



# NEWS & VIEWS

U.S. POULTRY & EGG ASSOCIATION

SPRING 2011

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- **IPE/IFE: Global Marketplace**
- **Energy & Grain Prices Lead the Challenges**
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## NEWS & VIEWS

SPRING 2011

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



U.S. Poultry & Egg  
ASSOCIATION

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## P R E S I D E N T ' S   C O L U M N



**John Starkey**  
President

As you know, we just finished our 2011 International Poultry Expo and International Feed Expo with terrific results. With 903 exhibitors and close to 21,000 attendees, we experienced our highest exhibitor and attendance numbers in recent years. The excitement on the show floor was apparent, especially in light of the recent economic conditions which have affected our industry.

We are thankful to the exhibitors and attendees who participated in the 2011 IPE. It is through the support of the IPE that U.S. Poultry & Egg Association is able to serve the industry the remaining 51 weeks of the year through research, education, technical assistance, and communication.

For 2012, we have some significant changes lined up. From a survey of 2,100 respondents, we listened to our Exhibitor Advisory Committee and shifted the 2012 IPE to a TUESDAY, WEDNESDAY, THURSDAY format with the following show hours:

**2012 International Poultry Expo:**

Tuesday, January 24, 2012: 12 – 5 pm

Wednesday, January 25, 2012: 9 am – 5 pm

Thursday, January 26, 2012: 9 am – 3 pm

We have designated the week of the Expo as “IPE Week,” with an emphasis on educational programs rounding out the week-long event. With the Expo starting at noon on Tuesday, the shift will help allow us to increase the amount of education programs available at the front and back end of the Expo, something we have not been able to do in the past.

Our long-standing International Poultry Scientific Forum, Pet Food Conference, Animal Agriculture Sustainability Summit, and USPOULTRY Education Programs are an important part of IPE and provide people with an additional purpose for attending the Expo. At the moment, we are working on a tentative schedule of conferences for 2012 to include several new programs designed to provide our attendees and exhibitors with the most current, relevant information concerning the poultry and feed industry. As we finalize our plans, information will be posted to the IPE website, [www.ipeweek12.org](http://www.ipeweek12.org).

We look forward to an even more successful 2012 for exhibitors and attendees alike.

*John Starkey*  
*President*  
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# IPE/IFE: Global Marketplace for the Poultry and Feed Industries

## The 2011 International Poultry Expo and International Feed Expo drew 20,742 poultry and feed industry leaders from all over the world.

Sponsored by U.S. Poultry & Egg Association and the American Feed Industry Association, the annual Expo is the world's largest poultry and feed industry event of its kind and has consistently been one of the top 100 trade shows in the United States.

This year's attendance surpassed the 2010 figure of 18,896. International visitors from 102 nations totaled 4,371, a 13% increase over 2010. Other than the United States, the largest group from a single country was Canada with 767 visitors. The largest region represented was Latin America and the Caribbean with 1,951 visitors.

"The number of attendees on the exhibit floor was up this year," remarked 2011 U.S. Poultry & Egg Association Chairman Gary Cooper, Cooper Farms, Oakwood, OH. "In fact, we were up in both attendees and exhibitors from last year. I think everyone is pleased with the great turnout at the Expo."

The 14+ acre exhibit floor was the central attraction. With more than 900 exhibitors displaying the most current innovations in equipment, supplies, and services, attendees were able to see and experience all aspects of the poultry industry pertaining to the production and processing of poultry, eggs, and feed products. All phases of the poultry and feed industry were represented, from feed and poultry production and processing to further processing and packaging.

Helping drive the attendance, a diverse

selection of education sessions kept industry management up-to-date on current issues. This year's lineup included 10 sessions: the long-standing International Poultry Scientific Forum, Hatchery-Breeder Clinic, Pet Food Conference, Animal Agriculture Sustainability Summit, *Salmonella* and *Campylobacter* Reduction Conference, AFIA International Feed Education Program, USPOULTRY Fall Protection Safety Workshop, Nutrient Management Plan Workshop, USPOULTRY Education Program, and the Market Intelligence Forum.

This year's International Poultry Scientific Forum (IPSF) had nearly 1,200 attendees. The IPSF is an annual meeting that allows information exchange and stimulates scientific research in poultry related topics, including pathology and environment, nutrition, physiology, and processing and products. IPSF is sponsored by the Southern Poultry Science Society, Southern Conference on Avian Diseases, and U.S. Poultry & Egg Association.

The Pet Food Conference was also very well received again this year with over 250 attendees. The Pet Food Conference covered a variety of topics from regulatory to technical aspects of production to product claims, marketing and nutrition.

New for this year, the Hatchery-Breeder Clinic drew over 300 attendees and examined rising hatching costs, along with a range of other current industry topics. Also new, the *Salmonella* and *Campylobacter* Reduction Conference had over 400 attendees and examined changes in industry practices, as well as shared updates on research and policy initiatives.

Over 900 exhibitors, new product launches, education sessions, organization meetings, TechXChange sessions on a variety of industry-specific topics, publisher-sponsored

programs, and unmatched networking opportunities made the 2011 International Poultry Expo and International Feed Expo the global marketplace for the poultry and feed industries.



2011 International Poultry Expo crowds

# Cooper New U.S. Poultry & Egg Association Chairman



Chairman of U.S. Poultry & Egg Association, Gary Cooper (right), was presented with the traditional "working man's gavel" by outgoing chairman, Steve Willardsen.

## Chairman

Gary Cooper, Cooper Farms, Oakwood, OH, was elected chairman of the board of directors of U.S. Poultry & Egg Association.

Cooper began his career more than 30 years ago at Cooper Farms, which produces turkeys and turkey products, eggs, and pork. In the third generation at the family-owned operation, he serves as chief operating officer. Cooper is a past president of the Ohio Poultry

Association and is a member of the Midwest Poultry Consortium board. He has served on the USPOULTRY board of directors since 2003.

## Vice Chairman

Mark Waller, Ingram Farms, Cullman, AL, was elected vice chairman. He received his BS degree in poultry science at Mississippi State University. Waller is now sales and processing director for Ingram Farms. He is a past president of the Alabama Poultry & Egg Association.

## Treasurer

James Adams, Wenger's Feeds Mill, Rheems, PA, is the new treasurer. A native of Pennsylvania, he received his BS in poultry technology and management and a Masters in Business Administration, both from Penn State University. Adams is currently president and CEO.

## Secretary

Elton Maddox, Wayne Farms, Oakwood, GA, was named secretary. A native of Georgia, he received his BS in engineering from the University of Georgia. He is currently president and CEO of Wayne Farms. In

addition, he is a past president of the Georgia Poultry Federation and the Georgia Poultry Processors Federation and past chairman of the Georgia Improvement Association and National Chicken Council.

## Immediate Past Chairman

Steve Willardsen, Cargill Value Added Meats, Wichita, KS, is immediate past chairman. A graduate of Utah State University with a degree in agribusiness, he has been in the poultry industry for more than 27 years. Willardsen is now president of Cargill Value Added Meats, Wichita, KS.



The 2011 U.S. Poultry & Egg Association Executive Committee includes (from left): James Adams, Steve Willardsen, Gary Cooper, Mark Waller, and Elton Maddox.



