

NEWS & VIEWS

USPOULTRY[®]
U.S. POULTRY & EGG ASSOCIATION

March / April 2017

**IPPE Gives Back to Atlanta with
\$13,000-Plus Donation**

**USPOULTRY Updates TRI
Reporting Tool**

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The All Feather Association serving the industry through education, research, communication and technical assistance.

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NEWS & VIEWS

MARCH / APRIL 2017

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.

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USPOULTRY IT Support Program

Most readers of News & Views will be familiar with the four mission areas that drive our Association efforts: research, education, communications and technical assistance. With respect to the final mission area, technical assistance, many readers may be familiar with the staff expertise and training tools we provide with respect to environmental, health and safety, human resources and biosecurity issues, as examples. However, one area of our technical assistance efforts that many readers will not be familiar with: our IT support program for sister trade organizations.

This program started evolving about 15 years ago, under the leadership of my predecessor, Don Dalton. The Ohio Poultry Association needed technical support for their organization, and Don volunteered our IT staff to provide that support with North Carolina Poultry Federation coming next. About eight years ago, we expanded the program significantly, and began providing support to several national poultry organizations, and a number of additional states. The services offered by our IT group ranges from serving as a technical help desk, to designing and installing network systems and designing and/or hosting websites, to providing email support and remote data back-up, etc. In essence, our IT staff becomes an extension of each organization's staff, giving advice, guidance and service from an unbiased, "here's what you need" approach.

In the last few years, we have provided NPIP with support to develop, test and implement automated reporting forms delivery data to a database we created. This has eliminated double-data entry for much of the routine data entry for the vital NPIP program.

Looking forward, our IT team is working through standardization across the sister organizations we support, making it easier for our team to "remote" into the various systems, saving time and money, and providing cloud-based back-up. Our IT program is led by Eric Wiles (14 years of service with USPOULTRY), Lead Web Developer Brett Force (16 years), Web Developer Des Butler (4 years) and Systems Administrator Khalil Flowers (1 year). The organizations we support are listed below. The guiding principle for USPOULTRY is to utilize revenue from the trade show to invest in, and further improve, the poultry industry. And, our IT support program, even with a low profile, follows that guiding principle.

Delmarva Poultry Industry
International Poultry Council
Kentucky Poultry
Mississippi Poultry
Nebraska Poultry
NPIP
Ohio Poultry
Southern Poultry Science Society
Texas Poultry
USAPEEC
Virginia Poultry

Georgia Poultry Federation
Iowa Poultry
Louisiana Poultry
National Chicken Council
North Carolina Poultry
National Turkey Federation
South Carolina Poultry
Tennessee Poultry
United Egg Producers
Virginia Egg Council

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John Starkey, PE
President
USPOULTRY



IPPE Gives Back to Atlanta with \$13,000-Plus Donation

The feed, meat and poultry industries collaborate to produce healthy and safe food products. Production and efficiency levels and genetic advancements have made significant expansions in the last decade alone. However, many individuals still suffer from hunger. One in seven Americans, and an estimated 755,400 people in metro Atlanta, Ga., rely on food pantries and meal service programs to feed their families each year.

As part of the effort to fight hunger, the 2017 International Production & Processing Expo (IPPE) raised more than \$13,000 for the Atlanta Community Food Bank through its "Giving Back to Atlanta" campaign. The donation included generous contributions from IPPE, Hawkins Inc., WinCorp International and numerous individual donations.

"We are grateful for the support that IPPE, Hawkins, Inc., and Wincorp International have given the Atlanta Community Food Bank this year. Support from these valued partners will help provide more than 50,000 meals to families in Metro Atlanta and North Georgia, where one in four children face food insecurity each day," said Ben Burgess, food sourcing specialist, Atlanta Community Food Bank.

"IPPE would like to convey our sincere appreciation to the exhibitors and attendees who contributed to the 'Giving Back to Atlanta' campaign. Your contributions will make a difference in fighting hunger in Atlanta," said IPPE show organizers.



From left: Nath Morris, vice-president of expo, USPOULTRY; Ben Burgess; and Pennie Stathes, IPPE logistics manager

2018 IPPE Exhibitor Advisory Committee

The IPPE Exhibitor Advisory Committee meeting was held Mar. 28, in Atlanta, Ga. The committee, chaired by Paul Phillips, Maxi Lift/Southwest Agri-Plastics, Inc., and vice-chaired by Phil Laughlin, Dolco Packaging and USPOULTRY board member, reviewed the 2017 IPPE and discussed planning for the 2018 trade show.

The 2017 IPPE advisory committee consisted of the following exhibiting companies: Maxi-Lift/Southwest Agri-Plastics, Inc.; Dolco Packaging; Adisseo; AGRI-associates; Alaso; Anitox Corp; Aviagen Inc.; Biomin America; CBH International, Inc.; Ceva Animal Health; Chiorino Inc.; Cobb-Vantress, Inc.; D&F Equipment; DeLong's Gizzard Equipment, Inc.; Diversified Imports; Dolco Packaging; Foodmate; Georgia Tech Research Institute; Interstate Containers; Jamesway; JAX Inc.; JBT; KEITH Mfg. Co.; Lubing Systems; Marel Inc.; Mojo Active; Morris & Associates, Inc.; Morton

Vardeman & Carlson; Novus International, Inc.; Peripheral Mowers, Inc.; POSS Design; Poultry Times; Sealed Air Food Care; Simmons Engineering Company; Special Nutrients; Sterilix Corporation; TG Water Additives; Think 360 Inc.; Tippmann Innovation; TREIF USA, Inc.; and Zoetis.



Poultry Companies Take Advantage of Free IPPE Bus Service

Multiple poultry companies took advantage of free bus service to transport their employees and growers to the 2017 IPPE. More than 260 employees and contract producers from 11 poultry complexes as far away as North Carolina attended IPPE via the bus service. They included Amick Farms, Claxton Poultry, Fieldale Farms, Keystone Foods, Perdue Farms, Pilgrim's and Tyson Foods.

The attendees were pre-registered through the Members to Atlanta (M2A) program. In addition, the attendees were provided Chick-fil-A lunch coupons, compliments of IPPE.

IPPE will offer the bus service again in 2018 for meat, poultry and feed member companies of

the U.S. Poultry & Egg Association (USPOULTRY), American Feed Industry Association and North American Meat Institute.

For more information, please contact Larry Brown at l.brown@uspoultry.org.



