

# NEWS & VIEWS

# USPOULTRY<sup>®</sup>

U.S. POULTRY & EGG ASSOCIATION

May / June 2018

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Top 50 U.S. Trade Shows**

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

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## NEWS & VIEWS

MAY / JUNE 2018

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

Send Comments to: **News & Views**,  
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## Venga y comparia con nosotros!

Some of you reading this easily recall when our annual trade show was known simply as "Southeastern" or the "Southeastern Poultry Show." From there it evolved to the International Poultry Exposition, or IPE, a trademark we maintain still today. But, in 2013, with the integration of our show with both the American Feed Industry Association and the North American Meat Institute, the International Production & Processing Expo, or IPPE for short, was born. One of the key words here is "International." For the last few years about 25 percent, or last year more than 7,000 people, were international attendees.

While the largest single country represented at IPPE outside of the U.S. is Canada, the largest single region is Latin America, which by my loose definition represents the South and Central American countries, Mexico and the Caribbean Islands. As anyone in our business knows, Latin America has a thriving and growing poultry industry; for example, it's been well over a decade since Brazil replaced the U.S. as the largest exporter of poultry worldwide.

The Latin American attendee is important to IPPE! To show our appreciation, a few years ago USPOULTRY began the International College Student Career Program, which sponsors approximately 20 Latin American students and their advisors from Latin America to attend IPPE. This program has been very well received, albeit to a fairly limited audience.

We also began a few years ago an IPPE seminar conducted entirely in Spanish, from start to finish. We grew this attendance from 75 or so a few years ago to 150 attendees this past year. While the growth was positive, and we appreciate the many volunteers and speakers who helped us put it together, we still felt we were not fully addressing the needs of our Latin American attendees.

So we began discussions with one of our long-time media partners, WATT Global Media, and ultimately agreed to combine our resources. WATT has a longstanding relationship in Latin America as well, with its *Industria Avicola* magazine and Latin American Poultry Hall of Fame. With our knowledge and experience of planning and coordinating a program at IPPE, and WATT's extensive network of contacts in Latin America, we hope to build an even better and broader program. Part of that idea was to involve our counterpart organization from Latin America, Asociación Latino Americana de Avicultura, or ALA, in the effort.

Rafael Rivera and I just returned from a two day visit to Panama with Dr. Juana Galván, executive director of ALA, whom we had met at our initial planning meeting at the 2018 IPPE, and Maria Ruiz de Lavison, the executive director of ANAVIP, representing Panamanian producers. We received valuable information on speakers, topics and modifying the agenda in order to conduct what we are now calling our Latin American Poultry Summit, or LAPS, for short. And, USPOULTRY promised \$25,000 to support research coordinated under ALA's existing research program. The Summit will begin at 10:00 a.m., Monday, Feb. 11, 2019, and conclude at noon on Tuesday, Feb. 12.

The LAPS will have concurrent English, Spanish and Portuguese translation, so all attendees are welcome to learn the issues and advances of poultry producers and processors in Latin American. Please, come and join us, or—por favor, venga y comparia con nosotros!

Registration will be available when IPPE registration goes live this summer. I hope to see you there!

**John Starkey, PE**  
**President**  
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**John Starkey, PE**  
**President**  
**USPOULTRY**





# IPPE Recognized Among TSNN's Top 50 U.S. Trade Shows



After completing another successful show, the International Production & Processing Expo (IPPE) is pleased to announce its recognition by Trade Show News Network (TSNN), ranking 31st on the 2017 TSNN Top 250 Trade Show List in terms of net square footage. This ranking makes IPPE eligible to be one of TSNN's Top 50 fastest growing shows.

IPPE, which is sponsored by the U.S. Poultry & Egg Association (USPOULTRY), the American Feed Industry Association (AFIA) and the North American Meat Institute (NAMI), will be honored at the ninth annual TSNN Awards to be held Aug. 10 – 12, in Louisville, Ky.

The 2019 IPPE is expected to exceed 525,000 net square feet with more than 30,000 attendees and 1,300 exhibitors. The Expo dates are Feb. 12 – 14, 2019, and the event will be held at the Georgia World Congress Center in Atlanta, Ga.

More information about the 2019 IPPE can be found at [www.ippexpo.org](http://www.ippexpo.org).



## IPPE Logo Infringement Lawsuit Detailed

# Morris Presents at IAEE MATSO

Nath Morris, executive vice president - expo, USPOULTRY, discussed USPOULTRY's recent lawsuit against Tarzango, during the International Association of Exhibitions and Events (IAEE) MATSO event held May 2-3, in New Orleans, La.

The IAEE MATSO (Major American Trade Show Organizer) Council works to develop best practices unique to major trade shows and release position statements on challenges, issues and current circumstances that impact the major trade events and exhibitions overall in support of face-to-face meetings.

Morris's presentation provided details about the lawsuit, in which USPOULTRY sued unaffiliated travel agency, Tarzango, for

trademark infringement of its International IPPE logo.

USPOULTRY is responsible for the organization and execution of IPPE, in which it partners with AFIA and the NAMI. As such, USPOULTRY holds the organizing contract with hotels and other service providers.

In 2017, Tarzango sent unsolicited emails to IPPE exhibitors and attendees representing that the solicitation was on behalf of IPPE, despite knowledge that Tarzango was in no way affiliated with IPPE or its authorized housing partner, Experient.

USPOULTRY, in turn, sued Tarzango. On Jan. 22, the U.S. District Court for the Northern

District of Georgia entered default judgment in favor of USPOULTRY, concluding that Tarzango's use of USPOULTRY's valid and subsisting IPPE U.S. Trademark Registrations constituted trademark infringement. The Court awarded USPOULTRY \$749,797.50 in trebled damages, as well as ordered Tarzango to pay USPOULTRY's attorneys' fees and costs in the matter.

