Science. Prior to joining Ingram Farms in 1998, he was with Tyson Foods for 19 years where he served as processing plant manager and complex manager.

Throughout his time in the poultry industry, Mark has been active in USPOULTRY, Arkansas Poultry Federation and the Alabama Poultry & Egg Association. He is a past chairman of USPOULTRY and has served on the board of directors since 2005. He served on the executive committee of the Alabama Poultry & Egg Association from 1995 to 2000 and was president from 1998 to 1999. He also served on the executive committee of the Alabama Feed & Grain Association, where he chaired several committees and was instrumental in setting up the financial Association scholarship investment portfolio.

Dr. Garcia Receives 2020 Dr. Charles Beard Research Excellence Award

USPOULTRY and the USPOULTRY Foundation are proud to recognize Dr. Maricarmen Garcia as the 2020 recipient of the annual Dr. Charles Beard Research Excellence Award. Dr. Garcia is a professor in the Department of Population Health at the University of Georgia Poultry Diagnostic and Research Center. The award is named in honor of Dr. Charles Beard, former director of the Southeast Poultry Research Laboratory and former vice president of research at USPOULTRY.

The USPOULTRY Foundation Research Advisory Committee selected Dr. Garcia for this award based on her exceptional research on infectious laryngotracheitis virus (ILT), avian mycoplasmas and retroviruses. Dr. Garcia has received five grants on ILTV since 2000. She used the research funding to develop a genotyping system for ILTV, to evaluate the use of recombinant ILTV vaccine, and to study the epidemiology of ILTV. She received three additional grants that were utilized to develop a system for subtyping pathogenic mycoplasmas that led to the development of a national library of avian mycoplasmas. Another grant from USPOULTRY made it possible for Dr. Garcia to develop an improved RT-PCR for avian leukosis virus subgroup J.

“Dr. Maricarmen Garcia is most deserving of this award. The advancements that she has made through her research have provided invaluable knowledge and resources for the poultry industry,” remarked Dr. John Glisson, former vice president for research programs for USPOULTRY.

Dr. Garcia received a BS degree from the University of Puerto Rico and her MS and PhD degrees from the University of Georgia. She joined the faculty at the University of Georgia in 1997.

The goal of the Dr. Charles Beard Research Excellence Award is to recognize outstanding completed research projects, funded by USPOULTRY or the USPOULTRY Foundation, which have made a significant positive impact on the poultry industry. As the recipient of the award, Dr. Garcia received a $1,500 cash prize.

USPOULTRY Recognizes Mark Waller as Workhorse of the Year

From left: John Starkey, Mike Robach, Mark Waller and John Prestage

John Prestage and Dr. Maricarmen Garcia

Dr. Garcia Receives 2020 Dr. Charles Beard Research Excellence Award

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“The U.S. Poultry & Egg Association has been very supportive of my research over the years, and I am extremely appreciative for the research grants that I have been given. Without the Association’s backing, researchers like me would not be able to conduct some of the vital and essential studies needed throughout the poultry industry,” commented Dr. Garcia.

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Six Industry Leaders Receive USPOULTRY Lamplighter Award

USPOULTRY presented the organization's annual Lamplighter Award to six individuals at the International Poultry Expo, part of the 2020 IPPE. The award pays tribute to individuals for “sustained and exemplary service” to the poultry and egg industry. The recipients are as follows.

**Mark Hickman, Peco Foods**
Hickman is president and CEO of Peco Foods and has served on the USPOULTRY board of directors for seven years. His early years were spent working with his grandfather and father in various segments of the family-owned company including finance, human resources, processing and marketing. He was named vice president in 1987 and was elected to his current position in 2002.

Hickman is active in the poultry industry on a national and international level. In addition to USPOULTRY, he serves on the National Chicken Council (NCC) board of directors and is a past NCC chairman. He is also a member of the USA Poultry & Egg Export Council’s International Poultry Development Program Board and is secretary/treasurer of their Executive Management Committee.

**Dr. Annette Jones, California Department of Food and Agriculture**
Jones is the director/state veterinarian for the California Department of Food and Agriculture. Jones graduated from U.C. Davis with a degree in economics and worked as a business manager for a defense contractor and an engineering firm for the first eight years of her career, after which she returned to the U.C. Davis School of Veterinary Medicine, where she obtained her D.V.M. She practiced as a private veterinarian for three years before joining the California Department of Food and Agriculture in 2001. Jones was appointed director of Animal Health and Food Safety Services in 2004, overseeing 285 employees engaged in programs for animal health, milk and dairy food safety, meat and poultry inspection, and livestock identification.

