

NEWS & VIEWS

USPOULTRY[®]

U.S. POULTRY & EGG ASSOCIATION

May / June 2017

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

Send Comments to: **News & Views**,
U.S. Poultry & Egg Association, 1530 Cooledge Road, Tucker, GA 30084-7303
newsandviews@uspoultry.org

CERCLA: Stay Tuned as Animal Ag Tries to Untie Knot Again

Over a decade ago, animal agriculture secured a hard fought reporting exemption under two chemical release laws, the Comprehensive Environmental Response Compensation and Liability Act (CERCLA), passed in 1980, and the Emergency Planning and Community Right to Know Act (EPCRA), passed in 1986.

On April 11, the U.S. Court of Appeals for the DC Circuit vacated this exemption, tortuously dragging animal ag back into pointless reporting requirements. Animal agriculture needs to be aware of and develop a comprehensive plan to address this adverse decision. The good news is that the fundamental basis for granting the exemption continues today:

1. Emissions from poultry houses pose little or no risk to public health. In the last 10-15 years, significantly more research on emissions from modern animal ag housing systems, including poultry housing, has been conducted. The industry participated in the "Air Consent Agreement," (ACA) that generated data across the country. "Look up" tables were originally envisioned under the ACA, but the reality proved far too difficult for "look up" tables. But, on the other hand, research like "Ammonia Outside of Broiler Houses," Fairchild, et al, 2009 J Applied Poultry Research, IS: 630-639, demonstrated that a mere 200 feet from a broiler house fan exhaust, mean ammonia concentrations were below 1.6 ppm all of the time, well below levels for human concern or occupational exposure limits.
2. Emergency response to releases from poultry houses is infeasible. Under these laws, if a poultry facility releases 100 lbs of ammonia in 24 hours—the most likely case for a poultry facility—emergency reporting requirements kick in. The farmer is required to notify the National Response Center (NRC), as well as notifying the State Emergency Response Commission (SERC), and if appropriate, the Local Emergency Planning Committee (LEPC), all ASAP. But then the next question is, what will happen at the farm after such a report? And the answer, still today, is nothing, absolutely nothing. The local fire department or SERC is not going to send out its fire truck or hazmat response team, or anything else, in response to the gradual release of ammonia from manure breakdown on a chicken farm over the prior 24 hours.
3. Emergency reporting would unnecessarily burden state and local response systems. The sheer volume of calls to the NRC, SERCs, and LEPCs, would stress those systems, and more importantly, will divert resources from trivial events requiring no response (i.e., gradual release of ammonia in a poultry facility) away from an actual event which does immediately threaten the health and welfare of the general public, where an emergency response is required.
4. Emergency response unnecessarily burdens poultry producers who are predominantly relatively small, family owned and operated farms. Imagine the poultry farmer now having to make, on a daily basis, a decision whether or not the RQ (Reportable Quantity) for ammonia was exceeded from a facility and then documenting the decision to report in case there is a later lawsuit. Remember, there are no "look up" tables as envisioned by the ACA. The producer is placed in the position of making an engineering extrapolation which may or may not be accurate for a given farm on a given day, and the consequences and penalties of an incorrect calculation—despite the best of intentions—could easily undermine the farm's fiscal future.

EPA argued similar points as cited above in the court case just completed, defending the validity of this exemption. U.S. Poultry & Egg Association and the National Pork Producers Council intervened in the case to ensure animal ag was heard, but ultimately the efforts to defend the exemption fell short, and these reporting requirements may soon be felt by all animal producers across the country.

The irony here is that the environmental plaintiffs bemoan "Big Ag" and "factory farms." Yet, this is a case in point where the additional regulatory burdens, while garnering no quantifiable environmental benefit, will most certainly put a cost on the producer. The larger producer is more capable of affording services needed to comply with this regulation than the smaller producer. So, in the end, which operation is going to be more efficient, more capable of remaining a viable family owned and operated farm? The answer, of course, is the larger producer—exactly opposite the intended effect for the plaintiffs.

Stay tuned as animal ag tries to untie this knot yet again.

John Starkey, PE
President
jstarkey@uspoultry.org



John Starkey, PE
President
USPOULTRY



IPPE Recognized as One of TSNN's Top 25 Fastest-Growing Trade Shows



The International Production & Processing Expo (IPPE) is pleased to announce its recognition by Trade Show News Network (TSNN) as one of the top 25 fastest-growing shows in net square footage. The top 25 winners in net square footage growth from 2014 to 2016 cover a wide range of industries. IPPE, which is sponsored by the U.S. Poultry & Egg Association, the American Feed Industry Association and the North American Meat Institute, will be honored at the ninth annual

TSNN Awards to be held Aug. 21-23, in New Orleans, La.

"IPPE is honored to be recognized for its growth. We have seen a 15 percent growth in net square feet from 2014 to 2016, and this could not have been achieved without the commitment of a great supplier community who appreciates smart collaborations between the right industries. Bringing three strong industries together allows all of our members and the industry at large to see the equipment, supplies and innovative solutions for their businesses in one combined event," said IPPE show organizers.

The 2018 IPPE will take place Tuesday through Thursday, Jan. 30 – Feb. 1, at the Georgia World Congress Center in Atlanta, Ga. The Expo is expected to exceed 500,000 net square feet with more than 30,000 attendees and 1,200 exhibitors. The event is

the world's largest annual poultry, feed and meat industry Expo. Show updates and attendee and exhibitor information are available at www.ippexpo.org.



IPPE Selects Experient as New Housing, Registration and Lead Retrieval Provider

IPPE has selected Experient as its new housing, registration and lead retrieval provider. As one of the world's leading event management companies, Experient will allow IPPE to streamline services as the show continues to grow.

"We are pleased to announce Experient as our new housing, registration and lead retrieval provider. Working with Experient will allow IPPE to combine services from a single source, making it more efficient for our attendees and exhibitors," remarked IPPE show organizers.