The 2011 U.S. Poultry & Egg Association Board of Directors (seated from left): Tim Davis, Pfizer Poultry Health, Overland Park, KS; Keith Shoemaker, Butterball LLC, Mt. Olive, NC; James Adams, Wenger's Feeds Mill, Rheems, PA, treasurer; Walt Shafer, Pilgrim's Pride Corporation, Pittsburg, TX; Elton Maddox, Wayne Farms, Oakwood, GA, secretary; Gary Cooper, Cooper Farms, Oakwood, OH, chairman; Mark Waller, Ingram Farms, Cullman, AL, vice chairman; Shawn Nicholas, Baader-Johnson, Kansas City, MO; Jerry Moye, Cobb-Vantress, Siloam Springs, AR; and Steve Willardsen, Cargill Value Added Meats, Wichita, KS, immediate past chairman; (standing from left): Jay Houchin, Farbest Farms, Inc., Jasper, IN; Dr. Ron Prestage, Prestage Farms of SC, Camden, SC; Don Mabe, American Proteins, Cumming, GA; Wes Morris, Tyson Foods, Springdale, AR; Tom Hensley, Fieldale Farms, Baldwin, GA; Sherman Miller, Cal-Maine Foods, Inc., Chase, KS; Greg Hinton, Rose Acre Farms, Seymour, IN; Bill Bradley, CCF Brands, Rogers, AR; Dr. Kenton Kreager, Hy-Line International, Dallas Center, IA; Alan Duncan, Mountaire Farms, Little Rock, AR; and Richard King, Foster Farms, Livingston, CA. (not pictured: Lyman Campbell, Koch Foods of Alabama, LLC, Montgomery, AL; Pete Martin, Mar-Jac Poultry, Gainesville, GA; ; Clint Rivers, Perdue, Salisbury, MD; Todd Simmons, Simmons Foods, Siloam Springs, AR)

# Henderson, Workhorse of the Year Winner

Monty Henderson, recently retired president of George's, Inc., Springdale, AR, and 2009 U.S. Poultry & Egg Association chairman of the board, was named Workhorse of the Year by USPOULTRY during the 2011 International Poultry Expo. The poultry industry's most esteemed honor is given annually by USPOULTRY in recognition of dedicated service and valuable leadership given to the Association and poultry industry.

Henderson was "collared" with the long-established horse collar by incoming USPOULTRY chairman, Gary Cooper. He was also presented with a commemorative plaque by 2010 Association chairman Steve Willardsen, Cargill Value Added Meats, Wichita, KS.

"We are very pleased to honor Monty with this special award and acknowledge his many



Gary Cooper "collars" Monty Henderson

contributions to the Association and the industry," remarked Willardsen. "Monty has gone way above the call of duty in committing time and energy to help address and meet the challenges facing our industry on a day-to-day basis. We are thankful for his leadership and commitment."

A graduate of the University of Arkansas with a BS degree in Agribusiness, Henderson began his poultry career as a broiler service manager with Tyson Foods. He later became a broiler grow-out manager with Campbell Soup Company. He moved on to Pilgrim's Pride Corporation, where he was live production manager and senior vice president and subsequently president and chief operating officer. In 1994, Henderson joined George's, Inc., where he recently retired as president and CEO and now serves as a consultant. In addition to serving as a past chairman for U.S. Poultry & Egg Association, Henderson has served on the Board of Directors for the National Chicken Council and as a director of the American Egg Board.

## USPOULTRY Presents Industry Service Awards

U.S. Poultry & Egg Association presented the organization's annual Lamplighter Awards to two individuals. The award pays tribute to individuals for "sustained and exemplary service" to the poultry and egg industry. This year's honorees were:

### Frank Cruice, Perdue Farms Inc.

Cruice is the Corporate Director of Safety and Security for Perdue Farms. His 25+ year career includes diversified safety, ergonomics, loss control, industrial hygiene, occupational health, environmental, emergency management, and security experience. Cruice has over 10 years with Perdue, and he has been active in various industry and safety associations including leadership roles with the Delmarva chapter of the American Society of Safety Engineers, the Delmarva Safety Association, and the Chesapeake Region Safety Council.

He is also an active member and past chairman of the Joint Poultry Industry and Safety Health Council. Cruice was commended for his outstanding contribution to the continual improvement of safety and health programs throughout the industry.

### Brad Williams, Wayne Farms LLC

Williams is the Complex Manager for Wayne Farms in Pendergrass, GA. Williams has been an enthusiastic supporter of USPOULTRY programs. He has been an active member of the Poultry Processor Workshop planning committee for several years and has also served on the USPOULTRY Expo Education planning committee. Williams was recognized for his many years of personal involvement and support of the industry and U.S. Poultry & Egg Association.



Frank Cruice (right) received the U.S. Poultry & Egg Association Lamplighter Award, presented by Gary Cooper, Cooper Farms, and incoming USPOULTRY chairman.

Brad Williams (right) received the U.S. Poultry & Egg Association Lamplighter Award, presented by Gary Cooper, Cooper Farms, and incoming USPOULTRY chairman.



# Tyson: Sustainability Touches Every Part of Our Business

"When you borrow something you need to return it in at least as good a shape or better," said Donnie Smith, CEO and president, Tyson Foods Inc., at the Animal Agriculture Sustainability Summit held as part of the International Poultry Expo and International Feed Expo. He said that returning what you use in as good a shape or better is how Tyson approaches everything and part of how it defines sustainability.

"For Tyson, sustainability touches every part of our business," he commented. For example, Smith said Tyson "borrows" its team members when they arrive at work and that the goal of their safety programs is to return team members to their families at the end of the day in the same condition in which they came to work.

Smith said companies need to ask the ques-

tion, "Are we adding value to our customer's business profitably? And in so doing, are we managing the social and environmental aspects of our business for future generations?" He remarked that the answer to this question is really how the company defines sustainability.



Donnie Smith, CEO and President, Tyson Foods, at the Animal Agriculture Sustainability Summit

The four "Ps" of sustainability for Tyson are people, planet, products, and profits. Smith said that environmental stewardship at Tyson is about more than just obeying regulations; it is about a process of continual improvement and protecting the environment for future generations. "There is a great moral and ethical case for sustainability. There is also a great business case for sustainability," he commented.

Smith commented that the general population is losing its connection with agriculture. He challenged the poultry industry to take every chance it gets to educate the public and to present its story. "We need to do a better job as an industry of telling our story," Smith remarked. "The story is going to be told. Do we want to tell it, or do we want to let 'them' tell it? The person that steps up to the podium first shapes the discussion."

## Family Farm Environmental Winners

### Family Farm Environmental Winners Recognized During Expo

USPOULTRY recognized six poultry farms to receive the annual Family Farm Environmental Excellence Award. The award is given in acknowledgment of exemplary environmental stewardship by family farmers engaged in poultry and egg production.