In addition to continuing to perform as director, in September of 2010, Jones was appointed state veterinarian, the position ultimately responsible for the state’s veterinary authority on animal health and food safety related to livestock and poultry. Jones has been critical to the California poultry industry in dealing with the recent virulent Newcastle disease outbreak.

**Dr. Eric Gonder, Butterball / Goldsboro Milling Company**
Gonder is a second-generation turkey producer and has been a senior veterinarian with Butterball / Goldsboro Milling Company for more than 30 years. He is responsible for bird health and welfare as well as disaster response. He is also an adjunct professor for the College of Veterinary Medicine and occasional lecturer for the Prestage Department of Poultry Science at North Carolina State University.

Gonder received his D.V.M. from Iowa State University, MS in Avian Microbiology from the University of Minnesota, and PhD in Pathology / Poultry Science from North Carolina State University. He is a member of the American College of Poultry Veterinarians, and a PAACO auditor and PHQA Trainer. Gonder has participated on several committees and organizations over the years, including being active in the National Poultry Improvement Plan (NPIP) and serving as chair of the General Conference Committee for three years, serving as chair of the Turkey Health & Welfare Committee for the National Turkey Federation, as well as working with the American Association of Avian Pathologists, Association of Veterinarians in Turkey Production, United States Animal Health Association and Poultry Science Association, among others.

**John Prestage and Dr. Gonder**
Lamplighter Awards (cont’d)

Dr. Sue Lamont, Iowa State University
Lamont is a C.F. Curtiss Distinguished Professor in the Department of Animal Science at Iowa State University, where she has been on the faculty since 1983. She recently served as the interim director of the Egg Industry Center.

Lamont has received numerous awards, including the Helene Cecil Leadership Award, the Embrex-Pfizer Fundamental Science Award, the Merck Award for Achievement from the Poultry Science Association and the Midwest Poultry Consortium Outstanding Service Award. She is an elected Fellow of three professional societies: the Poultry Science Association, the International Society of Animal Genetics and the American Association for the Advancement of Science.

Joel Newman, formerly with the American Feed Industry Association
Newman is the former president, CEO and corporate treasurer of the American Feed Industry Association (AFIA). He also formerly served as the president of the Institute for Feed Education and Research, AFIA’s public charity, and represented AFIA on international issues, including serving as chairman and on the International Feed Industry Federation’s board of directors.

Newman holds a master’s degree in finance and marketing from Syracuse University and a bachelor’s degree in animal science from West Virginia University. Prior to joining AFIA, he held executive-level positions with United Cooperative Farmers, Maple Leaf Foods and Agway.

While at AFIA, Newman oversaw the integration of AFIA’s trade show, the International Feed Expo (IFE), with USPOULTRY’s International Poultry Expo (IPE). He was also closely involved with the integration of the North American Meat Institute’s trade show into IPE/IFE, forming IPPE.

Terry Wehrkamp, Cooper Farms
Wehrkamp is the director of live production for Cooper Farms and has been a member of the Cooper Farms team since 1985. He oversees the birth to market production of turkeys and hogs, in addition to overseeing the Feed and Animal Division in Fort Recovery, Ohio.

Wehrkamp was awarded The Ohio State University College of Food and Agricultural Education Distinguished Alumni Award in 2010 and The Ohio State University Ag Hall of Fame in 2016. He is an active member of his community and has several professional affiliations, including serving on the board of directors for the Paulding County Carnegie Library, Paulding County Area Foundation, Ohio Poultry Association, Animal Agriculture Alliance and the Midwest Poultry Consortium. He has also served with The Ohio State University Alumni, 4-H, Farm Bureau and The Ohio State Extension Advisory Committee.

“We value the commitment and support of this year’s Lamplighter Award recipients. They have enthusiastically dedicated themselves to contributing to the poultry industry, and we sincerely appreciate their service to the industry,” said John Prestage, Prestage Farms, and 2019 USPOULTRY chairman.
Seminar Committee Receives USPOULTRY Lamplighter Award

Three members of USPOULTRY’s Feed Mill Management Seminar planning committee received the organization’s Lamplighter Award during the 2020 International Poultry Expo, part of the International Production & Processing Expo. It is a different approach to the annual Lamplighter Award in recognizing a group of individuals - members of the Feed Mill Management Seminar planning committee - with continued personal involvement for nearly two decades. The Lamplighter Award is presented for “sustained and exemplary service” to the poultry and egg industry.