Each year, exhibitors and attendees are inundated with solicitations from unaffiliated travel agencies, housing agents and other service providers purporting to be endorsed by or otherwise affiliated with trade shows like IPPE. Industry experts estimate that room pirating and poaching scams impact 15 million bookings per year, resulting in more than \$1.3 billion in diverted funds annually.

# Dates for the Latin American Poultry Summit Announced



The International Poultry Expo (IPE) – part of IPPE, and WATT Global Media have announced the dates for the new 2019 Latin American Poultry Summit, to be held Monday, Feb. 11, and Tuesday, Feb. 12, 2019. Set to debut at the 2019 IPPE in Atlanta, Ga., the summit will exclusively feature leading industry experts who will address technical topics covering live production and processing issues of greatest priority to Latin American poultry and egg professionals.

A program committee met at the 2018 IPPE to conduct planning for the Latin American Poultry Summit. Sponsored by IPE, WATT Global Media and the Latin American Poultry Association (ALA), the Latin American Poultry Summit planning committee consisted of the following individuals: Dr. Iván Alvarado, Merck; Dr. Jose Bruzual, Aviagen; Juanfra DeVillena, Wayne

Farms; Dr. Juana Galván, ALA; Edgar Oviedo, North Carolina State University; Benjamin Ruiz, WATT Global Media; Federico Sanchez, Chick Master; Herbert Trenchi, ALA; Dr. Daniel Valbuena, Hy-Line International; Dr. Pedro Villegas, University of Georgia; Rafael Rivera, USPOULTRY; and other WATT and USPOULTRY staff members.

The summit education sessions will cover broilers and layers, addressing topics such as welfare in poultry production, data management in a poultry farm, advancements in vaccination and health, biosecurity, gut health/microbiome, robotics in poultry production, new technology in feed manufacturing and storage, water as a nutrient source, and more. Simultaneous translation in Spanish, English and Portuguese will be offered for attendees.

Along with speakers discussing relevant topics affecting the Latin American poultry sector, lunch and a reception and dinner will be offered on Monday.

Special recognition during the summit will also be provided for the Latin American Hall of Fame, founded in 1987 and presented by WATT Global Media and *Industria Avícola* magazine,

to recognize people who have dedicated their lives to the advancement of the poultry industry in Latin America.

Additionally, students and advisors participating in the USPOULTRY Foundation International Student Program will be recognized during the event. This program, created four years ago, brings approximately two dozen Latin American students, with their advisors, to the IPPE annually.

More information about the Latin American Poultry Summit can be found on the IPPE website at [www.ippexpo.org/laps](http://www.ippexpo.org/laps).



*John Starkey, president of USPOULTRY with Dr. Juana Galván, ALA, and Rafael Rivera, manager of food safety & production programs, USPOULTRY, in Panama. They met to discuss planning and further collaboration for the Latin American Poultry Summit.*



# Morrison Poultry Recognized for Excellence in Environmental Stewardship by USPOULTRY



John Prestage (left), senior vice president for Prestage Farms and vice chairman of the USPOULTRY board of directors, presented the award to Tim Morrison.

Morrison Poultry in Wingo, Ky., was one of six farms across the United States to receive USPOULTRY's Family Farm Environmental Excellence Award during the 2018 IPPE in Atlanta. USPOULTRY sponsors the annual awards in recognition of exemplary environmental stewardship by family farmers

engaged in poultry and egg production.

Morrison Poultry is owned and operated by Tim and Deena Morrison. The Morrisons raise broiler chickens for Tyson Foods as well as grow corn and soybeans. Their poultry farm has been in operation since 1999. On the farm, Tim and Deena incorporate a number of practices, including water diversion structures, ponds to detain excess rainwater runoff, and grassed waterways to ensure they are being good stewards of the land and water.

The Morrisons use the litter produced by their chickens as a fertilizer on local row crop fields. To determine soil needs, soil samples are taken every two years. GPS systems are then used to apply the nutrients according to the agronomic need of the crop and the nutrient residual levels identified by taking soil samples. This GPS technology prevents double planting, double spraying

or fertilizing. In addition to crop rotation, the Morrisons use no-till methods to help prevent soil erosion. They minimize odor by using proper ventilation techniques that not only keep odor levels down but allow for better bird comfort.

To reduce electricity usage on the farm, the Morrisons installed two solar panels in the fall of 2016. These panels are enabled with a GPS tracking system that follows the sun during the day to increase power generation efficiency. The utilization of these solar panels saves 60 tons of coal per year that would otherwise be burned to produce an equal amount of electricity.

The Morrisons believe the role of poultry farmers is to ensure sustainability for future generations, remarking, "Our goal as poultry farmers is to pass down a respectable and responsible farming operation to our two daughters. Everything we do has this goal in mind and for the betterment of the farming industry as a whole."

# USPOULTRY Recognizes Baker's Acres Farm for Excellence in Environmental Stewardship

Baker's Acres Farm in Millsboro, Del., was also a recipient of USPOULTRY's Family Farm Environmental Excellence Award presented during the 2018 IPPE.

Baker's Acres Farm is owned and operated by Terry Baker Jr., who raises broiler chickens for Mountaire Farms. Following in his father's footsteps, Terry started his career in the poultry processing side of the industry, eventually working for Mountaire. Wanting to spend more time with his young and growing family, Terry left Mountaire to farm full-time. He has since successfully expanded the size of his farm through the use of new technology and innovative management practices.

For example, Terry and his wife Mena have implemented several new conservation practices since they purchased the farm in 2007, including sheds for manure storage,

heavy-use area pads in front of all houses and storage buildings, grassy swales for storm water retention and environmental buffer zones. Terry also has planted a wide variety of vegetation around the farm to prevent erosion, reduce the farm's environmental impact and to provide a visual buffer for good neighbor relations. The Bakers also have been utilizing a comprehensive nutrient management plan for the past 10 years.