Poultry employees and growers from Perdue Farms take advantage of the free bus service offered during the 2017 IPPE

Jamesway and USPOULTRY Present Checks to Children's Healthcare of Atlanta

Christopher Omiecinski, president of Jamesway Incubator Company, presented a check in the amount of \$2,000 to Melisa Morrow, development officer for Children's Healthcare of Atlanta Foundation. USPOULTRY matched Jamesway's contribution with Paul Hill, West Liberty Foods, and 2016 USPOULTRY chairman, presenting the check.

The presentation took place at the International Poultry Expo (IPE), part of the 2017 IPPE in Atlanta. The IPPE is the world's largest annual trade show for the poultry, feed and meat industries. This was Jamesway's eighth year of donating to the Children's Healthcare of Atlanta. USPOULTRY has contributed for the last seven years.

"Jamesway is recognized worldwide for our "Worry-Free" hatchery solutions. We hope that our contributions this year, and over the past eight years, "free some worry" for Children's Healthcare of Atlanta," said Omiecinski.

"USPOULTRY values Jamesway's leadership in contributing to Children's Healthcare of Atlanta. We are pleased to match this donation, as IPE has called Atlanta home for 69 years," said Hill.

"Children's Healthcare of Atlanta is dependent on donors like Jamesway and USPOULTRY to

achieve its mission of making kids better today and healthier tomorrow through philanthropic support. Children's provides medically-needed healthcare to the children of Georgia, including families that could not otherwise afford to pay," said Morrow.



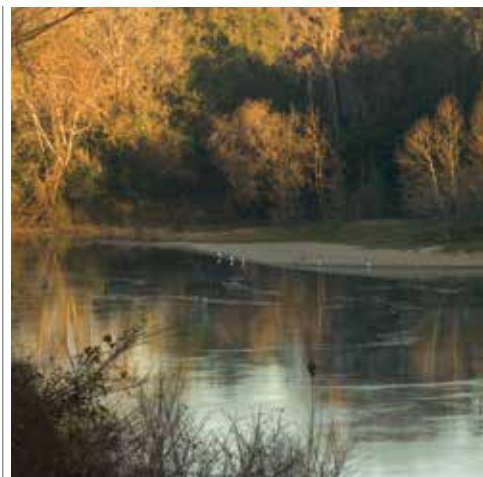
Left to right: Christopher Omiecinski, president of Jamesway Incubator Company; Melisa Morrow, development officer for Children's Healthcare of Atlanta Foundation; and Paul Hill, West Liberty Foods and 2016 USPOULTRY chairman.

USPOULTRY Statement on Trump's Executive Action on WOTUS Rule

John Starkey, president of USPOULTRY, released the following statement in response to President Trump's executive action regarding the Waters of the U.S. (WOTUS) rule.

"USPOULTRY is very pleased that the thousands of family owned and operated poultry farms will gain relief from this unreasonable, uncertain and confusing WOTUS rule. Like many other agricultural groups, we never believed EPA's rule fairly considered comments from the growers and producers who own and operate these farms. In fact, it caused greater confusion and significantly expanded EPA's authority on private, predominately family owned farmlands far beyond the scope authorized by the Clean Water Act."

"Ultimately, our Association saw little choice other than to join with other agricultural and business groups in litigation against EPA over this rule. With this executive order, we look forward to finding opportunities to work with EPA to continuously improve the environmental sustainability of poultry farms across the nation in a cooperative and productive fashion."



USPOULTRY Updates TRI Reporting Tool

USPOULTRY recently updated a tool that assists poultry and egg industry personnel with calculating release quantities of various chemical substances from poultry processing facilities. This video tutorial provides information on how the tool was revised and instruction on the how to use the tool to assess whether thresholds are exceeded that trigger reporting requirements under EPA's Toxic Release Inventory reporting program.

The video tutorial is accessible on USPOULTRY's YouTube page and can be viewed at www.youtube.com/USPOULTRY.

TRI REPORTING TOOL
TUTORIAL

USPOULTRY
U.S. POULTRY & EGG ASSOCIATION

Poultry Company Applications Being Accepted for Safety Recognition Awards

Poultry industry facilities with outstanding safety programs are invited to apply for recognition under the Joint Poultry Industry Safety Award Program. The program is open to National Chicken Council, National Turkey Federation and USPOULTRY members with poultry processing plants, further processing facilities, egg processing plants, hatcheries, feed mills and rendering facilities that, through the implementation of innovative and effective programs, have injury and illness rates below the industry average for three consecutive years.

Based on the latest data available from the Bureau of Labor Statistics, the poultry

processing OSHA total recordable illness and injury rate for 2015 was 4.3 cases per 100 full-time workers. The 2015 rate represents an outstanding 81 percent improvement from 1994.

“The poultry industry depends on our workforce of dedicated employees to provide a nutritious and affordable food source, and we are deeply invested in processes and procedures to reduce workplace hazards. The substantial and consistent improvement in illness and injury rates among our workforce over the past two decades is a direct outcome of the poultry industry’s strong commitment to worker safety,” said Scott Rushing, manager of safety and

health, Sanderson Farms, and chair of the Joint Industry Safety and Health Council.

Award program rules, regulations and application forms can be obtained on the www.uspoultry.org website. **The application deadline for the 2017 awards is April 20.**

The annual awards will be presented during the National Safety Conference for the Poultry Industry, Aug. 14-16, at the Hilton Sandestin Beach Golf Resort & Spa in Destin, Fla.

USPOULTRY Accepting Applications for 2017 Clean Water Awards

USPOULTRY is accepting applications for the 2017 Clean Water Awards. The awards recognize outstanding performance of wastewater treatment plants that operate at poultry or egg processing facilities. Winners will be announced at USPOULTRY’s 2017 Environmental Management Seminar to be held Sept. 21 – 22, at the Hilton Sandestin Beach Golf Resort & Spa in Destin, Fla.

“Poultry companies are persistent in their commitment to environmental stewardship and do an exceptional job managing their wastewater treatment facilities. Virtually all of the water used in poultry and egg processing is returned to the environment in first-class condition, constantly exceeding the standards established in their discharge permits. USPOULTRY is pleased to sponsor this annual award program that spotlights the hard work wastewater treatment professionals in our industry take to defend our natural resources

and enrich the environment,” said Jerry Moye, recently retired president of Cobb-Vantress, Siloam Springs, Ark., and USPOULTRY chairman.

Awards are presented in two categories – full treatment and pretreatment. Full treatment facilities are those facilities that fully treat their wastewater prior to discharge into a receiving stream or a land application system. Pretreatment facilities are those facilities that discharge pretreated effluent to publicly-owned wastewater treatment facilities for further treatment. Any USPOULTRY member company is eligible to submit three nominees in each category. Facilities which have previously won the award may not be re-nominated for five years. **The deadline for submitting applications is June 30.**

An evaluation committee will review the applications and select semi-finalist facilities in each category. Award recipients will be selected

after the evaluation committee completes a site visit were the semifinalists will have an opportunity to showcase their facility. Award recipients will receive a trophy, be profiled on the USPOULTRY website and receive assistance from the Association in publicizing the award on a local, regional and national level.