“We are pleased to recognize their enduring service in one of our longest-running and most popular industry seminars. These individuals represent a legacy of service of many more who have made significant contributions to the seminar over the years and to whom we are also grateful,” said John Prestage, Prestage Farms, and outgoing USPOULTRY chairman, while making the presentations.

The recipients are as follows.

**Frank Garczynski, Koch Foods** – Frank is a graduate of Michigan Technology University where he received his BS in Engineering Administration. He began his career with Cargill, operating both commercial and integrated operations. He has also worked with OK Foods, Peco Foods, Choctaw Maid Farms and Zacky Farms, as well as operating his Feed Mill Improvement Consulting Service. He currently serves as mill manager for Koch Foods Feed Mill in Morton, Mississippi, which received the American Feed Industry Association’s “Feed Facility of the Year” award for 2018 and 2019.

**Larry Hooper, Cobb-Vantress** – Larry received his BS in agricultural business from Middle Tennessee State University. He started his career as an extension agent with the University of Georgia and then a feed mill manager for Tyson Foods. For 21 years, he served as feed mill manager for Perdue Farms in Livermore, Kentucky. He is currently senior feed mill manager for Cobb-Vantress in Kinards, S.C.

**Richard Obermeyer, Aviagen** – Richard is a graduate of Northwest Florida State College where he received an associate degree in business administration. He began his career with Showell Farms, now Perdue Farms, as a feed mill manager. He is currently director of feed production for Aviagen, responsible for overseeing the production of bio-secure feed for all of Aviagen’s North American operations.

All three have been enthusiastic supporters of USPOULTRY programs, having planned, spoken or presided at the Feed Mill Management Seminar.

Pictured from left: John Prestage, 2019 USPOULTRY chairman; Frank Garczynski, Larry Hooper; Richard Obermeyer; and John Starkey, president of USPOULTRY
2020 IPPE Has Great Turnout, Approaching 32,000 Registrants and 1,376 Exhibitors

“We are excited about the energy displayed by this year’s attendees and exhibitors. The expanded trade show floor, including the new BC-Hall, and attendee and exhibitor numbers continue to complement IPPE's unparalleled education sessions, invaluable networking opportunities and extensive exhibits showcasing the latest innovative technology, equipment and services for our industries,” remarked the three organizations.

The large trade show floor remained the central attraction. Exhibitors displayed the most current technology in equipment, supplies and services used by industry companies in the production and processing of meat, poultry, eggs and animal food products. Numerous companies showcased their new products at IPPE, with all phases of the animal food, meat and poultry industries represented, from live production and processing to further processing and packaging. And the new BC-Hall was part of more than 600,000 square feet of space for networking and attendee activities, including the Fuel Market Food Court, Poultry Museum and activities at the Event Zone.

The comprehensive education program schedule complemented the exhibits by informing industry management about the newest issues affecting the industries. The 2020 line-up included more than 200 hours of education sessions, ranging from meat and poultry quality, to biosecurity as it pertains to foreign animal disease, to processing for antibiotic-free production.

Other featured events included the International Poultry Scientific Forum, the Latin American Poultry Summit, Beef 101 and Pork 101 Workshops, Pet Food Conference, TECHTalks program and publisher-sponsored programs, all of which made IPPE the place to be in 2020.
USPOULTRY recognized six companies that have been exhibiting for 50 or more years at the International Poultry Expo (IPE), part of the 2020 IPPE.

Hantover, Inc. was recognized for 60 years of exhibiting at IPE. American Coolair Corporation and DSM Nutritional Products were recognized for 55 years of exhibiting. Dawe’s Laboratories, Diversified Agriculture and Kemin Animal Nutrition & Health were recognized for 50 years of exhibiting.