The Baker family's positive impact on the environment, however, is not limited to their farm. Terry and his business partner Victor Clark spent several years researching, testing and eventually introducing an alternative animal mortality management practice on Delmarva. Large on-farm freezer units allow growers like Terry to safely store and preserve the farm's daily routine mortality, so the material can later be transported to

a rendering facility and recycled into valuable commodities.



John Prestage presenting the award to Terry Baker



# USPOULTRY Releases Second Video in Series Highlighting Water Reclamation Environmental Stewardship at Poultry Facilities



USPOULTRY released a second video in its series highlighting companies with exemplary performance at water reclamation facilities serving the poultry industry. The video features one of USPOULTRY's Clean Water Award winners, Tyson Foods in Russellville, Ark., which was recognized in the pretreatment category.

a supervisory control and data acquisition (SCADA) system to more efficiently monitor and operate dissolved air flotation (DAF) units, flow meters, tanks, pumps and other equipment remotely. In an effort to save energy, the facility manages the operation of tank aerators to ensure they are not running simultaneously. The facility continuously reviews operations to expand its reuse of treated wastewater in an effort to cultivate and demonstrate their commitment to advance conservation efforts.

The facility also offers team members the ability to participate in training courses from universities and other groups to further employee knowledge and increase the level of their wastewater treatment certification.

"Water is critical for our business to produce safe food, so it's a priority to conserve and protect it as part of our process," said Dave Evans, complex environmental manager, Tyson Foods.

"USPOULTRY and our members understand the significance of exemplary environmental stewardship by distinguishing excellence in environmental programs at our member companies. We are pleased to provide another video in our series that highlights how our member companies achieve this," commented Tom Hensley, Fieldale Farms, Baldwin, Ga., and USPOULTRY chairman.

The video can be viewed on our YouTube channel at [www.youtube.com/USPOULTRY](http://www.youtube.com/USPOULTRY).



Tyson Food's Russellville, Ark., further processing facility treats an average of 200,000 thousand gallons of water per day. The facility has installed



# USPOULTRY Releases Collaborative Video on EPA Farm Inspections

USPOULTRY released a video that demonstrates what poultry and egg farms can expect if their farms are inspected by the U.S. Environmental Protection Agency (EPA). To ensure the information is accurate and beneficial, USPOULTRY collaborated with EPA personnel to develop and produce the video.

Titled, "Why EPA and the States Inspect Farms," the video features possible reasons why a farm may be inspected, how the farmer should prepare for the inspection and how the inspection will likely be structured. Additionally, the video provides insight to what inspectors look for when analyzing and addressing issues related to local water quality and provides information on assistance

available to poultry and egg producers to address water quality issues.

Kelly Shenk, agriculture advisor for the EPA Region III office, remarked, "Collaborating on this educational video has given us a great opportunity to understand the connection between agriculture and water quality, so we can work together to achieve well-managed farms, thriving agriculture and clean rivers and streams."

The video can be viewed on USPOULTRY's YouTube Channel at [www.youtube.com/USPOULTRY](http://www.youtube.com/USPOULTRY).



## Poultry Groups Thank Senate for Confirmation of Andrew Wheeler as EPA Deputy Administrator

USPOULTRY, the National Chicken Council and National Turkey Federation thank the Senate for its action in confirming Andrew Wheeler as Deputy Administrator of the Environmental Protection Agency (EPA). Wheeler brings deep expertise in environmental law as well as federal regulatory and legislative policy issues. His substantive knowledge will be a major asset to help him serve effectively in the agency's leadership.

Wheeler also brings extensive experience to the position. He understands EPA's programs,

priorities and operations from his previous work in the agency's Office of Pollution Prevention and Toxics. In Congress, he served as Chief Counsel for Oklahoma Senator Jim Inhofe during the Senator's chairmanship of the Senate Environment and Public Works Committee. Wheeler is well prepared to take on the responsibilities of the Deputy Administrator and contribute effectively to the agency's important work.

"Our members have a longstanding commitment to operating as good stewards

of our natural resources and advancing the goals of both environmental sustainability and thoughtful regulation anchored in science," remarked the organizations. "We believe Mr. Wheeler will be committed to these goals and look forward to working with him in his new leadership role."



# USPOULTRY Announces 2019 Family Farm Environmental Excellence Award Competition

USPOULTRY is now accepting nominations for the 2019 Family Farm Environmental Excellence Award. The award recognizes exemplary environmental stewardship by family farmers engaged in poultry and egg production. Those eligible for the award include any family-owned poultry grower or egg producer supplying product to a USPOULTRY member or an independent producer who is a USPOULTRY member. Nominations are due Oct. 1.

This year, the award was presented to exemplary family farmers in six regions of the country: Northeast, Southeast, South Central, North Central, West and Southwest. Nominations for the 2019 competition must be made by a USPOULTRY member or an affiliated state poultry association by completing the application provided by USPOULTRY. Each integrator or egg processor may nominate one grower or producer for each processing facility in each state supporting their operations.

Six families received the Family Farm Environmental Excellence Award in 2018. The winners were Terry Baker Jr., Baker's Acres, Millsboro, Del., nominated by Mountaire Farms; Greg Herbruck, Herbruck's Poultry Ranch, Saranac, Mich., nominated by Egglard's

Best, LLC; Bill and Lana Dicus, 4 T Turkey Farm, California, Mo., nominated by Cargill; Tim and Deena Morrison, Morrison Poultry, Wingo, Ky., nominated by the Kentucky Poultry Federation and Tyson Foods; Ken and Dana Smotherman, Woape Farm, West, Texas, nominated by the Texas Poultry Federation and Cargill; and Rod and Glenda Hergert, Pickin' N Pluckin', Ridgefield, Wash., nominated by Foster Farms.

Three finalists were also recognized in 2018. The finalists were Randy Hiday, Hiday Poultry Farms LLC, Brownsville, Ore., nominated by Foster Farms; Kevin and Lora Foltz and sons, Foltz Farm K, Mathias, W.Va., nominated by Tyson Foods; and Bud and Darla O'Neal, Featherhill Farm, Elkins, Ark., nominated by Cargill.