All IPPE attendees should be aware that there are a number of other housing agencies that may claim to be the show's official housing vendor. Often, these are not legitimate. Please look for the "Preferred Vendor for IPPE" logo on any correspondence related to hotels, registration or lead retrieval.



Super Bowl Coming to Atlanta Prompts Shift in 2019 IPPE Show Dates

The Super Bowl is coming to Atlanta in 2019. As a result, the show dates for the IPPE will be moved to Feb. 12 – 14, 2019. IPPE will continue to be held at the Georgia World Congress Center in Atlanta, Ga., and all IPPE contracted hotels will still be available as normal.

“We realize the change in dates is unusual. Many resources are tied up by the NFL in the host city of the Super Bowl, which resulted in the move from our traditional show dates of the fourth week of January. With the Super Bowl scheduled for Sunday, Feb. 3, we worked with the city of Atlanta to find the best possible dates to host the 2019 IPPE without disruption of services normally provided during the week of the trade show.”

“We are continuing to stay with our Tuesday through Thursday format for the exhibit floor, with industry meetings and educational programs scheduled Monday through Friday. IPPE has turned into a week-long event, and we appreciate the support that all industries provide in sending attendees to our annual trade show,” said IPPE show organizers.

Future IPPE show dates beyond 2019 are reserved for the traditional last week in January. For more information about IPPE, visit www.ippexpo.org.



Morris Participates on Trade Show Executive's Fastest 50 Awards & Summit Education Panel

Trade Show Executive recently held its Fastest 50 Awards & Summit in Chicago, and Nath Morris, vice president - expo, USPOULTRY, participated on a panel discussion at the event on “Crisis Management.” Joining him on the panel were Mark Zimmerman, senior business consultant for the Georgia World Congress Center, and Garry McCarthy, CEO and president of GFM-Strategies. The panel was moderated by Karen Gebhart, vice president of business development for the Helicopter Association International.

The panelists shared crisis stories and discussed how to salvage troublesome situations for the

best outcome. They also discussed having a response plan in advance to limit consequences and turn a potential catastrophe into a hiccup.

The Fastest 50 summit featured fast-paced sessions on best practices, case studies and issues facing show managers. Also, organizers of the fastest-growing shows shared the strategies and tactics that made their success stories possible.



From left: Mark Zimmerman, Nath Morris and Garry McCarthy

Glenmary Farm Recognized for Excellence in Environmental Stewardship by USPOULTRY



Jerry Moye (left), 2017 USPOULTRY chairman, presented Glenmary Farm's award to Laura Futz, flock supervisor for Cargill, in their absence.

Glenmary Farm of Rapidan, Va., was one of five farms across the United States to receive USPOULTRY's Family Farm Environmental Excellence Award during the International

Poultry Expo, part of the 2017 IPPE, in Atlanta, Ga. Laura Futz, flock supervisor for Cargill Turkey Production, accepted the award for the farm. USPOULTRY sponsors the annual awards in recognition of exemplary environmental stewardship by family farmers engaged in poultry and egg production.

Tom and Kim Nixon have been raising turkeys for Cargill since 2004 on their 1,100 acre farm. They have three turkey houses and raise 150,000 turkeys per year. In addition to poultry, they raise beef cattle and sheep while also growing corn, soybeans, sorghum, hay and other small grains.

The Nixons have been recognized over the years for their sustainability efforts by Cargill and the Virginia Farm Bureau. Having river frontage on the Rapidan River, the Nixons strive to constantly improve practices to protect water flowing by their farm. They

are able to store up to eight months' worth of litter so that it can be applied when weather conditions are suitable. To ensure nutrients are managed properly, soil tests are taken on all crop land annually. These tests allow the fields to be gridded to determine specific fertilizer application rates according to plant need and residual nutrient levels.

The Nixons have created sediment ponds, grass buffer strips around the barns, and ponds to prevent excess water and nutrients from ending up in local streams. They also utilize cover crops and use minimum or no-tillage farming strategies to prevent erosion. They host visitors on their farm to showcase their best management practices. The Nixons have also been featured on social media and television as industry spokespeople, allowing them to tell their farm's sustainability story to a larger public audience.

USPOULTRY Recognizes Ideal Poultry Breeding Farm for Excellence in Environmental Stewardship

Ideal Poultry Breeding Farm in Cameron, Texas, was also a recipient of USPOULTRY's Family Farm Environmental Excellence Award presented during the International Poultry Expo.

Ideal Poultry Breeding Farm, represented by Gary Fuchs, was nominated by the Texas Poultry Federation. Ideal Poultry Breeding Farm was started in 1937 and has remained a family business over the years. Today, three generations of the Fuchs family work on the farm. The farm currently has a capacity of 45,000 birds for egg production and breeding, and the Fuchs' produce millions of chicks each year in their 39 poultry houses. The Fuchs also raise cattle and grow hay on their farm.

All of the litter removed from the poultry houses is composted or transported directly to third-party pasture land for fertilizer. All litter storage

facilities are covered to prevent runoff of nutrients. The Fuchs' facilities were designed with prevailing winds in mind to minimize potential odor impacts to neighboring properties. Protection of natural resources and wildlife are a high priority at Ideal Poultry Breeding Farm.

In addition to litter, other hatchery waste is composted and also utilized for fertilizer. Composting hatchery waste is not very common, so it requires some effort to figure out how to properly compost the material. It has proved to be a useful nutrient source and is no longer sent to a landfill for disposal. Ideal Poultry Breeding Farm also utilizes an ultraviolet light to sanitize the eggs before hatching them. This reduces the use of chemicals that could impact the environment.



Jerry Moye (left) presented the award to Gary and Susan Fuchs.

Poultry and Egg Farm and Poultry Facilities Environmental Stewardship Highlighted in Observance of Earth Day



In observance of Earth Day, USPOULTRY is highlighting two videos from its series emphasizing environmental stewardship on poultry and egg farms and on poultry companies with exemplary performance in wastewater treatment. The two videos are of Riverhill Farms in Port Republic, Va., and Simmons Foods in Southwest City, Mo.