“Your continued support of the International Poultry Expo has allowed the poultry industry to grow and advance as we continue to invest show revenues back into the industry. We sincerely appreciate and thank you for your continued support,” commented Greg Hinton, Rose Acre Farms, Seymour, Indiana, and newly elected USPOULTRY chairman.
IPPE Donates $45,000 to Atlanta Community Food Bank

As part of the effort to fight hunger, the 2020 IPPE raised $45,000 for the Atlanta Community Food Bank through its ‘Giving Back to Atlanta’ campaign. The initial $32,875 check presentation included contributions from IPPE, Hawkins Inc., Heron Innovators, Evonik, Cra-Vac, Frontmatec, American Holt, Kuhl Corporation, Vencomatic, WATT Global Media, Alithya, FANUC America Corporation, Tref and various exhibitors, with an additional $7,474 provided by numerous individual donations.

“We are thankful for the continued support that IPPE and its attendees and exhibitors have given the Atlanta Community Food Bank. Contributions from these valued partners will help provide more than 160,000 meals to families in metro Atlanta and North Georgia, where one in four children face food insecurity each day,” said Ben Burgess, corporate relations manager, Atlanta Community Food Bank.

“We would like to express our sincere appreciation to the exhibitors and attendees who donated to the ‘Giving Back to Atlanta’ campaign. Your contributions will make a difference in fighting hunger in Atlanta,” said IPPE show organizers.

The feed, meat and poultry industries continue to work together to provide healthy and safe food products. Production and efficiency levels and genetic advancements have made substantial expansions in the past decade alone. However, many individuals still suffer from hunger. One in seven Americans, and an estimated 755,000 people in metro Atlanta, rely on food pantries and meal service programs to feed their families each year.
USPOULTRY Recognizes Family Farm Environmental Excellence Award Finalists and Winners

USPOULTRY recognized twelve poultry farms that were nominated for the annual Family Farm Environmental Excellence Award at the International Poultry Expo, part of the 2020 International Production & Processing Expo. The award is given annually to recognize exemplary environmental stewardship by family farmers engaged in poultry and egg production.

“It is a privilege to recognize these twelve family farms for the excellent job they do in being good stewards of their land. Our industry could not continue to function and thrive without taking proper care of our natural resources. These six winners and six finalists are to be commended for their efforts,” said Greg Hinton, Rose Acre Farms, Seymour, Indiana, and newly elected USPOULTRY chairman.

Applicants were rated in several categories, including dry litter management, nutrient management planning, community involvement, wildlife enhancement techniques, innovative nutrient management techniques and participation in education or outreach programs. In selecting the national winners and finalists, applications were reviewed and farm visits conducted by a team of environmental professionals from universities, regulatory agencies and poultry associations.

The winners were chosen from five geographical regions throughout the United States. In addition, a new State Poultry Association nomination was added this year. The winners are as follows.

**State Poultry Association Nomination winner** – M&C Anderson Pullets, Sioux Rapids, Iowa
Marvin and Colleen “Coke” Anderson, nominated by the Iowa Poultry Association

**North Region winner** – Michael & Heather Lewis, Mount Joy, Pennsylvania
Michael and Heather Lewis, nominated by Tyson Foods

**Northeast Region winner** – Lambertson Family Farms, Pocomoke, Maryland
Wayne, Jason and Logan Lambertson, nominated by Tyson Foods

**South Central Region winner** – Mishler Turkey Farm, Seymour, Missouri
John and Carla Mishler, nominated by Cargill

**Southeast Region winner** – Blake Farms of North Carolina, LLC, North Wilkesboro, N.C.
Chad Blake, nominated by Tyson Foods

**Southwest Region winner** – C3 Farms & Poultry, LLC, Caldwell, Texas
Jamie and Sherri Chmelar; Boelden and Leann Chmelar, and Natalie Chmelar Zgabay, nominated by Sanderson Farms

There were also six finalists recognized at the award presentation. They are as follows.

**State Poultry Association Nomination finalist** – Gray Poultry Company, Union City, Tennessee
Matthew and Colby Gray, nominated by the Tennessee Poultry Association

**North Region finalist** – Stephen Purlee Farm, Salem, Indiana
Stephen Purlee, nominated by Tyson Foods

**Northeast Region finalist** – Twin Maples Farm, LLC, Ridgely, Maryland
David and Spring Tribbett, nominated by Amick Farms

**South Central Region finalist** – Dalen Bell Farm, Tuscumbia, Missouri
Dalen Bell, nominated by Cargill

**Southeast Region finalist** – Hillcrest Farm, Hanceville, Alabama
Mike and Karen Hill, nominated by Tyson Foods

**Southwest Region finalist** – R&T Farm, Mulberry, Arkansas
Terry and Robin Fisher, nominated by Cargill
USPOULTRY and the USPOULTRY Foundation Sponsor $200,000 for FFAR-Funded Research That Benefits the Poultry Industry

USPOULTRY and the USPOULTRY Foundation are announcing $200,000 in sponsorship funding for two poultry research projects to benefit the U.S. poultry industry. The sponsorship is in partnership with the Foundation for Food and Agriculture Research (FFAR) and will leverage research dollars for two projects that improve poultry welfare and efficiency. The funds are being matched by FFAR for a total $400,000 investment.