"Poultry growers use best management practices to enhance environmental stewardship on their farms. The commitment and resourcefulness that our award winners and finalists display each year through their environmental management practices is praiseworthy," said Tom Hensley, president, Fieldale Farms, Baldwin, Ga., and USPOULTRY chairman.

The winners and finalists will receive a trip that covers travel expenses and hotel accommodations for two nights to attend a

special awards ceremony that will take place during the 2019 International Poultry Expo, part of the IPPE in Atlanta, Ga. Each semi-finalist will also receive a Family Farm Environmental Excellence Award sign to display near the entrance of their farm.

The overall winner of each region will be named at the Animal Agriculture Sustainability Summit, held in conjunction with IPPE, on Feb. 12, 2019. Each regional winner will also receive a \$1,000 cash award. In addition, the farm for each regional winner will be spotlighted on USPOULTRY's website, and the Association will provide assistance in publicizing the farm's award in local, regional and national media.

Competition details are available on the USPOULTRY website at [www.uspoultry.org/environment](http://www.uspoultry.org/environment).

For more information on the 2019 Family Farm Environmental Excellence Award competition, contact: Paul Bredwell, U.S. Poultry & Egg Association, 1530 Cooleidge Road, Tucker, GA, 30084-7303; phone: (678) 514-1973; fax: (770) 493-9257; e-mail: [pbredwell@uspoultry.org](mailto:pbredwell@uspoultry.org).



2018 Family Farm Environmental Excellence Award winners

# AFIA Honors Charles Olentine with Distinguished Service Award



The American Feed Industry Association (AFIA) honored Charles Olentine, Ph.D., owner and president of Consult-NC and retired executive vice president for USPOULTRY, with its Distinguished Service Award in recognition of his lifelong service to the industry. AFIA's board of directors presented the award May 15 in Arlington, Va.

Since 1981, AFIA has given the Distinguished Service Award, the industry's highest honor, to those elite members of the U.S. feed industry who have provided outstanding support to the association and the entire feed industry throughout their careers. To date, 34 individuals have received the award.

"Dr. Olentine has been a pivotal thought leader in the agriculture industry for many years," said AFIA's President and CEO Joel G. Newman. "From his uncanny ability to report on emerging issues that impact animal food manufacturers and producers, to his forward-thinking in bringing two industry groups together, and create what is now one of the largest annual trade shows in agriculture today. He is certainly deserving of the industry's highest honor that I have the privilege of recognizing him with today."

Olentine began his career in the agriculture publishing industry in 1978 when he went to work as an editorial director for WATT Publishing. He later went on to serve as the publication's vice president and publisher from 1987 until 2004. During that time, he also served as the director of marketing

and communications for the National Feed Ingredients Association, which merged with AFIA in 1992.

In 2004, Olentine left WATT to serve as the executive vice president of USPOULTRY, where he worked until his retirement in 2015. In this role, he brought together USPOULTRY's and AFIA's trade shows to ultimately form the International Production & Processing Expo in 2007, as well as the addition of the North American Meat Institute's trade show to IPPE in 2013.

Over his career, Olentine authored more than 200 editorial columns and features in the agricultural press. He is a regular blogger for Trade Show News Network, co-authored Feed and Nutrition text, contributed a chapter in AFIA's Feed Manufacturing Technology version IV, and assisted in the development of other books.

Olentine holds a doctorate in animal physiology from Clemson University, a master's degree in animal science from the University of Kentucky and a bachelor's degree in animal science from Cornell University. His academic achievements led to his admittance into the Gamma Sigma Delta academic honorary fraternity for graduate students and the Alpha Zeta academic honorary fraternity for undergraduate students.

Olentine served on the Atlanta Convention & Visitors Bureau Advisory Board from 2009-2011 and was named USPOULTRY's "Workhorse of the Year" in 2013. He is a past board member of the International Association of Exhibitions and Events for the southeast regional chapter, served on the Sterling, Ill., school board for six years, and is highly involved in his local church.



From left: AFIA President and CEO Joel Newman; Charles Olentine; and Lee Hall, Hallway Feeds, and AFIA board chair



# Research Results

## Funded by USPOULTRY and the USPOULTRY FOUNDATION

USPOULTRY and the USPOULTRY Foundation announce the completion of three 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](http://www.uspoultry.org).

### Research Provides Possibility to Automate Grading of Woody Breast Fillets

#### Project #F072: The Use of Vision Grading of Broiler Carcasses to Predict Presence of Woody Breast Characteristics

(Dr. Casey Owens, University of Arkansas, Fayetteville, Ark.)

In a recently completed research project, Dr. Casey Owens at the Department of Poultry Science, University of Arkansas, used automated vision grading to detect the woody breast condition in broiler carcasses prior to evisceration. Dr. Owens found that using various measurements of the breast area of the carcass provided a strong prediction of the presence of woody breast in the fillets. Further development of this system may provide processors a valuable tool to sort breast fillets for presence and severity of woody breast.

The research was made possible in part by an endowing USPOULTRY Foundation gift from George's Inc.

### Scientists Find European Infectious Bronchitis Vaccine Does Not Protect Against U.S. Strains

#### Project #F065: Protection Provided by Multivalent Infectious Bronchitis Virus Vaccines Against Challenge with Current U.S. Strains and Variants

(Dr. Jack Gelb, Jr., University of Delaware, Newark, Del.)

Dr. Jack Gelb and colleagues recently completed a research project in which

they examined the use of multiple strains of infectious bronchitis vaccines to induce protection against new infectious bronchitis variants. They found that combinations of existing vaccines did not provide protection to the new strains. Inclusion of the European 4/91 vaccine also failed to provide significant protection against current variant strains of infectious bronchitis.

### Research Shows How ILT Can Spread from Vaccinated Flocks

#### Project #699: Does broiler vaccination with HVT-LT (INNOVAX®) vector vaccine increase the infectious laryngotracheitis virus challenge infectious dose?