Riverhill Farms is a recipient of USPOULTRY's Family Farm Environmental Excellence Award, which recognizes exemplary environmental stewardship by family farms engaged in poultry and egg production. Simmons Foods is a recipient of USPOULTRY's Clean Water Award, which recognizes exemplary performance at wastewater treatment facilities serving the poultry industry.

Riverhill Farms is owned and operated by Glenn and Sheri Rodes, along with their parents,



brothers and extended family. The Rodes raise turkeys, dairy and beef cattle, corn and forage. Their farm has five turkey barns, in which they raise turkeys for Cargill Turkey Production. Because of their location in the Shenandoah Valley where soil phosphorus

levels can be elevated, the Rodes work hard to properly manage their nutrients. Poultry litter and other combustible material is used as a fuel source in a biomass burner that generates hot water. The hot water flows through pipes in the floor of the turkey barns to keep the turkeys warm during the winter months. The Rodes' passion for identifying alternate fuel sources drove them to build a small operation that manufactures biodiesel from canola and soybeans grown on their farm. Biodiesel generated on the farm is used to fuel tractors and other farm equipment.

Simmons Foods' Southwest City Complex processes and treats an average wastewater flow of 2.28 million gallons per day. The facility currently converts dissolved air flotation (DAF) skimmings into a valuable ingredient that is used in the production of valuable cattle feed high in fat and protein. This process allows more than 130 million pounds of material to be recycled into the food chain each year rather than being land applied. The



Southwest City Complex's rendering facility also utilizes thermal oxidizing technology to reduce odor emissions. Simmons Foods is the first rendering plant in the United States to use thermal oxidizer technology to mitigate odors generated during the rendering process.

One highlight of their operation is the facility's water reuse program. The Southwest City Complex recycles between 300,000 to 350,000 gallons per day of treated effluent for use at the complex. The recycled water has greatly reduced the volume Simmons Foods pumps from the Gasconade aquifer. Since initiating its water recycling program in 1996, the facility has reclaimed approximately 2 billion gallons of water that has been used in various processes throughout the facility.

Both videos can be viewed on our YouTube channel at www.youtube.com/USPOULTRY.



Poultry Groups Provide Input to EPA on Reducing Burdensome Regulations

USPOULTRY, the National Chicken Council (NCC) and the National Turkey Federation (NTF) recently submitted comments to the Environmental Protection Agency (EPA) Administrator, Scott Pruitt, who requested ideas from the public on reducing the agency's regulatory burden. More than 57,000 comments were received including a number of suggestions from other agriculture groups.

In response to the February 2017 Executive Order establishing the policy of alleviating and reducing unnecessary and burdensome regulations, the EPA solicited public comments evaluating existing regulations. USPOULTRY, NCC and NTF explicitly focused on three areas where regulations are most burdensome to the poultry industry, including the duplication

of data submission through discharge monitoring reports and the toxic release inventory program.

The groups also included the the EPCRA/CERCLA reporting requirements and Waters of the U.S. as a burdensome regulation for farmers, remarking: "We support the action by the President and the Administrator announcing their intent to withdraw the Agency's final 2015 rulemaking and replace it with a rule that is clear in its regulatory scope, avoids federal overreach in exercising the authority of EPA and the U.S. Army Corps of Engineers, and properly balances environmental protection and private property rights."

USPOULTRY, NCC and NTF also emphasized the industry's commitment to acting responsibly to protect the environment and the health of the public and that the groups' comments and recommendations are in no way meant to undermine programs authorized by Congress that aim to protect community health and the environment.

Recent Member News

Tyson Foods Names Justin Whitmore as First Chief Sustainability Officer

Tyson Foods, Inc. announced the appointment of Justin Whitmore to the newly-created role of chief sustainability officer. This follows Tyson's recent introduction of a new purpose and strategy that place sustainability at the center of the company's future plans. The appointment was effective May 1. Whitmore, who was most recently a consultant at McKinsey & Company, will be part of the company's enterprise leadership team, reporting directly to President and CEO Tom Hayes.

Hormel Foods in Top 10 on the 100 Best Corporate Citizens List

Hormel Foods Corporation announced that it was ranked No. 8 on the 18th annual Corporate Responsibility (CR) Magazine 100 Best Corporate Citizens List. This is the ninth

consecutive year the company has been on the list and the first time the company has been in the top 10.

Butterball Continues to Earn AHC Program Recognition

Butterball Foodservice, an iconic turkey brand, continues to set high standards for animal care and well-being. More than two-thirds of foodservice operators agree that it is important to treat turkeys humanely, and Butterball was the first turkey supplier to become American Humane Certified (AHC). Now approaching its third year being verified by the program, Butterball remains the only turkey manufacturer to earn this certification.

Tyson Foods to Acquire AdvancePierre Foods for \$40.25 Per Share in Cash

Tyson Foods, Inc. and AdvancePierre Foods Holdings, Inc. ("AdvancePierre") announced

that they have entered into a definitive merger agreement pursuant to which a subsidiary of Tyson will launch a tender offer to acquire all of AdvancePierre's outstanding common shares for \$40.25 per share in cash. This strategically compelling transaction provides a unique opportunity to create value by joining highly complementary market-leading portfolios.

ADM Reports Significant Progress in 2016 Corporate Sustainability Report

Archer Daniels Midland Company issued its 2016 Corporate Sustainability Report, which details significant progress in areas ranging from energy and water efficiency to the traceability of the company's palm and soy supply chains.

USPOULTRY's Controller, Burdell, Retires



USPOULTRY announces the retirement of Seals Burdell, controller. Burdell is a certified public accountant with 41 years of finance and accounting experience in the poultry industry.

Burdell began his poultry industry career in accounting with Gold Kist in 1976, ultimately advancing to controller of poultry operations. He was responsible for the development and direction of accounting systems, budgets and projections of poultry operations. Following the purchase of Gold Kist by Pilgrim's Pride in January 2007, he worked with Pilgrim's as controller for their distribution company and fresh foodservice plants. Burdell joined USPOULTRY as controller in October 2010. He is a 2015 recipient of USPOULTRY's Lamplighter Award.

