

TPA NEWSLETTER...from the Tennessee Poultry Association

GROWER MEETING

November 9, 2017 - Cleveland, TN

Museum Center @ 5ive Points

Registration begins at 2:30 p.m. eastern time

Managing Litter to Optimize
Flock Performance

Josh Payne, Jones-Hamilton Co.

Preventing Equipment Failure & Losses

Dennis Brothers, NPTC - Auburn University

CAFO & Ammonia Regulatory Updates

Shawn Hawkins, UT & Paul Bredwell, USPoultry

and, Business Tips for Growers!

Sponsored by:



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Welcome New Allied Members



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WORKHORSE OF THE YEAR

Jay Daniels



TPA's Workhorse of the Year was awarded to an individual who has been involved in almost everything that TPA has ever done since he has been involved with TPA. You don't have to be around this person very long to know that he is a very talented individual who has really served TPA above and beyond what we could ever ask of him. He is a wealth of knowledge and is full of great ideas and solid advice. He is the person that we often turn to in making best decisions for the association.

Not only did Jay Daniels jump right in to begin serving as the Secretary/Treasurer when he became a board member in 2010, but he has helped tremendously to bring in new sponsors, new allied members and support for the various fundraisers. Most notably, Jay has contributed most significantly in helping to set up and establish the TPA office in Shelbyville in 2012, and to get the accounting procedures and budget in place that is working so well for our association today. He worked very closely with staff at that time, and he took the time from his busy schedule to work with them in person and at the office until all was running smoothly. Jay was also directly involved in the interviewing process when we hired Tracy in Nov. of 2013, and we all know what a great decision that has been.

Jay has been Director of Operations for the Americas since Oct. 2006 for Hubbard, LLC in Pikeville and he has served on Hubbard's Global Management Committee. Additionally, he has served as past-Chairman of Hubbard Farms Charitable Foundation and he continues serving as a trustee. Moreover, Jay has served as a board member for the US Poultry & Egg Association, and he is the current Chair of the Pikeville-Bledsoe Co. Chamber of Commerce.

TPA proudly recognizes Jay Daniels as our *2017 Workhorse of the Year* – he's certainly a man that gets things done and takes pride in everything that he does. We additionally look forward to Jay's leadership and continued wisdom as our next President for 2017-2019, and the level of energy and excitement that he brings to the association. □



(photo L to R: Chynette Todd, TPA's immediate Past-President, Jay Daniels, and Shane Joyner - 2016 TPA Workhorse award recipient and 2nd Vice-President)

Goggin Warehousing delivers relief supplies to TX

Terry Wiengeart is a contract grower for Holmes Foods in Gonzales, TX. When his close family and friends were affected by the devastation left behind by Hurricane Harvey, Terry wanted to do whatever he could to help. He found out that the Churches of Christ Disaster Relief in Nashville had a truckload of supplies ready to send to TX, but they were having a hard time finding someone to make the delivery. Terry reached out to **Keith Staggs**, Holmes' Director of Live Operations, who contacted **Sean Holcombe** with DSM, who in turn reached out to **Jay Daniels** with Hubbard LLC and President of TPA.



When **Tracy Rafferty** with TPA got in touch with **Keith Bellenfant**, President of TPA Allied Member **Goggin Warehousing**, he was ready and willing to jump in and help. Keith found a couple of heroes in Walter Nelms and Ronnie Benson who volunteered of their own time to drive the supplies to the Houston area. Goggin, which provides Feed Mill and Live Haul Transportation Services, furnished the truck and fuel and within just a few days, the guys had made the trip to TX and were back at home in TN. We are so proud to have all of these folks as part of the TPA family. □



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Randall Smith*

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www.youtube.com/watch?v=69y2_Rd7arg

TPA's 2017 Farm Family of the Year

Located along the upper Cumberland Plateau near Red Boiling Springs in Macon County, the Ryan & Tammy Russell family, who own and operate *Makin' Chicks* and *Back Forty* farms are TPA's Farm Family for the year. Ryan & Tammy are 5th generation farmers and live and farm on land originally settled by Ryan's great-great grandfather that was recently recognized as a Century Farm in TN.

The Russell's raise pullets for Cobb-Vantress with each farm having two 66' x 400' houses that are connected by a shower house and office area. Each house is set up with 2 female and 2 male pens. The Russell's go above and beyond Cobb's basic biosecurity guidelines. Neither *Makin' Chicks* nor *Back Forty* have ever scored below 100% on Cobb's extensive biosecurity and animal welfare audits.

Their first birds were placed in 2011 and all 37 of their flocks have been raised salmonella and disease free on both farms. *Back Forty* house 2 produced the top hen flock for Cobb's TN "GP" complex for fiscal year 2017. This flock currently ranks #5 for all of Cobb's North America GP's in terms of egg production, hen livability and hatch combined. The Russell's actively participate in NRCS and Macon Co. Soil Conservation programs and 100% of their litter is used on the farm.