(Dr. Maricarmen Garcia, University of Georgia, Athens, Ga.)

Dr. Maricarmen Garcia, at the University of Georgia, recently completed a research project that studied how well a recombinant ILT vaccine protected broilers when various doses of the vaccine were used. She found that all dosage levels used protected against the clinical signs of the disease, but none of the dosage levels prevented the broilers from shedding the ILT challenge virus to other broilers. This study reinforces the observation that biosecurity is very important to control spread of ILT from vaccinated flocks.

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





# Employee Retention - The Struggle Is Real



A planning committee of Human Resource (HR) professionals working to develop the agenda for the 2018 USPOULTRY Human Resources Seminar also identified the need to survey the industry on employment turnover trends and retention strategies. In March 2018, an "Employee Retention Strategies" survey was circulated to Joint Poultry Industry HR Council members to complete. This survey's purpose was to capture retention strategies that are being used in the industry and whether they are successful or not.

Questions ranged from the impact of turnover on the ability to operate to the effectiveness in improving retention strategies. Some questions included: What employee surveys were conducted, and did they help understand turnover and provide retention strategies? Who was accountable in the organization

for turnover and retention? What tools and methods were utilized to hire qualified applicants? What incentives were offered around retention and turnover and their effectiveness? What were the top reasons for turnover?

With unemployment rates at record lows in key poultry processing metropolitan areas (2017 Bureau of Labor, BLS statistics for Gainesville, Ga. -3.9 percent, Northwest Arkansas - 2.7 percent, and Salisbury, Md.-Delaware -5.5 percent) reducing turnover is key. Members surveyed on current turnover rates responded with rates as low as 3 percent and as high as 150 percent. The average of responses was a 65 percent turnover rate. Turnover rates for all of manufacturing, including food manufacturing in 2017, was 30 percent based on BLS statistics. Top reasons provided in exit interviews

for leaving the industry included long hours, six and seven day work weeks, and attendance problems. Other reasons involved cold environment, transportation to work, and pace or speed of the work.

Retention strategies put in place to combat turnover included improving regular communication with employees, especially newly hired employees. This allows for quicker understanding of problems that may lead to turnover.

Supervisor training was a huge focus. Members identified training in conflict resolution, communication skills and interaction techniques were most widely used for the development of supervisors. Hiring qualified employees was another focus of the survey, along with utilizing temporary hiring agencies, background reviews, employee referrals, and supervision and employee participation in the interview and hiring process.

Retaining a qualified workforce is one of the most critical issues facing the poultry industry today. While the development of new technologies brings the promise of less of a burden on employees, new technology requires our members to recruit a workforce that can learn, adapt and troubleshoot quickly and effectively. As the industry grows and adapts, so does the hiring and training strategies needed to keep pace in a competitive employment environment.

**Matt Spencer**  
Director, HR & Safety Programs  
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# Poultry Industry Intern: Chelsea Hooks



In 2017, the USPOULTRY Foundation hosted its second intern photo contest. The contest shows how diverse the job opportunities are in the poultry and egg industries. Chelsea Hooks, a student at Auburn University, placed third with her photo. Last summer, Chelsea was a human resources intern with Pilgrim's Pride in Enterprise, Ala.

Chelsea grew up in Montgomery, Ala., and her interest in poultry stemmed from her grandmother, Wanda Linker, who works as administrative director for the Alabama Poultry & Egg Association. "When looking at majors, my passions were science and communicating with people...so poultry science just seemed to be a good fit for me. I realized I could use my love of agriculture while communicating with people in the industry. Following my grandmother's career, I could see that everyone knows each other in the industry and is always willing to help each other out."

Chelsea graduated in May and plans to continue her education and pursue a master's degree. She hopes to work in the poultry industry upon the completion of her degree. "I hope to be able to use my communication skills and poultry science knowledge to help further the development of the agricultural industry," she explains.

Her advice to future poultry interns: "Always be willing to step out of your comfort zone, because that is normally when you learn the most. An internship is such a great opportunity to figure out what you do or do not want to do after graduation. Completing an internship is such a great opportunity to gain more hands-on experience!"

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# Blockchain Technology for a More Transparent and Efficient Industry

Perhaps you are aware of all the news around Bitcoin and all other crypto currency. I personally don't understand much of it myself, but when talking cryptocurrency you might have heard about blockchain technology. The blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record, not just financial transactions, but virtually anything of value. Specific data is set in blocks and then the blocks are connected to other blocks of relevant data creating a chain, hence the word, blockchain. This ledger is similar to what many companies do with office share point sites where employees or team members have access to it and can keep track of any changes made to a document as a project moves along and communicate among themselves. This is a decentralized system where all participants receive the same information as it happens and that is what makes it incorruptible.

In a centralized system you would have a main information holder that distributes the information to other stakeholders. The data can get corrupted because all the stakeholders can't communicate among themselves and whoever changes the data only communicates to the main information holder. Technically, every stakeholder can change the information in their copy of a ledger and there is no reliable way to verify who's sharing the correct information. With blockchain you can set up a system where all stakeholders receive the same information and all changes are tracked and updated throughout the chain at the same time. All stakeholders can verify that they are receiving the same information because they are communicating among themselves.

Blockchain was created because we don't trust. It is very difficult to have everyone adhere to rules and this allows third parties to verify accuracy and compliance. This can be an important tool to address challenges in food manufacturing such as: understanding demand, controlling inventory and cost, managing accounts, optimizing deliveries,

creating collaborative solutions for food safety and quality to name a few.

Food companies are testing the use of blockchain software to establish a product's authenticity. In a food manufacturing setting you can have several blocks. Each block has a set of data specific to that segment of the distribution chain. For example, a poultry company might have a block where hatchery data like hatch dates and farm delivery times are stored. And these can communicate with the production block where you can then store farm information, feed conversion rates and so on. The end user could possibly scan a product label and access specific data that can confirm where the food came from.