**Southeast Region** – Huneycutt Brothers' Family Farm, Albemarle, NC  
Todd Huneycutt, Rodney Huneycutt and Melvin Huneycutt, nominated by Pilgrim's Pride Corporation

**South Central Region** – Plemmons Farm, Iberia, MO  
Roger and Coleen Plemmons, nominated by Cargill Turkey Production

**Southwest Region** – Maxim Production Company, Boling, TX  
Chris Reina, nominated by Texas Poultry Federation

**North Central Region** – Shoemaker Farm, Burlington, West Virginia  
Tim and Carole Shoemaker, nominated by Pilgrim's Pride Corporation

**Northeast Region** – Lucky Charm Farms, LLC, Weyers Cave, VA  
Bud Shaver Jr., nominated by Pilgrim's Pride Corporation

**West Region** – Mitchell Farms, Elk Grove, California  
Ken Mitchell, nominated by Foster Farms



# College Student Career Program

## Lee Cockerell: Leadership...A Requirement for Success

"Good managers pay attention, know their employees, and give them acknowledgement and praise," said Lee Cockerell, retired executive vice president of operations for Walt Disney World Resort®. Cockerell addressed 285 students from 23 universities as the keynote speaker at the College Student Career Program. The annual program is held in conjunction with the 2011 International Poultry Expo, sponsored by U.S. Poultry & Egg Association.

Cockerell attributes his success to being highly disciplined and implementing a positive "can do" attitude. He stressed the importance of good leadership and the impact it can have on the students' careers. "Don't underestimate the influence you have on people's lives. A leader's job is to do what needs to be done when it has to be done," said Cockerell.

"Understand you must always bring a good environment to the job. Don't let people feel invisible. Give the people you lead appreciation, recognition, and encouragement." A good leader aspires to be:

- Technically Competent
- A Competent Manager
- Technologically Competent
- Organized and Efficient

Cockerell's dedication to leadership, employee appreciation, and customer service derives from his long career in the hospitality and entertainment business, including Hilton Hotels, Marriott Corporation and Disney World. As the senior operating executive for Disney World, Cockerell led a team of 40,000 cast members and was responsible for the operations of 20 resort hotels, four theme parks, two water parks, a shopping and entertainment village, and a sports and

recreation complex, in addition to the ancillary operations which supported the number one vacation destination in the world.

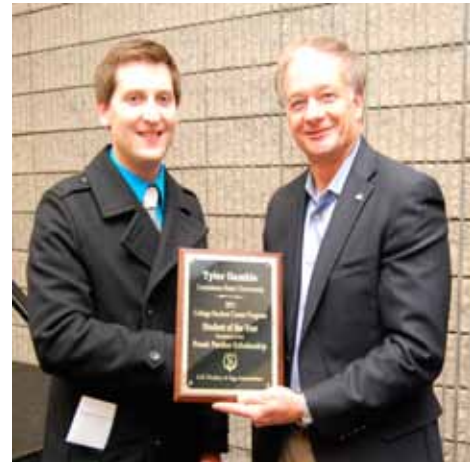


Cockerell (left) was welcomed by Jim Perdue, president and CEO of Perdue Farms, Salisbury, MD.

**The College Student Career Program** affords graduating students with the opportunity to interview for jobs and internships with industry and allied firms. They also visit the exhibit floor to complement their studies by seeing the latest technology and newest innovations in today's poultry and egg production and processing operations.



Congratulations to Auburn University for winning this year's College Student Career Program Club of the Year.



Jim Perdue (right) participated in the student awards program, including presenting the annual Frank Perdue Scholarship to Student of the Year, Tyler Gamble, Louisiana State University. The Frank Perdue Scholarship is named for Perdue's father, noted for his dedication to aspiring young people studying for careers in the poultry industry.



Penn State took home the honors in the Scrapbook of the Year category.

# Poultry Industry - Energy and Grain Prices Lead the Challenges

## Energy and grain prices lead the challenges

"This is going to be a lot like 2008," said Dr. Paul Aho, principal, Poultry Perspectives. The peak oil price in 2008 was \$147 per barrel, but the average was around \$90. "We could see a higher average price in 2011 than we had in 2008."

Speaking at the Poultry Market Intelligence Forum at the International Poultry Expo in Atlanta, Aho commented, "The two biggest challenges facing the poultry industry are grain and energy prices." He remarked that use of corn to make ethanol is driving corn prices. In 2010, the ethanol industry used 40% of the corn crop, up from 10% in 2003. When speaking about Washington politicians' love affair with ethanol and their reluctance to remove tariffs, subsidies, and mandates that favor ethanol over other uses for corn, Aho said, "We could have a serious world food crisis, and that might finally change things."

The 2007-2008 crop year saw record corn prices. Aho observed that 2010-2011 crop year could set a new record for average corn prices. "Prices (for corn) will probably be quite a bit higher this year," Aho said. Feed cost per pound of chicken in the U.S. could be 133% higher this year than in 2006, he projected. Aho commented that grain prices are at very dangerous levels now. Current high levels of chicken production coupled with high grain and energy prices do not bode well for broiler producers. "This could be a very difficult year with cutbacks, rationalization, and consolidation," Aho said.

"There are higher prices for competing meat now than in 2008, but it will be difficult for the amount of chicken that is projected to be produced to be sold profitably," Aho remarked. "The market is calling for around a 5% reduction in chicken production." Aho mentioned there is a chance the market could

absorb current broiler production volumes profitably because beef prices are expected to be very high. "People will not believe how high steak prices will be this summer," he said.

Aho observed it is more likely that cutbacks in production will be needed to get broiler prices up to profitable levels in 2011. "The highest probability is that a 1 to 5% reduction in production will need to occur for chicken prices to cover higher costs," Aho said.

## High corn prices could mean lighter birds

Mike Donohue, vice president, Agri Stats, remarked, "2008 was the worst year financially for the (U.S.) broiler industry that most people have ever seen." The industry's response in 2008 was a 5 to 6% reduction in pounds produced. He said that the broiler industry is currently at record high weekly slaughter volumes.

The Agri Stats industry average cost per bushel of corn was \$6.25 in the first week of January this year, according to Donohue. He expects corn to be \$7.00 to \$7.25 per bushel for March and be up to \$7.30 per bushel by May. "We are at a crisis in availability and costs for feedstuffs," he commented.

The industry average weight for "big" broilers went over eight pounds per bird for the first time last fall. Big chickens continue to gain ground in production efficiency. Donohue said that \$7.00 to \$7.50 per bushel corn will cause companies to start dropping weights in their big bird programs.

## World poultry exports continue to grow

Just 20 years ago, poultry exports represented only 5% of total world poultry production. Exports made up 10% of total

production in 2010 and are projected to reach 14% of total production in 2030. Jim Sumner, president, USA Poultry & Egg Export Council, said that global demand and per capita consumption of broiler meat continues to increase. Even with higher grain prices, world per capita chicken and egg consumption will continue to rise, because chickens are more efficient converters of grains to meat than either swine or cattle.

Russia and China have been top export markets for U.S. broiler producers for a number of years. In 2009, 40.4% of total U.S. broiler exports went to Russia and China. Exports to these two countries fell to 11.6% of total U.S. exports in 2010. Even with the export difficulties in China and Russia, total U.S. broiler export volume only dropped by 4% in 2010 and the monetary value of exports actually increased.

In 2010, almost 20% of total U.S. broiler production was exported. Turkey exports accounted for around 10% of total U.S. production last year. The total value of U.S. poultry exports of all kinds was \$4.5 billion in 2010.



Market Intelligence Forum speakers: Jim Sumner, Dr. Paul Aho, and Mike Donohue

# Hatchery-Breeder Clinic

## Cost Per Dozen Hatching Eggs Could Reach New High In 2011

### Cost Per Dozen Hatching Eggs Could Reach New High In 2011

It was not that long ago when the industry average broiler hatching eggs cost was around \$1.30 per dozen, according to Mike Donohue, vice president, Agri Stats Inc. Addressing the audience at the 2011 Hatchery-Breeder Clinic held in conjunction with the International Poultry Expo and International Feed Expo, Donohue said the cost per dozen hatching eggs has increased to \$2.00 per dozen because of the increase in corn and soybean meal prices.