The winners of the 2016 Clean Water Awards were Sanderson Farms, Kinston, N.C., for full treatment, and Tyson Foods, Russellville, Ark., for pretreatment. Tyson Foods River Valley Animal Foods of Scranton, Ark. received honorable mention in the full treatment category. Keystone Foods in Gadsden, Ala., and Tyson Foods in Rogers, Ark., received honorable mention in the pre-treatment category.

Application forms can be obtained on USPOULTRY’s website at www.uspoultry.org/environment.

Nature Pure Recognized for Environmental Excellence by USPOULTRY

Nature Pure of Raymond, Ohio, was one of five farms across the United States to receive USPOULTRY's Family Farm Environmental Excellence Award during the IPE, part of the 2017 IPPE in Atlanta, Ga. USPOULTRY sponsors the annual awards in recognition of exemplary environmental stewardship by family farmers engaged in poultry and egg production.

Nature Pure, owned by the Lausecker family, was nominated by the Ohio Poultry Association. The farm is family-owned and produces organic eggs. It includes 13 poultry houses on 194 acres of land.

The Lausecker family works closely with their local soil and water district and with the Ohio Department of Agriculture to develop nutrient management plans. Manure is removed from their barns twice a week and is stored in a covered manure barn. The manure is then sold to local farmers for use on organic crops.

Nature Pure is currently working to reduce phosphorus on the farm through crop rotation and the use of cover crops.

Nature Pure composts, and they have worked hard to enhance the environment on their farm. Nature Pure has taken several proactive measures, including the installation of field borders, filter strips, wetlands and windbreaks, to make their farm more environmentally friendly. In order to prohibit the direct discharge of treated wastewater into waters of the state, Nature Pure installed a wastewater storage pond and irrigation system that applies treated water at an agronomic rate.

An innovative technique that is being used at Nature Pure includes a six-blower system to assist in drying poultry litter. The system collects warm air from the house and recycles it in order to blow it through air tubes onto

the manure belts. This system has allowed the Lauseckers to reduce the number of fans used in the manure storage barn and thereby reduce energy consumption.



Jerry Moyer (left), 2017 USPOULTRY chairman, presented the award to Daniel and Kurt Lausecker of Nature Pure.

Bullard Farms Recognized by USPOULTRY for Excellence in Environmental Stewardship

Bullard Farms in Stedman, N.C., also received USPOULTRY's Family Farm Environmental Excellence Award during the 2017 IPPE in Atlanta.

Collins Bullard, and his wife, Alison, own the 1,500-acre farm with eight turkey houses. They also raise pigs and grow corn, wheat, soybeans, hay, watermelon and sweet corn. The Bullard's grow 180,000 toms a year for Prestage Farms.

All the litter produced by their turkeys are used on their crops. This has allowed the Bullards to increase profitability by eliminating the need for commercial fertilizer. They remove the litter after each flock and store it until it

can be applied according to their nutrient management plan. Their storage facility is covered and off the ground to protect groundwater and prevent runoff of nutrients.

The Bullards use a forced air compost facility that can hold 90,000 pounds of mortality at any given time. The use of GPS allows Bullard Farms to apply litter in specific areas where there is a need versus applying to the entire field. The farm has implemented a phosphorus-based nutrient management plan since they started raising turkeys in 2006.



Jerry Moyer (left) presented the award to the Bullard family

Research Results

Funded by USPOULTRY and the USPOULTRY FOUNDATION

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

Research Indicates New Tool for Reducing Ammonia Emission

Project #687: Effects of Nitrocompounds to Minimize Ammonia Emission in Broiler Litter

(Dr. Woo Kim and Dr. Casey Ritz, University of Georgia, Athens, Ga.)

Dr. Woo Kim and Dr. Casey Ritz at the University of Georgia's Department of Poultry Science evaluated the addition of nitrocompounds to broiler diets to minimize the emission of ammonia from the broiler litter. They found that adding nitroethanol or nitropropanol into broiler diets influences the degradation of uric acid to ammonia and does not have negative effects on broiler performance. The observed effects on ammonia emission may be due to the inhibition of uric acid-utilizing bacteria in the poultry manure by the nitrocompounds.



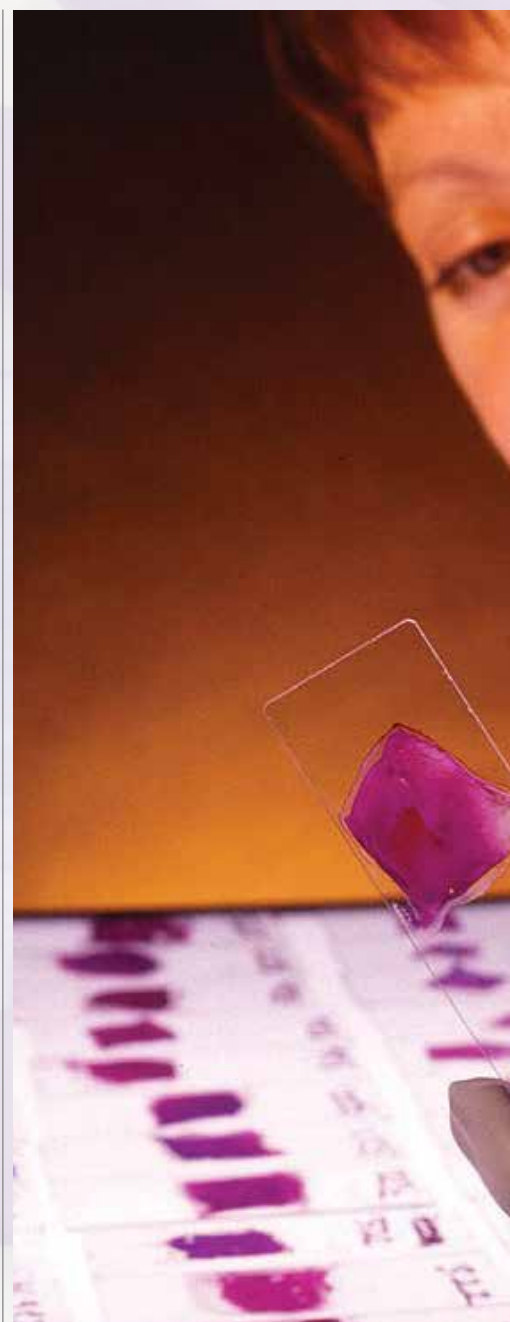
Researcher Develops Potential New Vaccine for Both Newcastle Disease and ILT

Project #F060: Development of an Improved Recombinant Infectious Laryngotracheitis Vaccine

(Dr. Joseph Giambrone, Department of Poultry Science, Auburn University, Auburn, Ala.)