The first research project, the SMART Broiler Research Initiative, is a collaboration research program supported by FFAR and McDonald’s that is developing automated broiler welfare monitoring technologies for commercial poultry farms. These technologies may also be applicable to the turkey industry. Existing methods for assessing animal welfare rely on human observation and subjective scoring. This initiative will identify automated solutions to provide objective and comprehensive information about poultry welfare across the supply chain.

The second research project, the Egg-Tech Prize, is a FFAR and Open Philanthropy initiative that is developing new technologies for accurate, high-speed and early stage in ovo sex determination of layer chicks. Only female chicks are used for producing layer hens; male chicks do not lay eggs and are unsuitable for consumption. The Egg-Tech Prize incentivizes companies and individuals to develop a technology that accurately determines the sex of an egg before it hatches and allows hatcheries to divert male eggs to the food or animal-feed supply chains or use them in vaccine production. This would solve the issue of male chick culling and improve the sustainability of egg production worldwide.

The six winners of Egg-Tech Prize Phase I were announced by FFAR last November. The winner of the $4.5 million Egg-Tech Prize will be announced in 2021.

“We are pleased to have the opportunity to actively collaborate with FFAR as a platinum sponsor for both of these projects. We anticipate that these innovative, unique and cutting-edge technologies will allow the poultry industry to further enhance producer viability, ensure animal wellbeing and meet the changing needs of the industry,” said John Prestage, Prestage Farms, and 2019 USPOULTRY chairman.

“The Egg-Tech Prize and SMART Broiler are both cutting-edge research initiatives that seek to address global animal welfare concerns and revolutionize on-farm practices while enhancing production,” said FFAR’s Executive Director Dr. Sally Rockey. “We are thrilled to partner with the U.S. Poultry & Egg Association to fund research that benefits the U.S. poultry industry and U.S. consumers.”

John Prestage (right), Prestage Farms, and 2019 USPOULTRY chairman, presenting the Egg Tech Prize $100,000 check to Dr. Tim Kurt, scientific program director for FFAR

Prestage presenting the SMART Broiler Research Initiative $100,000 check to Dr. Tim Kurt
Bill Lovette, Keynote Speaker at USPOULTRY Foundation Executive Luncheon

Bill Lovette, chairman of Sauer Brands, Inc. and Joseph James Capital Partners LLC and retired president and CEO of Pilgrim's Pride, was the keynote speaker at the USPOULTRY Foundation Executive Luncheon, held during the 2020 IPPE. Lovette is former chairman of USPOULTRY and its Foundation, as well as the National Chicken Council.

During his presentation on “Musings from a Has-Been,” Lovette stated that the modern poultry industry was built by families and, therefore, has always reflected family values and integrity. He said, “never lose that.”

Lovette went on to discuss the number of family farms today versus in the 1980s and provided information on the current resources used by the industry, remarking that it takes 75% fewer resources today to produce the same amount of chicken than it did in 1965, including 72% less farmland, 58% less water and 39% less fossil fuel. He further touched on the industry’s effort to reduce injury and illness incidence rates in poultry processing that now matches manufacturing, as well as, discussed the reduction, well below USDA standards, in Salmonella prevalence on standard whole broiler carcasses and chicken parts. Lovette continued by outlining the poultry industry’s economic impact in the United States, observing that companies involved in the production and processing of poultry provide 1,984,784 million jobs that pay $109 billion in wages to families throughout the country and generate $495.1 billion in annual economic impact and $38.5 billion in taxes.

Lovette also remarked that the poultry industry has a daunting challenge – us! He said we tend to focus on the scientific aspects of a situation, as in ‘show me the science,’ while our detractors concentrate on emotions and other aspects of human nature. He stressed that transparency and trust are of utmost importance.