Hatching egg cost will rise further to \$2.30 per dozen later in 2011 as birds that have been raised on higher priced grains come into production. Donohue remarked that hatching egg cost could go even higher, since corn prices could reach \$7.50 per bushel or more, later this year.

Because of the near doubling in hatching egg production cost, Donohue commented that the work of people in hatcheries and on breeder farms has twice the value it did before. He suggested that managers educate employees about the higher value of each egg and the impact they can have on the bottom line.

Hatchery managers cannot control the cost of corn, but they can have an impact on labor utilization. Labor costs make up 40 to 45% of hatching cost, according to Donohue. The industry's chicks per man hour keeps improving, but fully loaded labor cost per hour, which includes all benefit costs, has almost doubled in the past 23 years.

Hatcheries have experienced a 50% increase in energy costs over the past 12 years. Donohue said that energy efficiency will continue to increase in importance for controlling hatchery costs.

The U.S. broiler industry has accomplished some significant improvements in performance at the breeder, hatchery, grow out and processing phases, Donohue reported. The industry average calories consumed per live pound produced has dropped from 3,000 to 2,650 over the past 23 years. In the past 13 years, the industry average hatchability has increased from 82.5% to over 84% today. The industry average broiler condemnation at processing is down to around 0.2%, from 1.2% 23 years ago. Livability is up over 1% to 95.5% in the same timeframe.

The industry average white meat, as a percentage of live weight, has increased from 14.5% in 1994 to 21.2% in the first half of 2010. Donohue said that genetic improvements have played a major role in breast meat yield improvements, but well trained employees on cone lines also play a role in the industry's improved white meat yield.

### Solid Sidewall House Right For Breeders?

The standard broiler house in the U.S., particularly in southern states, is now tunnel ventilated with some form of evaporative cooling and has solid sidewalls, according to Mike Czarick, extension specialist, University of Georgia. Broiler breeder laying houses are still typically curtain-sided. Dr. Czarick presented evidence suggesting that solid sidewalls may be the wave of the future for breeder housing.

A curtain only has an R-value of around 1.5, so it provides very little impediment to the transfer of heat. Czarick remarked that around 52% of a house's heat loss is through the curtains. Curtains also tend to be leaky and let cold drafts in the house.

Czarick commented that in a typical curtain-sided breeder house, the birds produce enough heat to maintain the house tem-

perature at 65° F while allowing for adequate ventilation to maintain air quality. Air quality problems can start when the outside temperature falls below 40° F, according to Czarick. Without using heaters, the only way to maintain the house temperature at 65° F is to reduce ventilation rates. In a solid-sidewall house, the outside temperature can be as low as 30° F, and the body heat of the birds will provide enough heat to maintain the house temperature at 65° F, while maintaining good air quality.

Solid sidewall houses provide better mixing of the air when the fans are on because outside air is drawn along the ceiling and warms up before it falls to bird level. Curtain-sided houses have trouble with cold air drawn in by fans, falling to the floor along the sidewalls and cooling the birds and causing condensation in the litter. Because of the low R-value of the curtain, condensation also forms on the inside of the curtain, impeding moisture removal from the house.

Czarick went on to comment that a solid-sidewall breeder house also gives better temperature control in the summertime than does a curtain-sided house. A breeder house with solid sidewalls in tunnel mode can have a 1° F difference from the side to the center of the house, but a curtain-sided house could have a 5° F difference from the sidewall to the center.



Mike Donohue, vice president, Agri Stats (right), with Mike Czarick, extension specialist, University of Georgia (middle), and Pat Hawkins, Tyson Foods.

# IPE Education Programs

## Creating Magic in the Poultry and Egg Industry

### Leadership Should Come First

We have all heard the old adage that the customer is always right. Most companies preach the importance of good customer service to their employees. But, Lee Cockerell, former executive vice president of operations, Walt Disney World Resort®, said managers need to make leadership their first concern. “The guest doesn’t come first, leadership comes first,” said Cockerell, who addressed the audience of the International Poultry Expo Educational Program in Atlanta. “If you create an environment where employees want to come to work, then they will want to take care of the customer.”

All managers must be competent in their technical specialty, in management, with new technology, and they must be leaders, according to Cockerell. “Management is how to do. Leadership is how to be,” he said.

Cockerell remarked that he was “chief environmentalist” at Disney World®. His job was to create an environment for 40,000 employees where they “wanted” to go to work rather than “had” to go to work. His goal was to develop employees who were committed to doing a good job. “Commitment means you go all the way. Loyalty means you just show up,” he said.

Cockerell said that leaders need to give their people a purpose, not just a job. “We all have the power to inspire folks and make them feel better. We can have an impact on people, one at a time,” he said. Leaders should recognize achievement, offer encouragement, and show appreciation to employees at all levels in the organization. Everyone is important. He said, “A leader tells people they matter.”

Cockerell commented that employees want to feel special, be treated as individuals, be respected, and they want to be trained and

developed. If an employee’s expectations are met in these areas, then the company will have low turnover and better customer service.



Lee Cockerell, speaking at IPE

### Everyone Must Advocate For Agriculture

To a certain degree, agriculture is a victim of its own success. There are 2.1 million farms of all sizes in the U.S., but 100,000 of these farms produce 75% of all agricultural output, reported Matt Lohr, Virginia Commissioner of Agriculture. Lohr’s family operates a broiler farm in the Shenandoah Valley and is a former Family Farm Environmental Excellence Award winner.

As farms have become more efficient, there are fewer farmers, and this means that more people have little or no connection to farming. Since many consumers have little knowledge of modern farming practices, inaccurate portrayals of agricultural practices by advocacy groups have been accepted by many. Lohr said that all those involved in modern agriculture need to share the success story of U.S. agriculture, in that we have the most abundant safe food supply in the world.

Lohr said that those involved in agriculture need to look for ways to build relationships with elected officials to make sure they understand the needs of agriculture. They should reach out to the media to let them

know they are available as a resource.

“We have to do our part to make sure people understand the success story that is U.S. agriculture,” Lohr said. This starts with conversations you have with people you meet in your own community or when you travel.”

Trent Loos, columnist, radio personality and Nebraska cattle rancher, said we all love spending time where we are comfortable working on the nuts and bolts of our business. He commented that poultry growers and poultry industry professionals need to put themselves in situations where they might not be comfortable and have conversations educating the general public and advocacy groups about agriculture.

“We need to put time into leadership activities and celebrate what agriculture has accomplished in this country,” Loos said. “There is a disconnect with consumers, because we have not extended the invitation to educate the public. There is a disconnect, because we have allowed there to be one. We all need to step up to the plate in situations where we are not comfortable and have conversations about our businesses with others.”

Lohr and Loos both said any conflict between large and small farms does a disservice to agriculture as a whole. Advocacy groups try to pit small farms against large farms, so the conflict damages agriculture as a whole. Lohr said there is room in agriculture for both large farms serving the general public and small farms serving niche markets.