Since the different blocks are connected, the block from the processing plant can find where their product was shipped, when it was sold, and possibly where it was consumed. You can set these blocks and grant access to your customers so that they can also track the source of their products. The customers can also be connected among themselves to compare or share other useful information regarding specific types of ingredients or materials.

There are some challenges to get the technology to a level where the industry can rely on it. First, there is an enormous amount of data that would need to be stored that will possibly not be useful at all. So to get

the data that you need, it would require a lot of data mining to obtain it. Establishing a block chain will require energy and storage capability to achieve reliability as well. When it comes to communicating with stakeholders, how much would you want them to see? How much would a business like to share with a competitor? Who governs this and would everybody be willing to participate? These are some questions that will be coming along the way, and answers can be provided as the capabilities are built and tested.

Blockchain technology has a lot of potential for the poultry business. It can allow seamless and rapid data sharing along the supply chain. It can establish more transparency by allowing customers and consumers to verify information. And it can improve trust. The challenge is that it is too costly at this point, and there are hurdles that will prevent people from trusting the data in the short term.

We extend our appreciation to Cargill for discussing this topic at our recent Poultry Processor Workshop. The workshop covers relevant topics and innovations necessary to implement improvements in efficiency, quality and safety of our products.

**Rafael Rivera**  
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# Food Safety and Peracetic Acid the Focus of 2018 Poultry Processor Workshop



Sean Leighton, Cargill

Poultry industry leaders, representing various plant operations, convened in Orange Beach, Ala., May 10-11, for USPOULTRY's 2018 Poultry Processor Workshop. This year's program covered diverse topics that are top of mind with plant managers and supervisors.

For the past year, blockchain has become a buzzword used everywhere from board rooms to the water cooler. Sean Leighton, vice president of quality and food safety at Cargill, presented on "Blockchain Technology" and how it will affect the food industry.

"When people hear the term blockchain, often it is being referred to in the sense of capital. However, it has applications for food safety and quality assurance," Leighton explained. "Simply put, blockchain is a data-centered approach to business. The technology drives transparency where everyone can see all transactions. It offers cryptography intensive data crunching and decentralization, which, in a highly digital world, makes it difficult for hackers to destroy data and records."

Jenny Houlroyd, occupational health group manager, and her colleagues at the Georgia Tech Applied Research Corporation recently conducted a pilot study, funded by USPOULTRY and the USPOULTRY Foundation, on poultry processing employee exposure to peracetic acid-based disinfectants. Houlroyd presented the findings, which are intended to increase industry knowledge of exposure to peracetic acid, or its component chemicals, and begin assessing factors that further minimize exposure.

"Peracetic acid is being used in other industries, and its use has increased over the years. When using this chemical, we want to not only ensure we are protecting the food product but also plant employees," remarked Houlroyd.

Other program topics included, "Why Employees Leave" Survey Results; Alternative Stunning Methods; Salmonella 360: A Holistic Approach to Food Safety; International Processing Standards for Microbial Interventions; Peracetic Acid: Antimicrobial Alternatives, Effects on Wastewater Operations and Utilization Best Practices; and New Poultry Inspection Systems: Review of Possible Layouts and Interpreting the Regulations.



Jenny Houlroyd, Georgia Tech Applied Research Corporation



## 2018 USPOULTRY Human Resources Seminar

# We Need to Evolve How We Tell Our Company's Stories



Corinne Watson and Rae White, Butterball LLC

Human resources professionals must be diligent in remaining up to date on the latest laws and regulations surrounding employment practices. The 2018 USPOULTRY Human Resources Seminar addressed a variety of topics that are impacting human resources professionals in today's environment. This year's seminar was held at the Hilton Sandestin Beach Golf Resort & Spa.

In addition to regulatory updates, recruitment and retention were also discussed at great length. Corinne Watson, communications manager, and Rae White, talent acquisition manager, from Butterball LLC, shared how the "Art of Storytelling" can play a role in making a company attractive to potential employees. "Everyone has a story. In human resources,

we all are story tellers," remarked White. "As employers, we need to evolve how we tell our company's stories."

Matt Spencer, USPOULTRY's director of HR & safety programs, presented findings from a recently conducted "Why Employees Leave" survey. A panel discussion followed, which included Bobby Barragan, director of HR operations, Tyson Foods; Jennifer Buster, human resources manager, Sanderson Farms; Patrick Townsend, director of human resources, Mountaire Farms; and Spencer. The panel answered questions from the audience regarding programs and strategies they have implemented to improve retention.

Barragan suggested developing a retention plan for each facility that can best fit your company's needs. "Have management help you create a plan. Look at what needs to be added and removed. Then have all your managers sign it with the intent that they will follow the plan so that everyone is on the same page. Don't just create the plan and forget it. Use it, and change it as things evolve," he suggested.

Erin Martin, human resources manager at Tyson Foods, shared best practices on human resources auditing. "If you are conducting an audit, go into it with the mindset that you are there for continuous improvement," she explained. When looking at your processes,

she stressed the importance of consistency, especially when using paper employment applications. Using e-recruitment methods can take some of the errors out of the equation when disqualifying certain job candidates.

In addition to the speakers and panel, this year's seminar included time for networking, roundtables for focused topics and opportunities to ask questions of HR law professionals.



Erin Martin, Tyson Foods



USPOULTRY Human Resources Seminar panel discussion with (from left): Bobby Barragan, director of HR operations, Tyson Foods Inc.; Jennifer Buster, human resources manager, Sanderson Farms Inc.; Patrick Townsend, director of human resources, Mountaire Farms; and Matt Spencer, director of HR & safety programs, USPOULTRY.