Burdell has been happily married to his wife, Pamela, for 38 years; and they have two children,

Alexandra and Parker, and two grandchildren. He is retiring to Big Canoe, Ga.

"Seals was impactful throughout his career, and that was certainly the case at USPOULTRY. He streamlined our accounting systems, making us more efficient in the process. Further, in the 35 years that I have known Seals, he has always been a model of integrity and teamwork for all of those who worked with him. USPOULTRY is a better organization today because of the seven years he spent with us," remarked John Starkey, president of USPOULTRY.

Steve Herring joined USPOULTRY in January as Burdell's replacement. Herring is a certified public accountant with more than 30 years of financial and accounting experience in various industries, including the poultry industry.

Spencer Named USPOULTRY Director of Human Resources & Safety Programs



USPOULTRY announces the appointment of Matthew Spencer as director of human resources & safety programs. In his position, Spencer will be

responsible for the strategic management of certain USPOULTRY technical services provided to or on behalf of Association members, including worker safety, human resources and employment law programs.

Spencer joins USPOULTRY from Smithfield Foods where he worked as health safety

manager, responsible for establishing safety practices and procedures, conducting comprehensive onsite OSHA and health wellness reviews, maintaining OSHA compliance at five Midwest harvesting / processing sites, etc. Prior to joining Smithfield Foods, he spent several years with other companies, including Exide Technologies, where he served as director of safety and compliance North America distribution. Spencer was responsible for managing the environmental, health and safety department in addition to ensuring DOT, OSHA and EHS compliance at 78 locations in the U.S., Canada and Mexico.

Spencer received a Bachelor of Science, Occupational and Environmental Safety and Health degree from Columbia Southern University in Alabama. He is a registered environmental manager, certified safety and emergency manager, and OSHA Authorized 501 general industry instructor.

"I am pleased to join the USPOULTRY team. The Association includes professionals in their fields who are dedicated to the support of the poultry industry, and I look forward to my role in helping accomplish our mission," said Spencer.

"USPOULTRY is excited to welcome Matt to our organization. We are confident that his strong health, safety and environmental background will be an asset to USPOULTRY's ability to serve the industry," said John Starkey, USPOULTRY president.

Spencer is replacing Paul Pressley, who recently retired. Pressley was USPOULTRY's executive vice-president of industry programs since 2007 and previously served as director of risk management and insurance for Gold Kist. He was with Gold Kist for 26 years prior to joining USPOULTRY.

USPOULTRY and Foundation Approve \$285,595 in New Board Research Initiative Grants

USPOULTRY and the USPOULTRY Foundation have approved \$285,595 in funding for three new research grants at three institutions through the Board Research Initiative program. The research funding was approved by the boards of directors of both organizations, based on recommendations from the Foundation Research Advisory Committee. The committee evaluates research proposals to determine their value to the industry and then makes recommendations to the boards for funding.

The research was made possible in part by donations to the USPOULTRY Harold E. Ford Foundation. The donations were from a wide range of poultry and egg companies, individuals and families to support the Foundation's mission of funding industry research and recruiting students into poultry careers.

The research grants for each institution include:

Improving Broiler Breeder Flock Welfare and Reducing Stress through Early Photostimulation and Spin Feeding

University of Georgia (research grant made possible by an endowing Foundation gift from Dr. Don and Teresa Jackson)

A Pilot Study to Exposures of Peracetic Acid-Based Disinfectants among Poultry Processing Workers

Georgia Institute of Technology (research grant made possible by an endowing Foundation gift from Shepard Exposition Services)

Rapid Ensiling of Hen Carcasses for Biosecure Preservation and Virus Destruction Following Depopulation

Pennsylvania State University (research grant made possible by an endowing Foundation gift from CCF Brands)

The USPOULTRY Board Research Initiative was created by the boards of USPOULTRY

and the USPOULTRY Foundation to address current issues facing the poultry industry. The USPOULTRY Board Research Initiative operates alongside the current USPOULTRY comprehensive research program and augments the great success of the existing program by focusing additional resources toward defined areas of research.

USPOULTRY and its Foundation operate an extensive research program incorporating all phases of poultry and egg production and processing. Since the inception of the research program, USPOULTRY has reinvested more than \$27 million dollars into the industry in the form of research grants, with the International Poultry Expo as the primary source for the funding. More than 50 universities and federal and state facilities have received grants over the years.

USPOULTRY and Foundation Approve \$388,992 in New Research Grants Through Its Comprehensive Research Program

USPOULTRY and the USPOULTRY Foundation also approved \$388,992 for five new research grants at five institutions. The research funding was approved by the boards of directors of both organizations, based on recommendations from the Foundation Research Advisory Committee.

The research grants for each institution include:

Characterization of a Virus as the Possible Cause of Superficial Pectoral Myodegeneration and Sclerosis (SPMS)

North Carolina State University (research grant made possible by an endowing Foundation gift from Case Farms)

Validating Current Broiler Welfare Auditing Programs and Advancing Enrichment

Iowa State University (research grant made possible by an endowing Foundation gift from Ozark Mountain Poultry)

Enhancing the Antimicrobial Efficacy of Organic Acid Blends to Kill *Salmonella enterica* and *Campylobacter jejuni* on Broiler Skin

Alabama A&M University (research grant made possible by an endowing Foundation gift from Ingram Farms)

Fate and Effect of Peracetic Acid in Poultry Processing Wastewater Treatment Systems

Georgia Institute of Technology (research grant made possible by an endowing Foundation gift from Cargill)

Cage-Free Housing: Northern Fowl Mite Impact on Laying Hens

Purdue University (research grant made possible by an endowing Foundation gift from Cal-Maine Foods)

USPOULTRY Accepting Nominations for Charles Beard Research Excellence Award

USPOULTRY and the USPOULTRY Foundation are accepting nominations for the Charles Beard Research Excellence Award through July 1. The goal of this award is to recognize outstanding completed research projects, funded by USPOULTRY or the USPOULTRY Foundation, which have made a significant positive impact on the poultry industry. The nominee may be recognized for multiple completed USPOULTRY research projects, all focused on the same subject area.