Matt Lohr, Virginia Commissioner of Agriculture and Trent Loos, columnist, radio personality, & rancher

# Environmental Management Seminar

## Tyson: Sustainability is Extremely Real

“For Tyson, sustainability is extremely real. It is not just environmental management. Environmental management is only one piece of the pie,” commented Kevin Igli, senior vice president of environmental health and safety for Tyson Foods Inc., at the 2011 Environmental Management Seminar. The annual conference is sponsored by U.S. Poultry & Egg Association’s Poultry & Egg Institute.



Kevin Igli  
Senior Vice President of Environmental Health and Safety, Tyson Foods Inc.

Igli went on to comment about the impact that movies, such as Food Inc., have on our industry, stating, “People begin to fundamentally question what is told to them. When we tell our story, we have to be transparent and back up our information.”

Igli reviewed Tyson’s Quadruple Bottom Line, which is comprised of planet, products, people, and profit, with all four components equaling sustainability. “It is about giving back and being a good steward. Profit is core, because our organization has to make a profit first. Then, we go up from there. We have to be good at what we do,” he said.

Another session featured a Regulatory Update on the EPA Feed Mill Rule. “Feed mills are expected to be in compliance with EPA’s new air emission standards by January 2012,”

commented Christian Richter of The Policy Group.

The objective of the Feed Mill Rule is to implement new air emission standards to control two micro-ingredients on the Hazardous Air Pollutant list. EPA’s rule requirements are such that feed mill cyclones must be operated to reduce emissions from pelleting and pellet cooling operations to achieve 95% or greater reduction in particulate matter. The rule provides three alternatives to verify the cyclone operates within the required parameters – manufacturer’s certification, certification by a Professional Engineer or responsible official, or a performance test. However, feed mill facilities are finding that the 95% efficiency level is unrealistic and have asked EPA to “fix the rule.” The industry has expressed concerns to EPA and is currently working on a way to resolve problems with key provisions of the rule.

Joe Miller, Rose Acres Farms, presented a *Legal Update* with information on common law attacks on agriculture. He described the most common attacks as nuisance, negligence, infliction of emotional distress, and trespass and went on to provide examples of each. He described three steps to protect against common law lawsuits: follow all statutes and regulations related to livestock operations; if violation occurs, do all possible to prevent damage to others; take steps to ensure violations do not occur again.

Other sessions included topics, such as *Changes from Washington, Regulatory Update – Chesapeake Bay and California Air Emissions, Biogas Utilization, New Technology / Applications, and Clean Water Award Winner Plant Tours.*

## Keystone Foods and Perdue Farms Win Clean Water Awards



The winner for the full treatment category was Perdue Farms, Perry, GA, with Melissa Molaison (left), Water Systems Manager, accepting the award from Dr. Brian Kiepper (right), University of Georgia, a member of the selection committee.



The winner for the pre-treatment category was Keystone Foods LLC, with David Toddes (left), Director of Environmental Programs, and Jason Shell (middle), Plant Manager for the Gadsden, AL location accepting the award from Dr. Brian Kiepper.



Honorable mention in the full treatment category went to American Proteins, Cuthbert, GA, with Chris Jones (left) accepting the award from Dr. Brian Kiepper.

# U.S. Poultry & Egg Association

## Serving Members Through Education, Research, Communication and Technical Assistance

The U.S. Poultry & Egg Association has been serving all segments of the poultry and egg industry since 1947 when our early organizers realized that by joining together we could have an impact on mutual industry challenges. Our organization encompasses all of today's poultry industry (i.e., eggs, broilers, turkeys, and ducks), representing feed milling, hatchery, layers, live production, processing, further processing, rendering, and a variety of supporting companies, universities, and state organizations.

Since its creation, the Association has exhibited a unique spirit of collaboration and teamwork, driven by a grassroots foundation. Our focus is on serving member companies through education, communication, research funding, and technical assistance. We also sponsor the premier global poultry and feed industry event of the year, the International

Poultry Expo and International Feed Expo. Each year, the Expo brings together thousands of industry leaders and their suppliers in one location.

Communicating with members of the media and other stakeholders is another element of fulfilling our commitment to serve our members. Being responsive to media inquiries and preparing press releases and articles are an everyday occurrence.

And now, U.S. Poultry & Egg Association is extending its messages and engaging in dialogue through participation in social media outlets such as Facebook and LinkedIn, in addition to posting information on YouTube.

Our membership continues to grow, and we encourage all of our members to become

actively involved in our Association. Members can get involved in a variety of ways, including participating in our educational seminars and joining our advisory committees.

**FOR MORE INFORMATION ABOUT MEMBERSHIP, CONTACT US:**

P: 770.493.9401  
 E: [chanson@poultryegg.org](mailto:chanson@poultryegg.org)  
 W: [www.poultryegg.org/membership](http://www.poultryegg.org/membership)

## Recent Member News

**Hubbard Celebrates Its 90th Anniversary**

In 2011, Hubbard celebrates its 90th anniversary. From the small flock of chickens with which Ira and Oliver Hubbard began the business in 1921, Hubbard has grown to one of the major international broiler breeding companies in the world. The poultry industry has seen remarkable changes during the past 90 years, with dramatic results for the benefit of humankind. Hubbard has played, and will continue to play, an important and vital role in this great industry.

**Mountaire Farms to Open an Employee Health & Wellness Center**

Mountaire Farms in Millsboro, DE, is pleased to announce the opening of its new employee Health and Wellness Center on April 4, 2011. The new center will be operated by Concentra, a subsidiary of Humana, and will offer primary care and preventive and wellness services to eligible Mountaire

employees and dependents.

**Cargill adds to Japan relief efforts with \$250,000 donation to Second Harvest Japan**

Cargill announced that it has made a donation of \$250,000 to Second Harvest Japan, a Tokyo-based food bank that is delivering truckloads of food and other needed items to the Tohoku region to provide nourishment to survivors of the earthquake and tsunami. Cargill's donation will be used to help the organization procure and deliver food and other supplies to those in need at evacuation centers and welfare agencies.

**Tyson Foods Addresses Growing Hunger in Washington and Georgia**

Tyson Foods donated 29,000 pounds of boneless chicken to the Capital Area Food Bank and 29,000 pounds to United Way of Metropolitan Atlanta as part of an effort to

feed people in need and promote public awareness of hunger in America.

**Gold'n Plump Poultry Achieves SQF 2000 Level 2**

Gold'n Plump Poultry announced that it had achieved Safe Quality Foods (SQF) 2000 Level 2 Food Safety certification from the Safe Quality Foods Institute (SQFI). SQFI is a division of Food Marketing Institute. Certification was granted to all three of the company's processing facilities located in Cold Spring and Luverne, MN, and Arcadia, WI.

# Spotlight: COOPER FARMS



## Cooper Farms combines tradition and teamwork

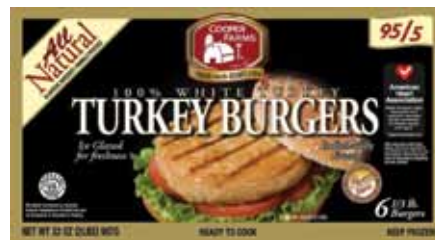
Cooper Farms produces a growing variety of high quality products for markets far and wide - everything from turkey, chicken and pork, to table eggs, feed and more. Founded in 1938 by Virgil and Virginia Cooper, Cooper Farms is still family owned and operated.

Cooper Farms is truly a “farm to table” operation. Beginning with the company’s hatchery and ending with its Cooked Meats facility, the company is dedicated to providing high-quality products to the marketplace by controlling the feed, the stock, and the final production.