Dr. Joseph Giambrone at the Poultry Science Department of Auburn University recently completed a research project in which he created a new vaccine candidate for an important disease of chickens, infectious laryngotracheitis (ILT). This new vaccine was created by inserting a gene from ILT virus into the B1 Newcastle disease vaccine, which is commonly used in broilers at one day of age. The vaccine is continuing to be evaluated for its ability to safely protect against both Newcastle disease and ILT when applied at the hatchery.

The research was made possible by an endowing USPOULTRY Foundation gift from Pilgrim's.



Animal Agriculture Alliance: Celebrating 30 Years of Bridging the Gap Between Farm and Fork



Since its launch in 1987, the Animal Agriculture Alliance has been a central voice in the animal agriculture industry, bridging the communication gap between farm and fork. As the nation's largest and oldest coalition speaking for the entire animal agriculture industry, the Alliance is celebrating its 30th anniversary in 2017.

In the last three decades, the animal agriculture industry has battled campaigns from anti-animal agriculture groups across the U.S., a misled public, and "undercover" activists. While many of these groups have changed courses over the years, the animal agriculture industry works to better inform the public every day.

History and Milestones

As the animal rights movement in the U.S. began to focus on agriculture in the early 1980s, leaders in animal agriculture met regularly to discuss activist groups, such as People for the Ethical Treatment of Animals (PETA) and the Humane Society of the United States (HSUS). These groups' campaigns were targeting farming, ranching and the animal protein industry. In 1986, the American Feed Industry Association (AFIA) formed the Animal Industry Foundation (AIF) to have an organization solely dedicated to monitoring the activist groups' efforts, informing the animal agriculture industry of the activists' actions and coordinating a unified effort to correct misinformation. The AIF launched in 1987 and later became formally known as the Animal Agriculture Alliance in 2001.

Since its inception, the Alliance has represented a diverse array of entities in the animal agriculture industry, ranging from farmers and ranchers, to companies and associations, to scientists and dietitians.

United Voice in Agriculture

Because there are so many voices within one industry, the formation of the Alliance was crucial to unite stakeholders, creating one strong voice to represent all sectors of the animal agriculture industry.



Don Hecht, formerly with Elanco and chair of AIF from 1998 to 2000, with Kay Johnson Smith, president of the Animal Agriculture Alliance

resource for the media and the public, the Alliance launched its first website in late 1995 – far ahead of most others in agriculture – establishing the organization as a leader in communication and outreach.

This industry was and still is in great need of a united voice because trends in agriculture narratives are constantly evolving. Today, there is a large need for open conversation between consumers and producers surrounding food sources and the treatment of animals before they become food.

By facilitating engaging dialogue between consumers and producers, the Alliance has helped to shift the animal agriculture industry toward open, transparent conversations with farmers and ranchers understanding the need to engage with consumers. The Alliance emphasizes engaging with all stakeholders, instead of simply providing educational materials. All voices are heard and understand the processes chosen by the other. By focusing on the long-overlooked relationship between consumers and producers, the Alliance has established itself as a thought-leader and an educational resource inside and outside of the

animal agriculture industry.

Using its 30 years of resources, the organization writes regularly for some of the industry's leading publications; is actively engaged on all major social media platforms; writes its own weekly blog which gets tens of thousands of hits – and has provided hundreds of presentations and media interviews nationally and internationally as a recognized expert on farm animal welfare issues.

Unifying Animal Agriculture

The Alliance has several committees that work to connect and unify the animal agriculture industry as a whole. Through its committees, the Alliance informs stakeholders on industry-related trends, upcoming issues, current media narratives and strategies to combat misinformation from anti-animal agriculture groups. The Alliance speaks at many industry-related events and blogs on the topics regularly to share trends and strategies.

While the Alliance has grown immensely over the past 30 years and made its impacts felt throughout the industry, it also understands that there are always areas for growth. The anti-animal agriculture groups are not going away, and it remains important for all stakeholders in the animal agriculture, feed, animal health, biotechnology, meat and food industries to work together because changes caused by activist groups impact stakeholders, up and down the food chain.

We are all in this together, and the Alliance is here to connect, engage and protect all of animal agriculture.

Story by Peyton Johnson, junior in public relations and Spanish at James Madison University

USFRA: Embracing SMART Farming



Consumers, influencers and media all understand the notion of “smart” as a descriptor for the innovation and technology that helps improve their lives – the smart phone, the smart home, the smart classroom, etc. Just like every other forward-thinking industry, American agriculture is employing the latest technology and science on farms.

Today’s SMART farms use data and technology to become faster, more efficient, more nimble, and more equipped to protect our planet’s resources while still growing and producing the world’s very best food supply.

The U.S. Farmers & Ranchers Alliance (USFRA) has embraced the concept of SMART farming; and as a member of their communications committee, I recently had an opportunity to participate in USFRA’s SMART Farm booths at the Food Network & Cooking Channel’s South Beach Wine & Food Festival (SOBEWFF) and at Jungle Island in South Florida. For those who have never attended the event, SOBEWFF attracts the top food influencers, including renowned and local chefs, foodies and culinary personalities. Over the course of the weekend festival, more than 65,000 guests attend the 85-plus events that take place in various locations throughout South Florida.

USFRA had a presence at two top events during SOBEWFF, the Grand Tasting and the Fun & Fit Festival. Each location provided a unique opportunity to showcase USFRA’s new 360 farming video and speak with top consumer influencers about modern farming practices, sustainability, and animal care and welfare.

Faces of Farming & Ranching class members Lauren Arbogast and Jeremy Brown, USFRA staff, and I engaged attendees at the events and encouraged them to “virtually” visit a pig farm, viewed in 360 degrees. Attendees were interested in the opportunity to view



the video, engage in dialogue about farming practices and learn more about modern agriculture. There were literally thousands of questions asked and comments made that resulted in lively conversations about today’s farming practices.

We heard comments, such as: “The pigs live inside? I had no idea. They look really comfortable though.”
 “Not what I thought.”
 “It’s so clean.”
 “No way. That’s so cool!”
 “What is your booth about?”
 “So how does this [farming] work?”
 “It is so clean in there! Wow! Those are big pigs...”