Nominations can be accepted from the universities and research institutions that conduct poultry research, as well as from anyone in the research community or any USPOULTRY member, staff and sponsored committee. Self-nominations are also allowed. Nominations should focus on research projects completed within the past five years, but may include projects completed at an earlier time if a project's impact has only recently become recognized.

To submit a nomination, please send a letter to Dr. John Glisson (jglisson@uspoultry.org),

vice president of research, which includes the nominee's name, a brief description of the nominee's research accomplishments and the impact of the research.

The recipient of the Charles Beard Research Excellence Award will be the primary researcher who conducted the recognized research project(s) and will receive round-trip transportation to, and two nights lodging at, the IPPE in Atlanta, Ga. A cash prize of \$1,500 will also be awarded. The award will be presented at IPPE during the International Poultry Scientific Forum by Dr. Beard and the chairman of the Foundation Research Advisory Committee. The 2017 Charles Beard Research Excellence Award went to Dr. William Merka, professor emeritus in the Department of Poultry Science at the University of Georgia.

USPOULTRY and its Foundation operate a comprehensive research program incorporating all phases of poultry and egg production and processing. Since the inception of the research program, USPOULTRY has reinvested more than \$27 million dollars into the industry in the form of

research grants, with the International Poultry Expo, part of IPPE, as the primary source for the funding. More than 50 universities and federal and state facilities have received grants over the years.



Dr. William Merka (left), and Dr. Travis Cigainero, chairman of the Foundation Research Advisory Committee

USPOULTRY Funded Research Identifies Potential Wooden Breast Syndrome Causes in Broilers

USPOULTRY and the USPOULTRY Foundation announce the completion of a funded research project at the University of Delaware in Newark, Del., in which researchers report a potential cause of wooden breast lesion in broilers. The research project is part of the Association's comprehensive research program encompassing all phases of poultry and egg production and processing.

A brief summary of the completed project is shown below. A complete report, along with information on other Association research, may be obtained by going to USPOULTRY's website, www.uspoultry.org. The project summary is as follows.

Project #F059: Identifying the Onset of a Novel Muscle Disorder in Chickens through Differential Gene Expression and Histologic Analyses

(Dr. Benham Abasht, Dr. Carl Schmidt, and Dr. Erin Brannick, University of Delaware, Newark, Del.)

Dr. Benham Abasht and colleagues at the University of Delaware recently completed a research project in which they sought to characterize the early stages of a condition known as wooden breast in broilers. They found that the early lesions of the condition could be found in the breast tissue of one week old broilers,

and the first stage of the condition involves inflammation of the veins in the breast tissue and accumulation of lipid around the affected veins. This is then followed over time by muscle cell death and replacement by fibrous and fatty tissue. Genetic analyses also indicated that there was dysfunction in lipid metabolism in affected birds. This new understanding that inflammation of veins is the likely cause of wooden breast lesions in broilers will provide important direction for future research on this condition.

USPOULTRY Offers Reporting Guidance

Reduce Regulatory Burden? - Not so Fast



The last eight years brought a remarkable level of regulatory burden on industry in the United States. The past administration passed more than 20,600 new rules and added over 81,000 pages to the Federal Register. The implication of these rules was not minor. Roughly 230 of the rules finalized by the past administration fell under the definition of “major” because they are expected to impose an annual cost of at least \$100 million each. The significance of this regulatory expansion made it a central point of discussion during the last election cycle.

Following up on a commitment to examine ways to reduce regulatory burden, the incoming administration issued two executive orders that have a primary goal of advancing regulatory reform. The first executive order will establish a task force charged with evaluating existing regulations and make recommendations on rules that should be repealed, replaced or modified. The second executive order directs all agencies to repeal two existing regulations for each new regulation issued in 2017 and thereafter.

A good start right? – Well not so fast.

In 2005, USPOULTRY led an effort to petition the Environmental Protection Agency (EPA)

for an exemption from having to report the emission of ammonia that results from the natural breakdown of manure under the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) and The Emergency Planning and Community Right-to-Know Act (EPCRA.) In response to the petition, the EPA provided the agricultural industry with a full CERCLA reporting exemption and a partial reporting exemption for EPCRA recognizing the reports would require no emergency response, a principal reason reports are filed.

To be clear, the agricultural community supports the notion that emergency first responders need information that helps them develop emergency response plans. This protocol is delineated in Section 303 of the EPCRA statute and an exemption from reporting would not have restricted local emergency personnel from obtaining this information.

It came as no surprise that the exemption was challenged in court and despite the EPA's defense that the exemption was appropriate because the reports are pointless, the District of Columbia Court of Appeals chose to interpret each statute in an exceptionally literal way and vacated the exemption. The

court's ruling was disappointing but more so frustrating when it dismissed EPA's estimate that the Final Rule would save farms more than a million man-hours, more than \$600 million in compliance costs and cut out 160,000 hours and \$8 million in governmental cost by declaring “such facts (assuming their correctness) are not enough to support” an exemption. This begs the question - What cost and man-hour savings are enough?

So while the EPA was prepared to provide some level of relief from the burden of unnecessary regulation, which is a good start, the judicial branch delivered a ruling that does not assist with developing emergency response plans – something beneficial to farms and first responders alike. It merely triggers a paperwork exercise that does nothing more than check a box.

To assist poultry and egg operations with the new reporting requirements following this ruling, USPOULTRY has developed reporting guidance documents and reporting forms. These forms can be found on USPOULTRY's website at the following location: <http://www.uspoultry.org/environment/regulatory.cfm>.

In the meantime, while the pathway is not clear, the agricultural community is examining its options to remove a reporting requirement that is hard to justify.

Paul Bredwell, P.E.
Vice President, Environmental Programs
pbredwell@uspoultry.org

Poultry Industry Intern: Trevor Lee



Trevor Lee is an upcoming senior majoring in poultry science at Auburn University. The summer of 2016 he submitted a photo for USPOULTRY's internship photo contest of himself with Pilgrim's Executive Vice President, Jayson Penn.