As a diverse, vertically integrated company, Cooper Farms consists of two divisions involving four locations, each with an important role. The Live Animal Division is responsible for overseeing the care of the company’s animals while they mature and for manufacturing the feed that keeps the animals healthy and strong. The Food Processing Division is responsible for the production and packaging of the company’s high quality meats. All of Cooper Farm’s operations are located in Northwest and West Central Ohio - an area rich in agricultural tradition.

The company’s Cooked Meats facility produces fresh, great tasting cooked turkey

products for food service and deli customers. The facility processes more than 50 million pounds of fully cooked turkey, in addition to chicken and pork hams for restaurant and deli use each year. It also has a “clean room” for slicing of high quality meats and cheeses. The company produces predominately private label products, including deli meats, turkey sausage, and a new line of all natural turkey burgers and turkey roasts.



Cooper Farms Turkey Burgers

Cooper Farms combines tradition and teamwork to produce the healthiest and most flavorful product assortment for today’s consumers. They dedicate themselves to providing customers with individual attention in producing all their private label and Cooper Farms brand products.

“We’ve been in the business for more than seven decades, and we never stop trying to improve our products and the way in which we serve our customers. Our approach - to do things even better than we did yesterday.”  
- Cooper family



Owners: Jim Cooper, Dianne Cooper, Virginia Cooper, and Gary Cooper



Sliced Turkey Breast

The Cooper family has always been focused on the same dedication to hard work and honesty. It is these principles that have allowed them to become the 12th largest independent turkey producer in the United States.

## Cooper Farms Statistics

### Turkeys:

- Raise and process 190 million live pounds of turkey / yr
- Cook over 1 million pounds / week
- 160 family contract turkey growers

### Hogs:

- Raise and sell 105 million live pounds of hogs / yr
- 73 family contract hog growers

### Chicken:

- Produce 400 million table eggs / yr
- 29 family contract chicken growers

### Grain:

- Purchase over 10 million bushels of corn / yr
- Purchase 100,000 tons of soybean meal / yr
- Produce over 400,000 tons of feed / yr

# PROFIT MADE...PROFIT LOST

## Managing Post-mortem Inspection Activities

As we all know, USDA Food Safety and Inspection Service (FSIS) personnel are charged with making the official post-mortem disposition decisions on every poultry carcass processed in non-HIMP (HACCP-Based Inspection Models Project) poultry processing plants. The exercise of such authority can have an obvious, and profound, impact on the production efficiency and product yield of a facility. Equally important, however, and not as often considered, are the actions plant management takes in response to the post-mortem inspection activities of Agency personnel.

Every poultry processing plant should have a thoroughly developed approach by which to address carcasses determined by FSIS personnel to be ones that require additional processing before they can pass inspection. A significant component of this is an adequate understanding of the processing system capabilities, including the plant employees who serve as a functional part of it. The only way that FSIS personnel and plant trimmer/helpers can know which carcasses require off-line salvage/reprocessing, and which ones can be adequately addressed further downline, is for plant management to know the maximum and minimum capabilities of the process and share that information with them. This information, coupled with the health of the birds being processed, will also help drive plant management decisions concerning the speed at which the processing lines are run, as well as staffing of the final trim and salvage / reprocessing stations, at any given time. Another major aspect of the overall plant approach is the development and implementation of distinct, detailed, well-documented programs for each of the carcass defects they want to address at salvage/reprocessing (i.e., inflammatory process, contamination, airsacculitis, etc.). FSIS personnel must, of course, be made fully aware of these programs, and approve of (as well as follow)

them, if they are to be effective. Lastly, plant management should conduct the analyses necessary to know where in their operation the “sweet spot” is between the counter-opposed metrics of processing line efficiency and yield. Focusing too much on one, to the detriment of the other, can have a negative effect on the bottom line.

Left unchecked, erroneous and/or inappropriate exercise of post-mortem inspection authority by FSIS personnel can undo the actions plant management may take to optimize operational performance within first processing. Allowing carcasses to continue past the inspection station with defects that exceed the down-line processing system capabilities increases the likelihood of zero fecal tolerance and finished product standards failures. Poor disposition decisions can also result in reductions in line speed, increased carcass condemnations, and unnecessary loss of product yield at the salvage/reprocessing stations. Consequently, in addition to the routine checks they conduct to assure processing system compliance, plant management should verify the accuracy of FSIS post-mortem disposition decisions by examining carcasses in the USDA condemn barrels and on the salvage/reprocessing line. If significant inaccuracies are observed, the appropriate FSIS Public Health Veterinarian (PHV) should be respectfully informed and asked to correct them in a timely manner. These activities can be best accomplished if the PHV will accompany the plant personnel while they conduct the checks, but they can still be successful even if the PHV is unable or unwilling to do so, as long as the questionable carcasses are presented to him/her for correlation afterward.

Over the years, the poultry industry has learned well how to squeeze every ounce of product possible out of every minute of production time. Managing the variables

under a plant’s control, while challenging, has proven relatively easy compared to when the variables are FSIS personnel and how they perform their post-mortem inspection duties. If, however, a first processing operation is to maintain profitability, and not simply gain in one area, only to lose in another, the effects of the post-mortem inspection activities of Agency personnel must also be managed.

**Among his duties as VP Food Safety & Production Programs, Dr. Yancy provides members with technical guidance and practical assistance concerning the accuracy of FSIS post-mortem disposition decisions upon request. Please feel free to contact Al if you need assistance in this area.**

Dr. Al Yancy  
Vice President,  
Food Safety and Production Programs  
[ayancy@poultryegg.org](mailto:ayancy@poultryegg.org)



# CAFO RULE: U.S. Court of Appeals Rules in Favor of Agriculture Industry



In 1976 EPA enacted the first set of Concentrated Animal Feeding Operations (CAFO) rules. The rule required certain animal feeding operations to obtain a permit under the National Pollutant Discharge Elimination System (NPDES) to discharge pollutants. The requirement to obtain a permit was based on the size of the animal feeding operation, type of pollutant discharged, and the operation's desire to discharge. Essentially, large CAFOs and medium CAFOs were required to obtain a permit if they discharged pollutants and, in general, small CAFOs were not required to have a permit unless EPA determined a permit was required after an on-site inspection occurred.

After carrying out this program for nearly 30 years, the EPA sought to revise its regulations. According to EPA, this revision was initiated because of industry's failure to comply with the current rule. At this point EPA shifted its focus to develop a regulation that greatly expanded the number of permitted animal feeding operations. In an attempt to achieve that goal, EPA revised the CAFO regulations in 2003. This revision required each and every CAFO to apply for a permit regardless of whether they discharged or not. EPA justified this requirement, because it presumed every CAFO had a "potential to discharge" and, therefore, had a "duty to apply" for a permit. In a case known well within the industry, the Second Circuit

court overturned the requirement stating the Clean Water Act provides EPA the authority to regulate actual discharges. It goes on to say that unless there is a discharge of a pollutant in the absence of a permit, there is no violation of the CWA. Furthermore, the court went on to explain that without a discharge, a point source holds no obligation to comply with EPA regulations and they are not "obligated to seek or obtain an NPDES permit." While EPA clearly disagreed with the court, the ruling compelled them to return to the drawing board and initiate another round of rulemaking.