Lovette concluded his presentation by remarking on the need to attract young talent for a sustainable future. He discussed the six remaining universities with poultry science departments, as well as the long-term student recruitment funding provided by the USPOULTRY Foundation to attract young talent into the poultry industry. He remarked that we certainly need many disciplines in our industry and that we must retain an adequate core of poultry scientists to continue to work symbiotically with the industry on our path of continuous improvement.
Ergonomic Improvements in the Poultry Industry Highlighted at the 2020 IPPE

Hammock provided a 35-year overview of ergonomic progress in the poultry industry, highlighting the Medical Ergonomics Training (MET) Program; Joint Poultry Industry and Health Committee; Georgia Tech Research Institute collaboration; development of guidelines for poultry processing for the prevention of musculoskeletal disorders with the Occupational Safety and Health Administration’s (OSHA) assistance; and the recent OSHA alliance. Hammock also elaborated on key ergonomic technological advancements, including adjustable workstations, powered knives and scissors, ergonomically designed knives, auto-deboning machines and wearable devices.

Brock Anderson, CEO and principal consultant for Ergo-ology, discussed how to build an ergonomics program. He stated that a holistic ergonomics program has several components, including recognizing existing and potential problems; assessing ergonomic jobs with potential problems; correcting and preventing ergonomic problems; medical management; ergonomic training and skill development, organization and management of the program; and ergonomics results. Anderson also reviewed four phases for improvement, comprised of discover, construct, integrate and adjust.

In his presentation on “Smart Wearables and Big Data to Prevent Injuries in Food Processing,” Dr. Jason Guss, CEO of Iterate Labs, stated that work-related, musculoskeletal injuries to the upper extremities cost U.S. industrial companies $15 billion every year. He noted that the future of ergonomics is to have continuous monitoring to predict injuries before they occur. Guss mentioned that with current safety methods, musculoskeletal injuries have decreased, especially in the upper extremities and the backs of workers. This reduction in injuries is a result of sensors that monitor the external and internal environment, continually collecting data.
Broiler and Layer Production, Processing Issues
Focus of 2020 Latin American Poultry Summit

“During the growing stage of the bird, every effort must be made to provide a quality feed. It is an investment for the future,” remarked Dr. Fernando Navarro, commercial technical assistant for Hy-Line International, during his presentation on “Improving Egg Shell Quality in Layers,” at the la Cumbre Avícola Latinoamericana (Latin American Poultry Summit) program held during the 2020 IPPE. Navarro emphasized that obtaining “good egg quality in layers is related to the growing performance of the hens.” He observed that it is very important to achieve the maximum weight of the bird in the growth stage. He also stressed the importance of water quality, recommending that chemical and physical water analysis be conducted at least twice a year.

As part of his presentation on “Efficiency Improvements in the United States That are Applicable to Latin America,” Juanfra DeVillena, director of quality assurance and food safety for Wayne Farms LLC, discussed the differences between the National Poultry Inspection System and traditional system for processing plants. He also reviewed different stunning systems, as well as other areas of U.S. poultry processing improvements that are applicable to Latin America.

Dr. Luis Gomez, senior director of Global Technical Services in Intestine Health at Phibro Animal Health Corporation, discussed gut health maintenance in antibiotic-free production. He noted that when producing no antibiotic ever (NAE) broilers, it is very important to diminish the bacteria challenge by having a good cleaning and disinfection plan, sanitized water and minimal stress conditions in the birds. He further emphasized that probiotics are very good at controlling coccidiosis, and prebiotics are also good depending on the time of usage.

Dr. Dianna Bourassa, assistant professor and extension specialist at Auburn University, provided information on stunning best management practices. She discussed three stunning options, focusing mainly on the differences between electrical water bath and controlled atmosphere stunning. Bourassa remarked that “regardless of which type of stunning is used, electrical or controlled atmosphere, when properly monitored, maintained and operated, each system is effective and humane for the slaughter of poultry.”
Advancements in Industry Sustainability Programs Highlighted during the Animal Agriculture Sustainability Summit

“The efficiency and the way we produce animal protein in the United States is far better than the way many other countries do it. Everything comes down to transparency and the need to prove we are doing the right thing,” said Constance Cullman, president and CEO of the American Feed Industry Association, during the Animal Agriculture Sustainability Summit held at the 2020 IPPE. Sponsored by USPOULTRY, along with the American Feed Industry Association (AFIA) and the North American Meat Institute (NAMI), the program focused on advancements in industry sustainability programs.