When asked about his summer experience, Trevor said, "Who said agriculture is only about farming? There is so much more to agriculture, especially in the poultry industry." Trevor's internship last summer consisted of working under Penn, at the corporate office, working alongside management at the Canton, Ga. complex and time with a poultry nutritionist.

Trevor's passion for poultry began as an Alabama FFA member when his FFA advisor, Robby Vinzant, introduced him to the Poultry Judging Curricular Development Event and Supervised Agriculture Event. When Codi Plaster, student services coordinator at Auburn's Poultry Department, visited his high

school and introduced the vast opportunities for a career in poultry science, Trevor knew he could make a career out of his interest in poultry.

Trevor took advantage of the 2+2 program at Wallace State University after graduating high school. The program allows students to start taking poultry science classes at Auburn while being on campus at Wallace State. The program makes it seamless for students to then transfer to Auburn to complete their poultry science degree. Trevor is appreciative to Ray Hilburn and staff at the Alabama Poultry & Egg Association for awarding him with a 2+2 program scholarship to continue his education.

Once at Auburn, Trevor decided to focus on nutrition due to his advisor, Dr. Bill Dozier. "We would spend time during advisement and discuss the potential opportunities for nutrition, which sparked my interest. What really influenced the decision is when I worked with

Dr. Dozier's projects at Auburn's research facilities," explains Trevor.

"Nutrition is an open field for students to pursue, and the opportunities are endless. My favorite part about nutrition is the ultimate impact it can have for a company and the industry as a whole. Research opportunities are endless, and the job openings in the industry are readily available to graduates. Further, in the coming years, we will be deficient in poultry nutritionists," remarked Trevor.

After his summer internship with Pilgrim's, Trevor is still interested in working in nutrition. He is currently considering a nutritionist position for an integrated poultry company and working his way into upper management to become possibly a future vice president or CEO of a company. His other interest would be to perform nutrition research and teaching at a university, then move up to become department head of a poultry department. Trevor will graduate in the spring of 2018 from Auburn and then plans to pursue a master's degree and Ph.D. in poultry nutrition.

Anna Leigh Peek
Communications Specialist
alpeek@uspoultry.org

2017 USPOULTRY Human Resources Seminar

What Is Your Employment Brand?



Michelle Swafford
Wayne Farms LLC

“What is an employment brand? It is the market perception of what it is like to work for an organization. It’s the image that your prospective, current and past employees have in their minds about the employment experience at your company. So what is your employment brand?” asked Michelle Swafford, Complex HR manager for Wayne Farms LLC, while speaking to human resource managers and industry professionals at USPOULTRY’s 2017 Human Resources Seminar in Destin, Fla.

During her presentation on “Engaging Employees Using Social Media,” Swafford reviewed the Wayne Farms ‘Let’s Talk Chicken’ social media platform and stressed the importance of having a consistent social media message, value proposition and images as part of an employment branding proposition. She shared the need to engage with employees through social media to generate content, create employee involvement and excitement, and facilitate culture change.

“There are a number of reasons you may need medical information in the workplace. You start at the hiring process, as you want to make quality hiring decisions. A lot of times you need medical information up front, because you do not want to put somebody

in a job that they cannot perform,” said Ellison McCoy, principal and litigation manager for Jackson Lewis PC. During his presentation, “Hide and Seek: The Challenge to Lawfully Obtain Medical Information in the Workplace,” McCoy discussed the various reasons for needing medical information and how to lawfully obtain it. He also reviewed the Health Insurance Portability and Accountability Act (HIPAA) and Genetic Information Nondiscrimination Act (GINA) and how these different laws can impact a company’s ability to gather and use medical information.



Michael Chambers
House of Raeford

As part of his presentation on “Generational Differences – Managing Expectations,” Michael Chambers, debone supervisor, House of Raeford, shared what Millennials want from their boss and their company, as well

as what they want to learn. He discussed that some of the elements Millennials want from their boss include the desire to help navigate their career path, mentoring and coaching, and being provided straight feedback. Millennials want to work for companies that have strong values, offer customizable options in benefits/rewards package, and offer a clear career path. Chambers also reviewed the top five things Millennials want to learn including technical skills in their area of expertise, self-management and personal productivity, and industry and functional knowledge.

Tom Super, senior vice president of communications for the National Chicken Council, discussed “Attacks Against the Industry,” noting that the majority of the attacks are focused on workplace safety and labor issues. Super described some of the groups that are constantly attacking the poultry industry, supported by the United Food and Commercial Workers Union, and shared these groups’ objectives which include the desire for workers to be engaged to organize collectively.

Also well attended were the roundtable breakout sessions where attendees shared best practices and asked questions of their peers. Popular during this year’s seminar were roundtables on employee and social media use and policies, employee care programs, and unique recruiting and retention efforts.



Consumer Preferences, Regulatory Programs and Labor Issues Focus of 2017 Poultry Processor Workshop



Dr. Parker Hall, Perdue Farms

“Clean labels are a macro trend. There are a couple of micro trends that fall under the umbrella of clean eating. One current and relevant trend is around the removal of the artificial trio: colors, flavors and preservatives. The other trend is around ingredient transparency. Some consumer demands are need based like gluten allergies, and some people are just trying to eat healthier,” commented Dr. Parker Hall, vice president of research and development at Perdue Farms, during USPOULTRY’s 2017 Poultry Processor Workshop, held at the Hilton Myrtle Beach Resort in Myrtle Beach, S.C. Dr. Hall addressed the “clean label” that many consumer are

seeking during his presentation on “Methods to Achieve Clean Labeling.”

Dr. Sarah Tilley, director of poultry health services for Fieldale Farms, shared the latest insight on woody breast as part of her presentation on poultry meat quality issues. “Consumers are becoming more and more aware of this quality issue,” Tilley warned. “Consumer perception is that it is less healthy. People think of breast meat as typically being very lean, but the white striping makes them think otherwise.”