In October 2008, EPA issued new CAFO rulemaking that they thought observed the Second Circuit's decision. Although the new rule removed the requirement that all CAFOs must apply for a permit, it required CAFOs that discharge or "propose to discharge" to apply for a permit. While the phrase "propose to discharge" seemed to clearly imply a facility consciously planned to discharge, EPA included the stipulation that an objective assessment of the conditions at the CAFO must occur to provide the basis for the determination of whether or not a facility discharges or proposes to discharge. Due to the many issues outside the control of the CAFO, this requirement made it extremely difficult for CAFOs to say they would never "propose to discharge" as defined by the rule. EPA's idea, of course, was to circumvent the decision issued by the circuit court in 2005 and increase the number of CAFOs covered under a permit regardless of their intent to discharge.

Seeing the new rule for what it was, a number of livestock organizations sued EPA over the 2008 CAFO rule. In a decision released on March 15, 2011, the U.S. Court of Appeals, once again, ruled in favor of the agriculture industry. Clearly the court saw through EPA's attempt to sidestep the ruling of the second circuit court and reiterated that the EPA

exceeded its authority in a number of ways.

First, EPA exceeded its authority by requiring CAFOs that "propose to discharge" to apply for a permit. The court explained that EPA's use of the word "propose" dictates that a CAFO proposes "to discharge regardless of whether the operator wants to discharge or is presently discharging" and subsequently requires CAFOs who are not discharging to apply for a permit. Furthermore, in 2009, the Eighth Circuit court issued a ruling that confirmed the limits of EPA's authority to the regulation of the discharge of a pollutant. If a discharge does not exist, a point source does not exist, and "EPA does not have any authority over a CAFO."

Second, EPA exceeded its authority by imposing liability for failing to apply for an NPDES permit. Simply put, the ruling issued a few weeks ago matches earlier rulings that stated the CWA fails to provide EPA with the authority to assign liability for failing to apply for a permit.

The court summed up the two issues by stating, "Again with the 2008 Rule, the EPA not only attempts to regulate CAFOs that do not discharge, but also to impose liability that is in excess of its statutory authority." If the 2003 court decision prompted a revision to the CAFO, it seems certain the decision released in mid-March will initiate the rule-making process again.

Will EPA listen to the court this time and accept the limit of their authority and develop a rule that follows the intent of the CWA? Only time will tell.

**Paul Bredwell**  
Vice President,  
Environmental Programs  
[pbredwell@poultryegg.org](mailto:pbredwell@poultryegg.org)

# Feed Mill Seminar

## Compliance... New Food Safety Modernization Act

The industry is experiencing some of the most significant changes in FDA's regulation of feed since 1958, according to Richard Sellers, vice president of feed regulation and nutrition for American Feed Institute Association. He was speaking to feed mill managers at the Feed Mill seminar sponsored by U.S. Poultry & Egg Association's Poultry & Egg Institute.

"You need to know what is in the Food Safety Modernization Act in order to comply," Sellers said. "You will not see anything like this law in the history of Food and Drug Administration and probably will not see anything to the magnitude of this bill in the future."

The Food and Drug Administration (FDA) Commissioner Margaret A. Hamburg, M.D., recently stated, "This law [Food Safety Modernization Act (FSMA)] represents a sea of change for food safety in America by bringing a new focus on prevention, and I expect that in the coming years it will have a dramatic and positive effect on the safety of the food supply."

Sellers stated the bill gives the FDA

incredible sweeping authority and that President Obama asked for \$300 million next year to fund the bill. The law authorizes the FDA to hire 17,000 new employees over the next four years, which would double the size of the agency.

The new law applies to all ingredient processing, feed manufacturing, pet food, feed & ingredient imports, and transportation. Sellers addressed some of the new facets of the law that need to be addressed by all companies:

- Determining company's risk level
- Foreign supplier compliance to ensure they comply with the FSMA
- User fees for re-inspections
- Implementation time lines

Jim Norris, senior safety administrator of Bunge North America, presented *Safe Entry and Reclaim from Flat Storage Spaces*. Norris provided statistics from Purdue University, which indicates that entrapment incidents have increased and 30% are at grain facilities. He provided constructive procedures to assist employees in decreasing injuries, including retrofitting to eliminate entry, use of product quality management techniques, predictive

maintenance, good procedures and training, and following confined space and grain storage facilities requirements for entries.

Andy Yersin, Kemin Industries presented *Salmonella Control and Prevention*, and Don Holman, Tyson Foods, discussed *Transportation Guidelines – Comprehensive Safety Analysis 2010*.

Other sessions included, *Attaining Maximum Pellet Quality, Salmonella Control and Prevention, Alternative Feed Ingredients, and Alternative Feed Ingredients...What to Expect?*



Richard Sellers, AFIA, and Dr. Carla Price, Sanderson Farms

## Poultry Wastewater Operations Training Program

U.S. Poultry & Egg Association has developed a Poultry Wastewater Operators Training Program. The course introduces students to the regulatory structure governing poultry plant effluents; provides a primer in math, chemistry, and microbiology; and covers the predominant equipment and systems used to properly treat poultry effluent prior to discharge. The course is primarily geared toward operators and supervisors involved in poultry wastewater treatment for two years or less. The course will be led by Paul Bredwell, vice president, environmental programs, U.S. Poultry & Egg Association. All attendees will

be awarded a certificate of completion.

Class size will be limited to 20 people. Registrations are processed on a first-come first-served basis.

Sign-in is from 8 - 8:30 a.m. Sessions are scheduled from 8:30 a.m. - 5 p.m. on Tuesday and from 8:30 a.m. - approx. 3:30 p.m. on Wednesday.

The enrollment fee is \$195 per person for USPOULTRY member companies and \$390 per person for non-member companies. The

fee covers lunch on both days.

The class will be held May 5-6 in Oxford, AL. You can register online at [www.poultryinstitute.com](http://www.poultryinstitute.com).

A block of hotel rooms has been reserved at the Hilton Garden Inn, 280 Colonia Drive, Oxford, AL. Phone: 256.831.0083. Room Cut-Off: April 25, 2011.

# Research Completed

## Funded by the Harold E. Ford Foundation

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

### Project #651

[http://www.poultryegg.org/research/resproj/PROJ\\_651.html](http://www.poultryegg.org/research/resproj/PROJ_651.html)

#### **Recombinant Laryngotracheitis Virus Vaccines: Evaluation of Effectiveness for Prevention of Disease in Commercial Broiler Chickens**

The effectiveness of commercially available, recombinant virus-vectored Laryngotracheitis (LT) vaccines was compared to modified-live virus vaccines (CEO and TCO). Recombinant LT virus vaccines (herpesvirus of turkeys {HVT-LT} and fowl poxvirus {FPV-LT}) when individually administered in ovo had less protective immunity compared to conventional modified-live virus vaccines (CEO and TCO). Chickens vaccinated with both recombinant vaccines (HVT-LT + FPV-LT) had similar protection compared to conventional CEO

and TCO vaccine treatments and absence of clinical LT signs and body weight depression. Recombinant virus-vectored vaccines may improve safety and effectiveness of subsequent CEO vaccination by reducing numbers of birds with detectable LT virus in the trachea compared to CEO vaccination alone.