Cullman reviewed AFIA’s Sustainability Initiative and remarked that “AFIA wants to understand the community through surveys, let people have access to reliable feed databases and be able to communicate accurate information.” She also discussed AFIA’s new database launch, GFLI, a global metric for sustainable feed, as well as other AFIA sustainability initiatives.

Eric Mittenthal, vice president of sustainability for the North American Meat Institute, remarked that consumers want to support companies and products that can be solutions to worldwide concerns, such as climate change, animal welfare and human rights. They also want transparency from companies that commit to providing solutions to address their concerns and an honest, open discussion on how to achieve social good.

Mittenthal commented, “The goal of NAMI is to earn trust through a commitment to continuous improvement that demonstrates shared values. This challenge has moved NAMI from being member-focused to member-led and consumer-focused.”

He reviewed NAMI’s outlook, saying, “NAMI is looking ahead to 2030. The organization is taking into consideration that consumers are concerned about animal protein production and consumption and believe the entire animal protein value should be aligned with their values and be an important part of a socially responsible and healthy diet. NAMI looks forward to having the animal protein sector successfully co-exist with those who oppose animal protein today.”

Ryan Bennett, executive director of the Poultry & Egg Sustainability and Welfare Foundation, provided an update on the poultry and egg multi-stakeholder value chain’s welfare and sustainability program development efforts. He was joined by Jack Scott, vice president of sustainability and responsible sourcing for Nestle USA and Nestle Purina Petcare, and a member of the board of directors of the U.S. Roundtable for Sustainable Poultry & Eggs, and Dr. Kate Barger-Weathers, director of world animal welfare for Cobb-Vantress, and chair of the board of directors of the International Poultry Welfare Alliance.

In his presentation on sustainable farming, Frank Mitloehner, Ph.D., professor and cooperative extension air quality specialist at the University of California – Davis, discussed the greenhouse gas effect as related to sustainable farming, food waste, and the International Consumer Attitude Study that sorts consumers into four categories. The food buyer represents 95% of consumers who buy based on taste, cost and nutrition. The lifestyle buyer represents 4% and seeks gourmet, local and organic products. The remaining 1% are known as fringe buyers who promote restrictions and food bans and vegans who advocate for plant-based alternatives and climate change.

“The vast majority of people like milk, eggs and bacon, and the 99% is not going to listen to the 1%. But we should focus on people that believe in what we do. We are good stewards of the land, of the animals and of people. This is called sustainability,” said Mitloehner. He went on to remark that “we need to communicate the sustainability efforts of the industry to our audiences, and we need to engage in the academic sector to let people know how food is produced.”
Market Trends and Challenges Featured during the Poultry Market Intelligence Forum

“Today, the notion of climate friendly diets’ is gaining substantial traction, especially among youth. It is a brilliant opportunity to position chicken and eggs as being tasty, convenient, climate-friendly, nutritious and affordable,” remarked Dr. David Hughes, professor at the Imperial College of London, during the Poultry Market Intelligence Forum held at the 2020 IPPE.

In his presentation on “Global Consumer Trends: Implications for the Poultry & Egg Industry Worldwide,” Hughes mentioned that poultry and eggs are the fastest growing protein markets, predicting that during the first two decades of this century, there will be a 40% growth in protein consumption. Under the ‘protein umbrella,’ he emphasized plant-based protein as the largest category and remarked that “nontraditional” protein will have spectacular growth, while meat, eggs and dairy are in a healthy growing condition.

Dr. Paul Aho, economist and consultant at Poultry Perspective, discussed domestic and global drivers for 2020, including the gap in Chinese pork production. Aho remarked that “chicken meat will try to cover the lack of pork protein but will not be successful. This will increase the price of protein worldwide.” He predicted that China’s chicken production will not rise.

Aho reviewed several drivers, including a shortage of small chicken breasts for sandwiches in U.S. production; wings at a similar price as last year; China may not purchase more agriculture goods; soybean stock will go up in 2021; the consumption of eggs per capita is rising, and egg prices will stabilize in 2020; turkey production will be the same during the first three quarters of 2020 and will increase in the fourth quarter, while the price will continue to increase during 2020; feed prices are heading down; and greater support for the back half of the chicken in the U.S. and in China.