Though I should not have been, I was surprised by the number of people who had never been on a farm. So many people were amazed by the video and the farming technology they were able to view as if they were really there in person, and I am glad I had an opportunity to talk to them about the latest technology used by today’s farmers and ranchers.

From GPS tractors and GMO seeds on crop farms to animal nutrition trackers and indoor housing automation on poultry and livestock farms, agriculture is using science and technology to help build a smarter version of the American farm.

Gwen Venable
 Vice President of Communications
gvenable@uspoultry.org



Avian Influenza: Lessons Implemented

In 2015, while the causes and cost of the battle to contain avian influenza in the Midwest were still not completely settled, the poultry industry met in Des Moines, Iowa, to identify and discuss the lessons learned from that historic disease outbreak. Recently I reviewed what we discussed at that meeting in Iowa and tried to honestly assess whether we have implemented changes as a result of the lessons learned from the 2014-2015 highly pathogenic avian influenza (HPAI) outbreak. We have had two HPAI outbreaks in commercial poultry since the Midwest outbreak, which have given the poultry industry and state and federal agencies ample opportunity to demonstrate whether the response has improved.

Perhaps one of the more glaring deficiencies in the response during the Midwest outbreak was the inability in many cases to quickly depopulate infected farms. It is generally agreed that the extended time that some infected flocks remained alive promoted the continued production and likely spread of the virus. The lesson learned from this was that infected flocks should be depopulated immediately when HPAI is confirmed. The industry set a goal for itself to depopulate infected flocks within 24 hours of confirmation of HPAI. In the HPAI outbreak in Indiana in early 2016 and the more recent HPAI case in Tennessee, this goal has been largely met. There is little doubt that the quick and efficient response in these cases has contributed to the more rapid containment of the outbreaks.

Several factors have allowed this rapid response in recent outbreaks. In the past, infected flocks could not be depopulated until an official from USDA/APHIS inspected the flock to determine the number of live birds. This information was used to establish the basis for the value of the flock and the indemnity payment. This process often postponed the commencement of depopulation. Since the Midwest outbreak USDA/APHIS has streamlined the process to allow mortality records, live video and state official verification to substitute for USDA inspection. Now there is minimal delay between the confirmation of HPAI and the



depopulation of the flock. Another factor which often delayed depopulation in the past was the lack of available supplies and equipment required to properly depopulate a flock. In order to use the approved euthanasia methods which utilize CO₂ intoxication or firefighting foam, the equipment must be available, functional and based in a location where it can be rapidly mobilized to an infected farm. In recent outbreaks, firefighting foaming units have been available from poultry companies, states and USDA/APHIS that could be rapidly deployed. Many additional units have been purchased since the Midwest outbreak and stationed at strategic locations, and personnel have been well-trained to use the foaming units.

Another difficulty encountered during the 2014-15 HPAI outbreak was the safe and rapid disposal of poultry carcasses, manure and other contaminated materials from infected farms. In the past two years, poultry companies and state animal health authorities

have worked very hard to determine the best disposal method for each farm in the event of an outbreak. This advanced planning has paid big benefits in the outbreaks in Indiana and Tennessee where disposal has proceeded rapidly and safely. In a recently completed research project funded by USPOULTRY, the parameters were determined to establish the required temperature and time to inactivate avian influenza virus in a poultry house. This has provided an extra tool to poultry companies to inactivate the virus in litter and on surfaces of equipment using heat before anything is removed from the house for disposal.

The major deterrent to outbreaks of infectious diseases like HPAI is effective biosecurity. It is accepted that lapses in biosecurity played a role in the size and duration of the Midwest outbreak. Since that time poultry companies have made major improvements in biosecurity through implementation of more robust programs, training of company and contract personnel and insuring compliance through auditing programs. Their efforts have been aided by several organizations such as USPOULTRY, NPIP, NCC, NTF and UEP, which have provided guidelines, online tutorials and seminars aimed at practical improvements to biosecurity in all segments of the poultry industry.

At the time of this writing, the ultimate outcome of the Tennessee outbreak is still unclear. Nevertheless, it is clear that the response to the HPAI outbreaks in the United States since the 2014-15 Midwest outbreak has been much more robust and well-coordinated. The whole poultry industry learned many lessons from the Midwest outbreak, and the effective disease responses we have seen since that time demonstrate how well the industry has implemented the knowledge gained from those lessons learned.

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Poultry Groups File Lawsuit Against OSHA Recordkeeping Changes



In May 2016, the Occupational Safety & Health Administration (OSHA) published a new recordkeeping rule, entitled "Improve Tracking of Workplace Injuries and Illnesses," fundamentally changing the process and purpose of employer reporting of work related injuries and illnesses. The rule became effective Jan. 1, and has three primary components.

First, it requires employers to electronically submit injury and illness recordkeeping forms to OSHA, which OSHA will then make available in a public database. Second, it requires employers to establish undefined "reasonable" procedures for employees to report injuries. Third, it gives OSHA authority to address alleged discrimination and retaliation against employees for reporting a work-related injury or illness even in the absence of an employee complaint.

In January, USPOULTRY, the National Chicken Council and National Turkey Federation joined the National Association of Home Builders, the U.S. Chamber of Commerce and other state level groups in a lawsuit challenging the lawfulness of the revised rule.

Despite considerable opposition to the rule during the public comment periods, including comment letters from the three poultry associations, the agency proceeded to publish a final rule which the plaintiffs believe:

1. exceeds OSHA's authority under the Occupational Safety & Health Act of 1970,
2. fails to follow the requirements of the Administrative Procedure Act, and
3. violates employers' constitutional rights under the First and Fifth Amendments.

While the details within the lawsuit are too numerous to document in this article, I will address one key issue. OSHA plans to post injury records of establishments on a public website as an extension of its "Name and Shame" strategy, based upon the previous administration's unfounded belief that public embarrassment will drive employers to develop effective safety programs.

OSHA last updated its recordkeeping requirements in 2001 with the express purpose of providing information for employers to identify workplace accident trends and providing a source of information for OSHA to target its enforcement activities. OSHA made clear that recording an injury or an illness "did not mean that the employer or employee was at fault, <or> that an OSHA rule has been violated..." The revised rule, however, encourages the public to make judgments about the safety and health programs of employers based on injury and illness data that will be provided with little context or explanation. The rule is clearly at odds with a "no-fault" recordkeeping system and will likely



lead to unwarranted reputational harm to businesses while doing little to improve workplace safety.

We await a resolution of this issue in the courts and encourage a new look at the rule by the Department of Labor under the Trump administration.