Tilley shared research that had been conducted looking at various crosses of breeds to see if certain breeds might increase or decrease the occurrence of woody breast. She also shared a scoring system when looking at affected breast meat.

Over the last year a number of poultry processing facilities have voluntarily enrolled in USDA’s New Poultry Inspection Service (NPIS). Corbett Kloster, corporate director of food safety & QA, and Marie Wells, quality assurance manager, Fieldale Farms, shared their experiences with the new service remarking, “Fieldale Farms was pretty excited about the New Poultry Inspection Service and wanted to get in on the first round. The advantages obtained were good, but the list of advantages is short.” Kloster and Wells described their experience of converting two

of Fieldale Farms’ plants and what some of the hurdles were during and after the transition.

Another major point of discussion throughout the workshop focused on labor issues, including how to embrace and work with cultural and generational differences in the plant environment. Dr. Jeffrey Dorfman, professor at the University of Georgia, gave a presentation on examining the challenges plant management may face when working with employees who may not want to show up to work due to the fear of losing government assistance programs such as housing, healthcare and childcare.



Dr. Sarah Tilley, Fieldale Farms



Louisiana State University Wins 70th USPOULTRY Foundation Ted Cameron National Poultry Judging Contest

Louisiana State University (LSU) won the High Team Overall category at the 70th USPOULTRY Foundation Ted Cameron National Poultry Judging Contest, held at LSU. Penn State University placed a close second. Additionally, Kurtlyn Givens was the high individual overall winner, and David Smith finished second overall. Both are from LSU.

Ten universities participated in this year's competition in production judging, breed selection and market products judging: Kansas State University, Louisiana State University, Mississippi State University, Ohio State University, Penn State University,

Texas A&M University, University of Arkansas, University of North Georgia, University of Wisconsin-River Falls and West Virginia University. Barbara Jenkins, USPOULTRY vice president of education and student programs, presented the awards.

The contest is made possible by a USPOULTRY 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.

The USPOULTRY Foundation also sponsors the annual College Student Career Program and International Student Program during the International Poultry Expo, National FFA and National 4-H poultry activities, and funds student recruiting efforts at colleges and universities from coast to coast.



The winning LSU team (left to right): Dr. Dennis Ingram, professor and coach; Karen Robbins, assistant coach, David Smith, Nicole Cutrer, Kurtlyn Givens, Chris Harris, Trent Dugas, assistant coach, and Brandon Cheron, assistant coach.

Collaborating to Bring Focus on the Needs of All Industry Segments

There are many drivers and challenges facing our industry. Among them, animal welfare and biosecurity continue to grow as two of the most pressing issues. The industry takes them very seriously, and companies place significant emphasis on poultry care and handling.

In response to the avian influenza outbreak in 2015, USPOULTRY, NCC, NTF, United Egg Producers (UEP), Iowa Turkey Federation, USA Poultry & Egg Export Council and USDA - APHIS developed an AI: Lessons Learned Conference. Through onsite attendance, live web cast and subsequent recorded web cast, we reached more than 1200 industry stakeholders with valuable information about the outbreak, industry impact and enhancing biosecurity.

Biosecurity continues to be a top priority. Additionally, sharing of animal wellbeing best management practices is a non-competitive issue for the industry; it enhances and betters us all, across all species. Thus, to recapture the collaboration of the AI: Lessons Learned Conference, USPOULTRY, NCC, NTF and UEP are working together to cosponsor the 2017 Live Production and Welfare Seminar. This collaboration will assist us in giving greater emphasis on topics that address bird welfare, biosecurity and other key issues that impact production and operations across all industry segments from layers to broilers and turkeys.

This year's program will be held Sept. 19 - 20 at the DoubleTree Hotel in Nashville, Tenn. Industry managers, veterinarians and scientists will address animal welfare and handling issues,

disease management, new technologies and methods to achieve greater operational efficiencies. Also new this year will be breakout sessions to address topics specific to broiler, turkey and egg producers.

A successful operation begins with efficient and effective live production. This year's seminar will bring lasting benefit to you and your operation. Make plans today to attend!

Barbara Jenkins,
Vice President, Education and Student Programs
bjenkins@uspoultry.org

\$4,600 USPOULTRY Foundation Student Recruiting Grant Awarded to Wallace Community College

A \$4,600 student recruiting grant has been awarded to George Wallace Community College in Alabama from the USPOULTRY Foundation. The grant will be used to recruit students interested in the poultry industry. The grant was made possible by an endowing Foundation gift from Peco Foods.

The poultry industry is a major employer in the college's geographic region and Wallace Community College has partnered with Auburn University to offer a 2+2 program. This program allows students to take two years of courses at Wallace Community College and also take some basic poultry courses remotely at Auburn, allowing students to be ready to transfer as a junior to Auburn's poultry science degree program.

"Students are now able to complete the Associate in Science, Agriculture-Poultry

Science here at Wallace and easily transfer to Auburn University. The funds will enhance the program through assistance in recruiting and enrolling students to study the growing poultry industry. Many thanks to the USPOULTRY

Foundation for their support," explained Julie Fischer, the Natural Science Division director at George Wallace Community College.



Pictured (left to right): Taylor Mock, Jessi Perry, Chase Adams, Julie Fischer (WCC Natural Science Division director), John Stevens and Damian Smith.

University of Delaware Department of Animal & Food Sciences Receives \$4,600 USPOULTRY Foundation Student Recruiting Grant

The University of Delaware's Department of Animal & Food Sciences has been awarded a \$4,600 student recruiting grant from the USPOULTRY Foundation. The check was presented by Mike Levengood, vice president of live production for Perdue Farms and USPOULTRY board member, to Robert Alphin, senior instructor and manager of Allen Lab. The grant was made possible by an endowing Foundation gift from Valley Proteins.

"Our department has a strong history rooted in poultry health and production, as well as food safety. The poultry education program is designed to provide opportunities for our students to learn about as many poultry career opportunities as possible and to

provide guidance and support for students interested in pursuing careers in the industry," said Alphin. "Thank you to the USPOULTRY

Foundation for their continued support of our efforts."