Mike Donohue, vice president for Agri Stats Inc., provided information on long-term trends in poultry production and marketing. He remarked that hatchability has dropped in the last two years, and the industry and genetics companies are striving to address the issue. Also, the feed conversion ratio in the U.S. broiler industry keeps getting better, and boneless breast meat yield continues to increase, due in part to the heavier weight of broilers. Donohue reviewed some of the challenges facing the poultry industry, including avian influenza, the value of leg quarters and paws, and gaining access to more export markets.
The USPOULTRY Foundation awarded a $5,998 student recruiting grant to University of Florida during the 2020 IPPE. The grant was made possible in part by an endowing Foundation gift from Claxton Poultry and was presented by Barbara Jenkins, executive director of the USPOULTRY Foundation, to Amie Imler, University of Florida.

A portion of the funds will be used to support a poultry industry study tour, a new one-credit undergraduate course. The tour will allow students to travel to poultry operations in Florida, Alabama and Georgia to see layer, broiler, fresh meat and further processing facilities. Additional funds will be used to support further education about the poultry industry among the university’s animal science students, including a visit to USPOULTRY’s College Student Career Program at the International Poultry Expo, where the students can interview for full-time careers and internship opportunities.

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 degree 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 the IPPE.

Barbara Jenkins (center, left), executive director of the USPOULTRY Foundation, presenting a $5,998 student recruiting check to Amie Imler, along with several University of Florida animal science students.
Efficient and Effective Mill Management Focus of USPOULTRY’s Feed Mill Management Seminar

Feed manufacturing is a crucial facet of poultry and egg production and processing. As feed mill management becomes more complex from year to year, new challenges arise, and costs continue to increase. USPOULTRY’s 2020 Feed Mill Management Seminar will provide attendees with practical ways to improve production efficiency at the feed mill while showcasing new feed production technology. The seminar will be held March 18-19 at the Doubletree Hotel Downtown in Nashville, Tennessee.

“As always, the program planning committee has provided this year’s attendees with a variety of interesting topics,” remarked Larry Hooper, senior feed mill manager for Cobb-Vantress, and program committee chairman. “The combined expertise of mill managers and poultry nutrition professionals allows this program to consistently offer an incredible educational opportunity for everyone in attendance.”

Program topics will include a Regulatory Update (FSMA and Inspection Results); Feed Mill Biosecurity; Grinding Equipment Innovations and Maintenance; Safety; Ladders; Antibiotics in an ABF Broiler Mill; New Innovations; Virtual Reality Feed Mill Safety Training; Dust Control; Cooling; Pelleting Steam Systems; and New Mill Start-Up.

The 2020 Feed Mill Management Seminar planning committee included Larry Hooper (program chairman), Cobb-Vantress; Frank Garcynski, Koch Foods; Richard Obermeyer, Aviagen Inc.; Darrin Poole, Sanderson Farms Inc.; Brice Pound, Claxton Poultry Farms; Phil Sisler, Perdue Farms; and Charles Starkey, Auburn University.

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

USPOULTRY Human Resources Seminar to Emphasize Community Outreach and Leadership Development

Human resources is one of the most important and complex functions of the modern poultry and egg industry. Regardless of how sophisticated equipment and machines may be, the success of a company ultimately depends on its people. Each year, USPOULTRY’s Human Resources Seminar offers insight to help HR managers stay up to date on current policies and learn how to manage and maintain the complex personnel systems of today’s modern poultry industry. This year’s seminar will be held April 20-22, at the Hilton Sandestin Golf Beach Resort & Spa in Destin, Florida.

“The Human Resources Seminar planning committee has provided this year’s attendees with a full schedule of topics, including an EEOC Update and Healthcare Costs and Management Strategies. This program offers a terrific educational opportunity for anyone in the human resources field,” remarked Judy Jochem-Nino, human resource manager for Farbest Foods Inc., and program committee chairperson.

The seminar agenda, developed by an industry committee of knowledgeable and experienced human resources professionals, will include topics, such as a Washington Update; Leadership Development; Paid Time Off/Leave/Vacation Industry Best Practices; Contract/Temp Workers; Technology Tools for On-Floor Supervision/Self Service; Community/Educational Outreach and Training; Retention/Recruiting Best Practices; Detecting Fraudulent Identification; Legal Hot Topics; and more. Part of the agenda also includes roundtable breakout discussions on various topics.


Don’t miss this valuable opportunity to learn and network. Reserve your hotel room and register now to secure your spot at this year’s seminar. To register for the Human Resources Seminar, visit www.uspoultry.org.