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Whole Genome Sequencing 101

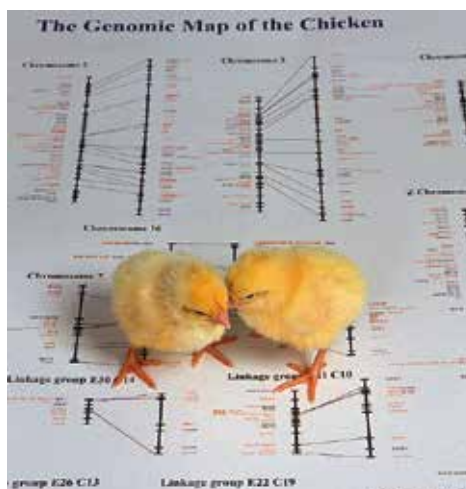
Whole genome sequencing (WGS) has become an essential tool of food safety and regulatory agencies, such as the U. S. Food and Drug Administration (FDA), U. S. Department of Agriculture (USDA) and the Centers for Disease Control and Prevention (CDC). These agencies now routinely apply the use of WGS for various purposes. While still a new technology, its fast pace of utility and use in the food industry has evinced both interest and concern. USPOULTRY and the North American Meat Institute (NAMI) organized an introductory program on whole genome sequencing, called “Whole Genome Sequencing 101,” during IPPE. The goal of the program was to present various stakeholders’ perspectives on the use of this technology to improve the safety of consumers.

Dr. Haley Oliver from Purdue University gave an overview describing what WGS is. She explained the basic terminology and demonstrated how the technology works. In her studies, she has been able to use WGS to help identify *Listeria* pockets in deli markets and use that information to establish effective sanitation plans in those facilities.

The CDC presented their work around the use of this technology. Their mission is to use WGS data to match clinical cases to products, which in turn will help in trace back investigations. Their goal is to find small outbreaks to the point that they are able to declare an outbreak with just one clinical case. The FDA and FSIS are using the same methodology to sequence the genomes of the most common bacterial pathogens as well, and need to coordinate so that they improve the accuracy of the data and use it to efficiently investigate outbreaks. At this point, all three agencies differ in their methods to perform sequencing and on the degree of confidence in their techniques to determine product attribution. More standardization is needed to increase confidence in the data, and clarification is needed on how investigations are going to be handled.

USPOULTRY and NAMI summarized the previous presentations and added the work

around clarifying the details regarding the use of WGS as an investigative tool for foodborne outbreaks. As a result, most food industry segments have requested a public meeting with the federal agencies to clarify the actions that the agencies will take to address the absence of rules of engagement related to use of WGS data, the absence of alignment of methods across different institutions, clarify a statute of limitations on the use of WGS data, and address the open contradictions between FDA and CDC methods. The industry is also interested in knowing the regulatory implications of collecting and sharing data. Industry and government are equally interested in continuing discussions regarding interagency efforts to advance the understanding of how using WGS can improve food safety. Harmonizing methodology and data quality will be particularly useful for all involved.



During the program, it was noted that there are segments of the food industry that are adopting WGS to conduct their own food safety assessments. The two main examples for the industry are Mars and Nestle. Mars is mostly collecting information from within their manufacturing facilities and across their supply chain. They are committed to understanding the microbiome of a particular process line, factory, or food and that such work would help identify indicator ‘sentinels’ for application in food safety. Nestle has indicated they are

using WGS only at an R&D level and initiating steps to develop a work flow for use of WGS. Neither of them has been contributing to the government’s “Genome Trakr” database, and they have been exclusively building their own internal databases. This technology can help characterize the microbiome in a processing environment and contribute to the decision making process to improve food safety interventions throughout the supply chain.

WGS sequencing shows promise in determining types of opportunities throughout the supply chain. The resources needed for an industry wide database and the lack of standards to support WGS sequence similarity in illness attribution limits the actions that industry can take at this moment.

WGS sequencing and analysis is a wide open technology with new techniques being developed at a very fast pace. As it is in its infancy, WGS research continues to probe and challenge methods and analysis tools. Various food safety meetings and symposiums with the intention to bring together WGS experts to educate and promote WGS technology among food industry professionals and encourage communication and collaboration between industry, academia and government stakeholders are ongoing. The next public meeting with government and industry stakeholders will take us one step further to get clear goals for all involved. USPOULTRY will keep its members up to date with any developments in the area of training our membership and supporting the necessary research to develop knowledge and procedures to benefit from this technology.

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U.S. Employment Law Regulatory Update: 2017 Promises to Be a Year of Significant Change



Larry Stine,
Wimberly, Lawson, Steckel, Schneider & Stine, P.C.

“2017 promises to be a year of significant change in both the White House and Congress. During the past eight years, the Obama Administration instituted a number of employment-related changes. The question is how, and to what degree, the Trump Administration and a new Republican-controlled Congress will change these directives,” said Larry Stine, senior principal, Wimberly, Lawson, Steckel, Schneider & Stine, P.C., during his presentation at the “U.S. Employment Law Regulatory Update” education program, held in conjunction with the 2017 IPPE. The program was sponsored USPOULTRY.

Stine reviewed a list of executive orders (EO) instituted by the Obama Administration that may be rescinded through the Trump Administration, specifically addressing EO 13658, EO 13673 and EO 13655. He also discussed OSHA’s new recordkeeping rule as

well as other topics such as immigration, the “gig economy,” LGBT issues, right-to-work laws, and state and municipal wage laws.

Chris Lauderdale, attorney for Jackson Lewis P.C., discussed some of the 2017 employment lawsuits that are before the Supreme Court, highlighting the Murphy Oil, Epic Systems and Ernst & Young cases. He also reviewed the expansion of right to work laws in 26 states, as well as additional EEOC and DOL changes instituted by the Obama Administration. Lauderdale concluded with a discussion on worker-friendly proposals being considered by the Trump Administration and responses from states and localities.



Chris Lauderdale,
Jackson Lewis P.C.



Poultry Feed Regulations, Maintenance and Technology Focus of USPOULTRY's 2017 Feed Mill Management Seminar



Richard Sellers,
American Feed Industry Association

More than 200 feed industry professionals and suppliers recently gathered in Nashville, Tenn., for USPOULTRY's Feed Mill Management seminar. Discussions focused on new technologies, maintenance and management techniques, and the potential regulatory impacts of the new presidential administration.

Richard Sellers, senior vice president, public policy & education, American Feed Industry Association (AFIA), spoke on regulations that are lingering from the past administration and the current administration's plans to change or repeal them. For instance, there are a number of requirements that will take effect in September as part of the Animal Food

Rule under the Food Safety Modernization Act. Sellers encouraged companies to get started on making sure proper procedures and paperwork are in progress to ensure they are within compliance. "At AFIA, we are keeping a close eye on the new administration's activities that relate to the feed industry," said Sellers.