# LSU Does It Again... Wins 71st USPOULTRY Foundation Ted Cameron National Poultry Judging Contest

For the second year in a row, Louisiana State University (LSU) won the high team overall category at the 71st USPOULTRY Foundation Ted Cameron National Poultry Judging Contest, held at LSU. The team from Texas A&M was not far behind in second place. Additionally, Matthew Seguin was the high individual overall winner, and Braxton Hartshorn finished second overall. Both are from LSU.

Twelve universities participated in the competition in production judging, breed selection and market products judging. The schools included the following: Iowa State University, LSU, Mississippi State University, North Carolina State University,

Ohio State University, Penn State University, Texas A&M, University of Arkansas, University of Georgia, University of North Georgia, University of Wisconsin – River Falls and West Virginia University. Barbara Jenkins, USPOULTRY vice president of education and student programs and executive director of the USPOULTRY Foundation, presented the awards.

The contest is made possible by a Foundation gift from Mountaire Corp. in honor of Ted Cameron, founder of Mountaire. It is part of the USPOULTRY Foundation's comprehensive student outreach program, established to enhance young people's interest in the poultry industry and encourage student enrollment in poultry science and related studies.

In addition to the Ted Cameron National Poultry Judging Contest, the USPOULTRY Foundation sponsors the annual College Student Career Program, International Student Program, National FFA CDE at IPE, and co-sponsors the Ph.D. Career Fair during IPE, part of IPPE. Other youth outreach sponsorship includes the National FFA Convention and National 4-H poultry activities. The Foundation also funds student recruiting efforts at colleges and universities from coast to coast.



Louisiana State University wins the 71st USPOULTRY Foundation Ted Cameron National Poultry Judging Contest. Barbara Jenkins (left), USPOULTRY, with the winning LSU team: Matthew Seguin, Braxton Hartshorn, Chadsity Cobbins and Steven Shumaker.



# USPOULTRY Foundation Awards \$7,000 Student Recruiting Grant to Abraham Baldwin Agricultural College

Abraham Baldwin Agricultural College (ABAC), in Tifton, Ga., has been awarded a \$7,000 USPOULTRY Foundation grant to assist the college in recruiting students interested in poultry and related industry careers. The grant was made possible in part from an endowing Foundation gift from the Don Dalton Student Recruiting Fund. The late Don Dalton was president of USPOULTRY from 1992 to 2007, and he was instrumental in creating the USPOULTRY Foundation during his tenure.

The check was presented by John Starkey, current president of USPOULTRY and its Foundation and Don's successor, to Dr. Katheryn Cerny, ABAC professor and student advisor. They were joined by ABAC student, David Hall. The recruiting grant check presentations were part of the College Student Career Program activities at the IPE, part of the 2018 IPPE.

"It was Don's vision that led to the establishment of grants at schools like ABAC that connect students to the poultry industry, and he'd be pleased with the growth of the program," said Starkey.

The USPOULTRY Foundation board awarded student recruiting grants totaling \$282,500 for the 2017-2018 school year to 35 colleges and universities across the United States with

a poultry science department or industry-related degree program. The USPOULTRY Foundation provides annual recruiting funds to colleges and universities to attract students to their poultry programs. The grants are made possible by gifts to the Foundation from companies, individuals and families, in addition to funds earned over the years at the IPE.



Dr. Katheryn Cerny and David Hall, ABAC, with John Starkey, USPOULTRY

# USPOULTRY Foundation Awards Student Recruiting Grant to Wayne Community College

The USPOULTRY Foundation awarded a student recruiting grant to Wayne Community College in North Carolina. The \$4,295 grant, made possible in part from an endowing Foundation gift from Case Farms, will be used to recruit students into the school's poultry program.

"We cannot thank the USPOULTRY Foundation and Case Farms enough for the grant award. We will use the funds to help promote careers in the poultry industry at the high school level, at the Poultry Exhibit during the yearly Wayne Regional Agricultural Fair, and through a poultry learning lab kit that provides mini

lessons about poultry at the middle school level," said Jennifer Johnson, Applied Animal

Science instructor at Wayne Community College.



Jennifer Johnson (right), Applied Animal Science instructor, and WCC agriculture students with the \$4,295 USPOULTRY Foundation student recruiting check.

# USPOULTRY Foundation Awards \$4,620 Student Recruitment Grant to Cal State - Fresno

The USPOULTRY Foundation recently awarded a \$4,620 student recruiting grant to California State University – Fresno (Cal State – Fresno). The grant will be used to assist the college in recruiting students interested in poultry and related industry careers into the university’s program.

Over the past year, Cal State – Fresno has begun offering poultry specific courses and is currently in the process of establishing a poultry science minor at the university. On campus, they have a state-of-the-art poultry facility that is the result of a partnership with Foster Farms. For the past ten years, the majority of Cal State – Fresno’s animal science graduates have started careers in the poultry industry. These grant funds will be used to increase visibility to potential students in the region, assist with poultry educational

programs and contests for high school students, and provide current students with exposure to potential career opportunities through industry tours and events.

The grant check was presented by John Starkey, president of USPOULTRY, to student advisor Dr.

Katy Tarrant, along with Cal State – Fresno poultry science students, during the 2018 College Student Career Program activities.



John Starkey (right) presenting the student recruiting check to student advisor Dr. Katy Tarrant (left), along with Cal State – Fresno poultry science students.

# \$2,995 USPOULTRY Foundation Student Recruitment Grant Awarded to Clemson University

The USPOULTRY Foundation recently awarded a student recruiting grant to Clemson University. The \$2,995 grant will be used to recruit students into Clemson’s poultry program.

The grant check was presented by Mark Ham, president of American Proteins, to Paula Beecher, student advisor at Clemson. Also participating in the check presentation were Kim Arp, director of development, College of Agriculture, Forestry & Life Science, and student Rebecca Stuart. The grant was made possible in part by an endowing Foundation gift from the Leland Bagwell Education & Innovation Fund, named in honor of the founder of American Proteins. It was presented during the 2018 College Student Career Program activities.