### Project #F31

[http://www.poultryegg.org/research/resproj/PROJ\\_F031.html](http://www.poultryegg.org/research/resproj/PROJ_F031.html)

#### **Paw Burn Reduction in Broiler Chickens Through the Use of Feed-Grade Enzymes**

Trials were conducted to determine if feed-grade enzymes improve foot pad quality through a reduction in undigested complex carbohydrates being passed into the litter. Six commercial enzymes fed throughout the

grow-out period did not improve foot pad quality scores in broilers. Improvements in intestinal viscosity were observed in most enzyme treatments. Supplementation of broiler diets with high levels of biotin resulted in no improvement of foot pad lesions in two additional trials. Litter moisture was shown to have a substantial effect on development of foot pad burns, indicating the importance of proper in-house environmental management. In summary, feed-grade enzymes and additional dietary biotin did not improve foot pad quality in broiler chickens.

## Poultry/Egg Depot Helps You Find Suppliers



U.S. Poultry & Egg Association has entered into an agreement with the on-line directory specialist, MultiView, to develop one of the most powerful and complete directories of suppliers available to the poultry industry.

All you have to do is go to our website – [www.poultryegg.org](http://www.poultryegg.org) – and enter the product for which you need information. The directory will provide you with a list of suppliers with general address information. Also, a number of suppliers have provided additional information about their products.

To see the wide range of products and services offered in this directory, go to [www.poultryeggdepot.com](http://www.poultryeggdepot.com).

Click on any item you wish to investigate. The directory provides filters to help you identify those suppliers within your geographic preferences.

Be sure to bookmark the site for ready reference for the future.

# DOT Increasing Motor Carrier Safety Enforcement Activities



## Compliance-Safety-Accountability

Rolled out in December 2010, Compliance-Safety-Accountability (CSA) is a Department of Transportation Federal Motor Carrier Safety Administration (FMCSA) initiative designed to improve large truck safety and ultimately reduce crashes, injuries, and fatalities involving commercial motor vehicles. It introduces a new enforcement and compli-

ance model that allows FMCSA and its state partners to utilize their resources more efficiently to reach and evaluate a larger number of carriers earlier and more often in order to address safety problems before crashes occur.

## Safety Measurement System

Within the Compliance-Safety-Accountability (CSA) Operational Model, the Safety Measurement System (SMS) quantifies the on-road safety performance of carriers and drivers to identify candidates for interventions, determine the specific safety problems a carrier or driver exhibits, and monitors whether safety problems are improving or worsening. SMS has replaced SafeStat in the new Operational Model.

SMS uses a motor carrier's data from roadside inspections, including all safety-based viola-

tions, state-reported crashes, and the Federal motor carrier census to quantify performance in the following Behavior Analysis and Safety Improvement Categories (BASICs).

- Unsafe Driving**
- Fatigued Driving (Hours-of-Service)**
- Driver Fitness for Duty**
- Controlled Substances/Alcohol**
- Vehicle Maintenance**
- Cargo-Related**
- Crash Frequency and Severity**

Paul Pressley  
Executive Vice President,  
Industry Programs  
[ppressley@poultryegg.org](mailto:ppressley@poultryegg.org)

## USPOULTRY produces "Driver Vehicle Inspections – Pre-trip, Post-trip, and On-the-Road" video



Compliance-Safety-Accountability (CSA) places much more emphasis on driver performance and vehicle maintenance, and, therefore, proper driver training continues to be an important aspect of an effective fleet safety program. In response to an industry request, USPOULTRY's Poultry &

Egg Institute has developed a driver training program explaining the importance of an effective pre-trip, on-the-road, and post-trip vehicle inspection program. Proper vehicle inspections are required by Federal Motor Carrier Safety Administration regulations.

The video-based program will help new drivers develop a step-by-step process to conduct this vital safety process the same way, every time, and will serve as a refresher for experienced drivers. Filmed using vehicles that will be familiar to most of our drivers, the video identifies specific inspection processes to properly evaluate the following:

- Overall condition of unit
- Under the hood – fluid levels, hoses, belts, mountings
- Inside the cab – gauges, steering, safety items

- Suspension, tires, and brakes
- Lights
- Trailers
- Emergency equipment
- Required paperwork

The video is available free of charge to all USPOULTRY member companies and may be ordered online at [www.poultryegginstitute.org](http://www.poultryegginstitute.org)

Paul Pressley  
Executive Vice President  
Industry Programs  
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# 2011 USPOULTRY Poultry & Egg Institute Seminar Schedule

Registration Available On Our Website,  
[www.poultryegginstitute.org](http://www.poultryegginstitute.org)

## Upcoming Seminars:

### Poultry Processor Workshop

This year's Poultry Processor Workshop will be held May 11-12, at the W Hotel Downtown in Atlanta.

"Advancement and change continue at a rapid pace in today's poultry industry," said program chairman Tim Daniel, Peco Foods. "The poultry processing plant feels the impact perhaps more than any other operation in the company. Increasing automation and new management techniques are occurring throughout the plant. Throw in the grain market's impact, employee retention, and constant changes and modifications in government inspection programs, and managing the plant becomes more complicated day by day. This year's poultry workshop will make sure we are informed on current topics affecting our industry," he added.

Some of the topics to be discussed at the upcoming Poultry Processor Workshop are as follows: *grain market's impact on yield, bird weights, and line efficiency; animal welfare; energy efficiency in the processing plant; employee retention; FSIS Update; new processing technology; stunning methods comparison; and gas stunning in turkeys.*

The agenda was developed by a program committee of plant managers and food safety and quality assurance professionals. The committee consists of the following professionals: Michael Cox, House of Raeford; Shaleta Fuqua, Koch Foods; Tim Daniel (Chairman), Peco Foods; Brad Williams, Wayne Farms; Juan DeVillena, Wayne Farms; and Tom Wisvari, Cooper Farms.

### Financial Management Seminar

The 2011 Financial Management Seminar is scheduled June 27-29, at the Ritz Carlton in Amelia Island, FL.

Fuel and corn costs, tax changes, and bank lending trends all have a huge impact on poultry and egg companies' financial management. Combine these challenges with changing consumer trends and global economic factors, and you get a very complex role for financial managers. Comments Committee Chairman Michael Popowycz, Case Foods, "Financial management becomes increasingly complicated in the economic environment we are facing. Financial managers cannot face today's challenges with yesterday's knowledge. It is important we stay current on techniques and best practices to keep up with ever-changing financial management responsibility."

Other topics on the program include *A CEO's Perspective of Financial Management, Ethanol/GIPSA/EPA... Impact on Poultry Industry, Global Markets Outlook, Hedging/Markets Interaction, an Economic Forecast*, and a series of roundtable workshops.

The program committee included: Alan Duncan, Mountaire Farms, Little Rock, AR; Michael Popowycz (Chairman), Case Foods Inc., Troutman, NC; Ron Van Es, Tyson Foods Inc., Springdale, AR; Gary Tucker, Pilgrim's Pride Corp., Greeley, CO; Mike Jones, Simmons Foods, Siloam Springs, AR; Bob Childress, Frazer Frost LLP, Little Rock, AR; Bill Burke, American Proteins Inc., Cumming, GA; Eddie Elrod, Fieldale Farms Corp., Baldwin, GA.

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

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

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

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

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

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

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

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

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

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

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

**Grain Forecast and Economic Outlook Conference**  
November 9, Atlanta, GA  
Airport Hilton Hotel

**Air Cargo Seminars**  
Dates TBD  
Atlanta, GA  
Miami, FL  
Chicago, IL