Chandler Adams, president of Chandler A Davis LLC, shared his knowledge on the critical role of steam in the pelleting process. "Good pelleting requires consistency. This is difficult because ingredients, days and people are not always consistent. If we control the things we can control, we will perform better in the mill. Feed conditioning requires moisture and temperature. We must control this process," said Adams.



Chandler Adams,
Chandler A Davis LLC



Bob Nichols,
Benchmate Systems

Bob Nichols, president of Benchmate Systems, shared a technology option with attendees that could be helpful in managing an entire maintenance program. Nichols explained how this system allows users to easily keep track of completed and scheduled maintenance and the costs associated with parts and upkeep.

"Visits and regulations from governmental agencies have increased over the years. They may show up and want to see preventative maintenance records at random. They may ask to see maintenance plans for specific equipment and history of service performed, so you will want to be prepared," remarked Nichols.

Numerous other relative topics of interest were covered during the seminar. More information on upcoming seminars can be found on USPOULTRY's website.

Top FFA Poultry Evaluation CDE Teams Attend IPPE

As part of the USPOULTRY Foundation's enhanced effort to support the recruitment and training of the brightest students and to promote careers in the poultry and egg industry, the top 11 finishing teams of the National FFA Poultry Evaluation Career Development Event (CDE) were invited to the 2017 IPE, part of the IPPE in Atlanta, Ga. This was the USPOULTRY Foundation's third invitation to the FFA Poultry Evaluation CDE teams, with more than 35 FFA student leaders and their advisors participating. This opportunity was made possible by an endowing Foundation gift from Tyson Foods.

"Tyson Foods has been a long-time supporter of the FFA, and we're proud to offer these students the opportunity to learn from our fellow professionals in the poultry and egg industry," said Bill Ricken, vice president of operations, raw poultry, Tyson Foods. "Career development events hosted by the USPOULTRY Foundation can serve as a great springboard to a rewarding career in our industry."

"Our Association has long been a supporter of the FFA Poultry Evaluation CDE. We

believe it's an invaluable opportunity for these teams to experience the world's largest annual trade show for the poultry, meat and feed industries," remarked Paul Hill, West Liberty Foods, Ellsworth, Iowa, and USPOULTRY Foundation chairman.

Poultry industry leaders, Ricken, Tracy Morris, vice president of human resources for Perdue Farms, Inc., and Summer Lanier, public relations director for Prestage Farms, Inc., participated in a program that informed the students about the multitude of career opportunities in the industry. Additionally, students had an opportunity to visit the vast trade show floor to see the exciting

technology used by today's modern, sustainable poultry industry.

The following Poultry Evaluation CDE teams attended the 2017 IPPE and are listed in their order of finish: Prairie Central FFA, Illinois; Har-ber FFA, Arkansas; Lake Butler FFA, Florida; McDonald County FFA, Missouri; Louisburg FFA, Kansas; Crest FFA, North Carolina; Thorsby FFA, Alabama; East Jackson FFA, Georgia; and Margeretta FFA, Ohio. The first and second place teams, Ridge Point FFA, Texas, and Galt FFA, California, were unable to attend.



Top Nine FFA Food Science and Technology CDE Teams Attend IPPE

The top nine finishing teams of the National FFA Food Science and Technology CDE and their advisors were also invited to the 2017 IPE. This was the USPOULTRY Foundation's first invitation to the Food Science and Technology CDE teams. The opportunity was made possible by endowing Foundation gifts from Cargill and Prestage Farms. Combined with the FFA Poultry Evaluation CDE teams who were also in attendance, more than 70 FFA student leaders and their advisors participated in the IPE.

"Food science and technology will be the keys that unlock our ability to nourish the world's population in a safe, responsible and sustainable way as it increases to nine billion by 2050," said John Niemann, leader of Cargill's turkey and cooked meats business, FFA Foundation member and a former Kansas state FFA officer.

"Career development events, such as this one at the International Poultry Expo, showcase the extraordinary talent of young leaders who will be responsible for the future of food production that helps farm communities, consumers and the world thrive," he added.

"Being a long-time FFA supporter and having a strong belief in the need to cultivate young talent, we were excited about the opportunity to interact and engage students from around the country with an interest in the poultry industry. Our industry offers a wide variety of diverse career opportunities, and we are very appreciative of the Association's efforts to help get that message out to these young, talented leaders," said Summer Lanier, public relations director, Prestage Farms, Inc.

USPOULTRY Foundation Awards \$3,800 Student Recruiting Grant to Abraham Baldwin Agricultural College

Abraham Baldwin Agricultural College (ABAC) in Tifton, Ga., has been awarded a \$3,800 grant to assist the college in recruiting poultry science students. The grant was made possible by an endowing Foundation gift from the Don Dalton Student Recruiting Fund. The late Don Dalton had a long and successful career in the poultry industry and was a previous president of the USPOULTRY. He was also president of the USPOULTRY Harold E. Ford Foundation.

“The broiler and layer industries are two high ranking economic drivers in the state of Georgia. The poultry industry has grown significantly in South Georgia; thus the career opportunities for well-prepared college graduates are increasing in ABAC’s region. This grant will allow us to raise awareness of this field of study among current and

potential ABAC students,” explained Dr. Martha Moen, assistant professor at ABAC.

In 2016, the USPOULTRY Foundation board approved student recruiting grants totaling \$291,000 to 32 colleges and universities across the United States with a poultry science department or industry related degree

program. The Harold E. Ford 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 IPE, part of the IPPE.



McNeese State University Receives \$3,000 Student Recruiting Grant from USPOULTRY Foundation

The Harold and Pearl Dripps School of Agriculture Sciences at McNeese State University in Lake Charles, La., was awarded a \$3,000 student recruiting grant from the USPOULTRY Foundation. The funds will be used to recruit students interested in pursuing degrees related to the poultry industry. The grant was made possible by an endowing Foundation gift from Cal-Maine Foods.

“These funds will be used to support poultry science education, industry awareness and recruitment of students into our poultry science curriculum,” explained Dr. Chip LeMieux, school director.

Previous grants awarded to McNeese were used to provide poultry evaluation training, professional development trips

and recruitment opportunities. Last year, McNeese’s program placed multiple students in poultry related internships and jobs.