Clemson offers a number of poultry science courses for students enrolled in its Animal and Veterinary Sciences Department. The funds

will be used to create new recruitment material for prospective students and other activities involving junior colleges in the state. Dr. Glenn Birrenkott, an academic advisor in the department, expressed that incoming students see the promising future of the

industry. “For the first time in many years, we have students entering our program (freshmen and transfer students) who are focused on careers in the poultry industry,” he shared.



Mark Ham (right), American Proteins, presenting the check to Paula Beecher (second from left), Clemson. Also participating were Kim Arp (left) and student Rebecca Stuart.



## USPOULTRY Financial Management Seminar to Focus on Economic Drivers for Bottom Line Success

Though today's economy is thriving, several economic drivers, including tax laws, technology, labor, consumer behavior and legislative change, have a huge impact on poultry and egg companies' financial management. USPOULTRY's 2018 Financial Management Seminar will review these economic drivers and provide valuable information to help increase your company's bottom line. The Seminar is scheduled for June 25 – 27, at the Hilton Sandestin Beach Golf Resort and Spa in Destin, Fla. Each year, this program brings together poultry and egg industry financial professionals for the most current information on today's economic environment, professional development and networking.

"The planning committee has put together a robust agenda that covers a variety of areas, including a Washington update, tax update, top management perspective of poultry financial management, economic update, live production accounting technology and analytics, and much more. Attendees will leave this year's seminar with information on current trends and insight on what the future may hold for the poultry industry," said Joey Long, treasurer for Case Foods Inc., and program committee chairman.

The program also includes a number of small group breakout sessions on Tuesday afternoon covering

topics such as effectively presenting financial data, tax credit opportunities, costing trends, transportation concerns, etc. To view the agenda, register and reserve rooms, visit [www.uspoultry.org](http://www.uspoultry.org).

USPOULTRY is registered with the National Association of State Boards of Accountancy as a sponsor of continuing professional education on the National Registry of CPE Sponsors. Attendees will receive CPE credits. The State Boards of Accountancy have final authority on the acceptance of individual courses for CPE credit.



*The Financial Management Seminar program agenda was developed by poultry and egg industry financial professionals. Seated left to right: Sloan Clinton, Mountaire Corporation; Robert Sliva, Tyson Foods Inc.; Joey Long (committee chairman), Case Foods Inc.; Greg Finch, Claxton Poultry Farms Inc.; and Kolby McEntire, Fieldale Farms Corporation. Standing left to right: Jarod Morrison, Farbest Foods Inc.; Mulham Shbeib, Mar-Jac Poultry Inc.; Douglas Kirkham, Pilgrim's; Robert Childress, Frost PLLC; Ron Faircloth, Peco Foods Inc.; and Robert Tillinghast, Butterball LLC.*

## 2018 USPOULTRY Hatchery-Breeder Clinic to Feature Latest in Hatchery Technology, Disease Prevention and More

When managing a hatchery, every controllable factor plays an integral role in a successful breeding program. USPOULTRY's 2018 Hatchery-Breeder Clinic will take a look at the newest innovations, best management practices and other topics related to chick quality. The annual Clinic, sponsored by the U.S. Poultry & Egg Association, will be held July 10-11, at the Sheraton Grand Hotel in Nashville, Tenn.

"Each year the program planning committee, comprised of poultry industry leaders in hatchery and breeder management, strives to determine the most relevant topics affecting today's hatchery and breeder managers. This year's program will address a number of topics including fertility management, hatchery sanitation, housing innovations, methods for monitoring chick quality, multi-stage to single-stage incubation conversion and more. Make sure to sign up today," said Jack Patrick, breeder manager for Harrison Poultry, and committee chairman.

To view the agenda and to register, visit [www.uspoultry.org](http://www.uspoultry.org).



*The committee of hatchery and breeder professionals that planned this year's agenda include (from left): Pat Hawkins, Tyson Foods Inc.; Heath Parker, Sanderson Farms Inc.; Brian Mulkey, Koch Foods; Jack Patrick, committee chairman, Harrison Poultry Inc.; Richard Higgins, Perdue Farms Inc.; Stacy Cornell, Cobb-Vantress Inc.; Keith Dyer, Peco Foods Inc.; Amber Allen, Wayne Farms LLC; Bert Carithers, Pilgrim's; and Marie Parham, Fieldale Farms Corporation.*

Feed Mill Management Seminar  
March 20-21, Nashville, Tennessee  
Sheraton Grand Nashville Downtown

Human Resources Seminar  
April 23-25, Destin, Florida  
Hilton Sandestin Beach Golf Resort & Spa

Poultry Processor Workshop  
May 10-11, Orange Beach, Alabama  
Perdido Beach Resort

National Breeders Roundtable  
May 17-18, St. Louis, Missouri  
Renaissance St. Louis Airport

Financial Management Seminar  
June 25-27, Destin, Florida  
Hilton Sandestin Beach Golf Resort & Spa

Hatchery Breeder Clinic  
July 10-11, Nashville, Tennessee  
Sheraton Grand Nashville Downtown

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 13-15, Destin, Florida  
Hilton Sandestin Beach Golf Resort & Spa

Women's Leadership Conference  
August 16-17, Destin, Florida  
Hilton Sandestin Beach Golf Resort & Spa

Live Production, Welfare & Biosecurity Seminar  
Sponsored by National Chicken Council, National Turkey Federation, United Egg Producers and USPOULTRY  
September 18-19, Nashville, Tennessee  
Sheraton Grand Nashville Downtown

Environmental Management Seminar  
September 20-21, Destin, Florida  
Hilton Sandestin Beach Golf Resort & Spa

Poultry Protein & Fat Seminar  
October 4-5, Nashville, Tennessee  
DoubleTree Hotel

Air Cargo Seminars  
Dates TBD  
Miami, Florida  
New York, New York  
Atlanta, Georgia

Grower Relations Seminars  
Scheduled upon Industry Request

Poultry Wastewater Operators Training  
Scheduled upon Industry Request