Mike Levengood (center right), presents the USPOULTRY Foundation recruitment grant check to Robert Alphin and the poultry production class at the University of Delaware.

North Carolina State University's Poultry Science Department Receives USPOULTRY Grant

The USPOULTRY Foundation has awarded a student recruitment grant totaling \$26,362 to North Carolina State University's Prestage Department of Poultry Science. The grant was made possible by an endowing Foundation gift from the Stanley and Dorothy Frank Family Foundation.

"Because of the generous USPOULTRY Foundation gift made possible by the Stanley Frank Family, we are able to continuously recruit students and prepare them for career development in the poultry industry. We are very appreciative," said Becca Wysocky, research specialist and recruitment committee member of the Prestage Department of Poultry Science.



Poultry science students are pictured with Dr. Mike Williams, recently retired department head, and Lynn Worley-Davis, undergraduate coordinator, displaying the grant check from the USPOULTRY Foundation.

Iowa State University Awarded Grant Totaling \$7,000 by USPOULTRY Foundation

Iowa State University's Animal Science Department was recently awarded a student recruitment grant from the USPOULTRY Foundation. The grant, totaling \$7,000, will be used to raise awareness and interest in poultry and related industry careers. The grant was made possible by an endowing Foundation gift from West Liberty Foods.

"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. USPOULTRY Foundation recruiting grants play a vital role in encouraging students to enroll in industry-related studies and in becoming future industry leaders of tomorrow," said Paul Hill, West Liberty Foods, Ellsworth, Iowa, and USPOULTRY Foundation chairman.



Left to right: Kim Reis, past Iowa Turkey Federation board member; students: Dannielle McCorkel, Julianna Jespersen, Jessica Menke, and Derek Seward; Andria Volkmann, Iowa Turkey Federation board member; and Cameron Hall, advisor.

Auburn University's Poultry Science Department Awarded \$22,130 USPOULTRY Foundation Grant

The USPOULTRY Foundation has awarded a grant totaling \$22,130 to Auburn University. The grant will be used by the Poultry Science Department to fund student recruitment activities. The check was presented by Mark Waller, sales and processing director for Ingram Farms and past chairman of USPOULTRY, to Dr. Don Conner, head of Auburn University's Department of Poultry Science. Alabama Poultry & Egg Association CEO Johnny Adams was also present for the check presentation. The grant was made possible by an endowing Foundation gift from Ingram Farms.

"USPOULTRY Foundation student recruiting grants perform a critical part in encouraging students to enroll in industry-related studies and in becoming future leaders of the poultry industry. Our company is pleased to support the Foundation's efforts in recruiting students to the industry," said Waller.



From left: Johnny Adams, Mark Waller and Dr. Don Conner

USPOULTRY Financial Management Seminar to Focus on Business Intelligence and Economic Drivers for Bottom Line Success

USPOULTRY's 2017 Financial Management Seminar will provide valuable information to help increase your company's bottom line. The seminar is scheduled for June 26 – 28, at the Omni Amelia Island Plantation Resort in Amelia Island, Fla., and will bring together poultry and egg financial professionals for important updates, new developments and networking. "It is important to stay abreast of today's economic environment, and this year's program will help you do just that. The agenda will cover a range of topics, including hedging strategies, regulatory updates, avian influenza effect on poultry exports, tax updates, recruiting and retaining accounting professionals and much more," said Jarod Morrison, program committee chairman, Farbest Foods Inc., and USPOULTRY board member.

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. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

To view the agenda and to register, visit www.uspoultry.org.



The Financial Management Seminar program agenda was developed by industry financial leaders. Seated left to right: Charlie Singleton, Tip Top Poultry Inc.; Sloan Clinton, Mountaire Corporation; Joey Long, Case Foods Inc.; Ronald Van Es, Tyson Foods Inc.; Eddie Elrod, Fieldale Farms Corporation; Greg Finch, Claxton Poultry Farms Inc.; and Kurt Dellos, Pilgrim's. Standing left to right: Mulham Shbeib, Mar-Jac Poultry Inc.; Robert Childress, Frost PLLC; Jarod Morrison (committee chairman), Farbest Foods Inc.; Barry Gum, Butterball LLC; Ron Faircloth, Peco Foods Inc.; Robert Sliva, Tyson Foods Inc.; Steve Herring, USPOULTRY; and Seals Burdell, retired, USPOULTRY.

Hatchery and Breeder Efficiencies, Biosecurity and New Innovation the Focus of the 2017 USPOULTRY Hatchery-Breeder Clinic

A successful poultry operation depends on many critical factors, one of which is hatchery-breeder management. USPOULTRY's 2017 Hatchery-Breeder Clinic will bring together hatchery and breeder managers to look at the latest in biosecurity, technology, equipment and strategies to help increase hatchability, performance and chick quality. The annual clinic, sponsored by the U.S. Poultry & Egg Association, will be held July 11-12, at the DoubleTree Hotel in Nashville, Tenn.

Each year the program planning committee, comprised of poultry industry leaders in hatchery and breeder management, comes together to determine the most relevant topics to address during the Clinic. With avian influenza still a viable threat, it will again be a very important agenda topic, along with "Effects of Reduced Antibiotics on Hatcheries" and other hatchery-breeder management techniques.

To view the agenda and to register, visit www.uspoultry.org.



The committee of hatchery and breeder specialists that planned this year's agenda include: (front row) Edward Chisholm, Sanderson Farms Inc.; Daniel Dorsey, Fieldale Farms Corporation; and Jack Patrick, Harrison Poultry Inc. (Back row) Brian Mulkey, Koch Foods; Kirk Dawkins, Pilgrim's; Richard Higgins, Perdue Farms Inc.; Leman Cockrell, Tyson Foods Inc.; and Dr. Joe Hess, Auburn University Poultry Science.

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
Sponsored by National Chicken Council, National Turkey Federation, United Egg Producers and USPOULTRY
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