Left to right: Spencer Albert; Heidi Gruspier; Dr. Chip LeMieux, school director; Angela Queenan, McNeese Foundation board of directors; and Devin Grady, agricultural sciences instructor

University of Arkansas Receives \$25,069 Grant to Recruit Poultry Science Students

The University of Arkansas Poultry Science Department is the recipient of a \$25,069 student recruiting grant from the USPOULTRY Foundation. The grant was made possible by an endowing Foundation gift from the Monty and Margot Henderson Student Recruiting Fund. The funds will be used to recruit students interested in poultry science and related studies. The Hendersons are long-time residents of the state of Arkansas. Monty is also an alumni of the University of Arkansas, as well as a past chairman of USPOULTRY.

“It is imperative that we strive to interest bright young people to study careers in the poultry industry. We need astute young managers to join our companies, as they will be the leaders of our industry tomorrow,” said Paul Hill, West Liberty Foods, Ellsworth, Iowa, and USPOULTRY Foundation chairman.



Pictured (left to right) are Poultry Science Club members Lesleigh Beer; Zakary Arban; Monty Henderson, retired, George’s Inc., and past USPOULTRY chairman; Dr. Mike Kidd, department head of the Poultry Science Department and director of the Center of Excellence for Poultry Science; Marvin Childers, president, The Poultry Federation; Joshua Flees and Michael Kidd.

\$3,000 Grant Awarded to Stephen F. Austin State University to Recruit Future Industry Leaders

The USPOULTRY Foundation has awarded a \$3,000 student recruiting grant to Stephen F. Austin State University. The grant was made possible by an endowing Foundation gift from Frost PLLC, a financial services provider that specializes in family businesses, manufacturing, food and agriculture. The funds will be used to host a College Experience Day for high school students and to assist in other recruitment activities.

“This grant is so vital to our program for recruiting and retaining good quality poultry science students. Recruitment is an important part of my job and can be a difficult task with limited resources. Your continuing support has definitely had a positive impact on our students

and our program,” said Dr. Joey Bray, interim department chair and associate professor/ director of poultry science at Stephen F. Austin State University.



Students from Stephen F. Austin State receiving a \$3,000 USPOULTRY Foundation student recruiting grant check. Pictured are Justin Glasscock, Kennedi Achilles, Dr. Joey Bray, Brady Tindel and Dylan Hemminway.

USPOULTRY Announces 2017 Education Program Schedule

USPOULTRY sponsors twelve poultry-related seminars and workshops annually. The programs, which cover all segments of the poultry and egg industry, began with the Feed Mill Management Seminar in Nashville, Tenn., and will conclude with the Poultry Protein & Fat Seminar, Oct. 5-6, in Kansas City, Mo.

"We are pleased to announce another robust education packed year full of learning and networking opportunities for the poultry and egg industry. USPOULTRY's cost-effective education programs provide members and industry representatives with information and technical expertise on subjects they may not be able to acquire elsewhere. With the assistance of industry leaders, many hours are devoted to planning education programs that our members and attendees find useful each year," said Jerry Moyer, USPOULTRY chairman.

Registration is \$150 for members and \$300 for non-members. USPOULTRY is able to maintain a low cost for member participation as a result of the funds that are generated back into the industry through the International Poultry Expo, part of IPPE.

Please add these USPOULTRY education programs to your calendar of events. For more information about the programs, go to www.uspoultry.org.

Also mark your calendar for the 2018 IPPE. The trade show information is as follows, and more information can be found at www.ippexpo.org.

2018 International Production & Processing Expo
Jan. 30 - Feb. 1, 2018
Georgia World Congress Center
Atlanta, Ga.

National Breeders Roundtable Registration Now Open

Registration is now open for the National Breeders Roundtable. The Roundtable brings together poultry breeder specialists and geneticists from the industry, universities and government to discuss the latest research developments and genetic trends in poultry breeding. Sponsored by the Poultry Breeders of

America and USPOULTRY, the conference will be held May 4 - 5, at the Renaissance Airport Hotel in St. Louis, Mo.

The 66th annual National Breeders Roundtable program will cover a host of topics in the latest breeding technologies. To view the agenda and to register, visit www.uspoultry.org.

USPOULTRY to Host Poultry Handling and Transportation "Train the Trainer" Workshop at UGA and NCSU

USPOULTRY is hosting two Poultry Handling and Transportation "Train the Trainer" Workshops for poultry companies that handle or transport chickens, turkeys, etc. The first Workshop is scheduled for 9 a.m. - 5 p.m., Wednesday, May 24, at the University of Georgia Poultry Research Center in Athens, Ga. The second Workshop is scheduled for 9 a.m. - 5 p.m., Thursday, June 29, at the North Carolina State University Booth Training Center. The cost is \$150 for all registered attendees, and the Workshops are limited to 40 participants each. For more information and to register, visit www.uspoultryhandling.org.

The program provides certification training for poultry companies that handle or transport chickens, turkeys, etc. It was developed by a team of poultry scientists and veterinarians from Pennsylvania State University, the U.S. Department of Agriculture and transportation industry professionals and is managed by USPOULTRY. The training gives companies and contract crews and their employees an understanding of poultry welfare, good management practices, biosecurity and emergency planning. Tools from the course are available in English and Spanish.

Feed Mill Management Seminar
March 22-23, Nashville, Tennessee
DoubleTree Hotel

Human Resources Seminar
April 24-26, Destin, Florida
Hilton Sandestin Beach Golf Resort & Spa

National Breeders Roundtable
May 4-5, St. Louis, Missouri
Renaissance St. Louis Airport

Poultry Processor Workshop
May 18-19, Myrtle Beach, S.C.
Hilton Myrtle Beach Resort

Financial Management Seminar
June 26-28, Amelia Island, Florida
Omni Amelia Island Plantation Hotel

Hatchery Breeder Clinic
July 11-12, Nashville, Tennessee
DoubleTree Hotel

National Safety Conference for the Poultry Industry
Sponsored by Georgia Tech Research Institute, Georgia Poultry Federation, National Chicken Council, National Turkey Federation, and USPOULTRY
August 14-16, Destin, Florida
Hilton Sandestin Beach Golf Resort & Spa

Women's Leadership Conference
August 17-18, Destin, Florida
Hilton Sandestin Beach Golf Resort & Spa

Live Production and Welfare Seminar
September 19-20, Nashville, Tennessee
DoubleTree Hotel

Environmental Management Seminar
September 21-22, Destin, Florida
Hilton Sandestin Beach Golf Resort & Spa

Poultry Protein & Fat Seminar
October 5-6, Kansas City, Missouri
Marriott Country Club Plaza

Air Cargo Seminars
Dates TBD
Miami, FL
New York, NY
Atlanta, GA

Grower Relations Seminars
Scheduled upon Industry Request

Poultry Wastewater Operators Training
Scheduled upon Industry Request