The Russell's have two sons, Ethan and Trevor. Ethan, who is married to Kelly, is a full time farmer and helps run the daily operations. He and Kelly have two daughters. Trevor and his wife Lindsay both attended TN Tech, and Trevor works for Tyson Foods as a service tech for the Shelbyville complex. The Russell's also maintain over 200 head of cattle, as well as hay, wheat and tobacco crops. *Makin' Chicks* and *Back Forty* Farms will become Ethan's and Trevor's respective farms someday where they will both carry on the family tradition as 6th generation farmers and landowners.

Cobb-Vantress "feels strongly that Ryan and Tammy Russell are the TPA Farm Family of the Year, stating that the Russell family reflects the values of a true family farm. The pride they have for their operation is unmatched by any other growers." Lafayette's complex manager is Randy Yates, and the Russell's service tech is Kyle Richey.

Go to <http://www.tnpoultry.org/awardsPrograms/FamilyofYear.cfm> to view the farm video shown at the awards banquet.



Pictured L to R:

TPA President Jay Daniels; Trevor & Lindsay Russell; Ethan & Kelly Russell; Ryan & Tammy Russell; Cobb-Vantress Service Tech Kyle Richey; Cobb-Vantress Lafayette Complex Manager Randy Yates; TPA Immediate Past President Chynette Todd.

□

Scholarship Recipients Honored at Annual Meeting & Summer Getaway Awards Banquet



*Allison Conley
Lee University
\$1000 grower*



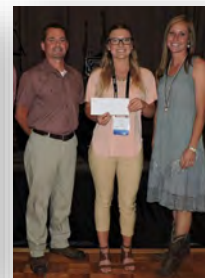
*Brandon Conley
Cleveland State CC
\$2500 career track*



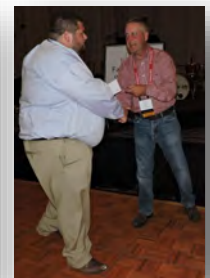
*Olivia Smith
TN Tech
\$1000 grower*



*Charlie Sneed
UTK
\$2500 grower*



*Leah Watson
UTK
\$2500 career track*



*Steven Williams
TN Tech
\$1000 career track*

It is a great honor for us to support college students in TN who either grew up on a TPA grower member poultry farm, or those pursuing a career in the poultry industry in TN. As a result of a very successful fundraiser held this past Spring, TPA was able to award 8 students a total of \$12,500 at the Annual Meeting & Summer Getaway awards banquet, along with supporting TN Tech University with an additional \$3,000 in scholarships for their students pursuing a career in the poultry industry. To see the entire video awards presentation, please visit our website at <http://www.tnpoultry.org/awardsPrograms/scholarships.cfm>.

Receiving scholarships in addition to those pictured above, but unable to attend the awards banquet, were Ragen Gregory (UTK - \$1000 grower member) and Kaitlyn McClary (Cleveland State CC - \$1000 grower member). □

CONGRATULATIONS TO WINNERS OF OUR SPORTING CLAYS SHOOT & GOLF TOURNAMENT



SPORTING CLAYS WINNERS

Nashville Gun Club

Chynette Todd, Event Coordinator

1st Place -- Clint Lauderdale, Jones-Hamilton Co. (94) (center)

2nd Place -- Chris Raley, Koch Foods (93) (right)

3rd Place -- Shane Joyner, Tyson Obion (86) (left)



GOLF TOURNAMENT WINNERS

Pine Creek Golf Course

Shane Guy, Event Coordinator

1st Place, Flight A

Russ Bratton – International Paper

Andrew Blair – Tyson Shelbyville

David Tallent – River Valley AgCredit

2nd Place, Flight A

Micah Abernathy – Tyson Shelbyville

Chris Key – Darling Ingredients

Mike Walls – Keystone Foods

Jamie Robertson – International Paper

1st Place, Flight B

Adam Duvall – Keystone Foods

Jeff Cormier – Interstate Container

Bart Smith – Sunbelt Rentals

Steve Corley – Tyson Obion Co.

2nd Place, Flight B

Wayne Daniel – Keystone Foods

Dennis Sigman – Darling Ingredients

Russ Williams – Interstate Container

Greg McDonald – The Swallows Agencies

Congratulations to all of our Raffle Winners at the Annual Meeting & Summer Getaway

♦ **Choice of gun offered:** Chris Schaaf (Halalco) – *ticket sold by Dan Nuckolls*

♦ A bottle of **Silver Oak wine**, provided by Mark Ham (American Proteins), and a box of **imported cigars**, donated by Scott Black (Cobb-Vantress): Karen Reece (Eskimo Cold Storage) — *ticket sold by Dan Nuckolls*

♦ Very nice **golf bag** and 1 dozen **Pro-V Titleist golf balls** donated by American Proteins: Rodney Asbury (Hubbard LLC) – *ticket sold by Jay Daniels*

Musical Journey thru Nashville



Tour participants enjoyed a self-guided tour of the Ryman Auditorium, followed by a visit to the Country Music Hall of Fame and Museum, and ended the tour with a delicious lunch buffet at the world famous Wildhorse Saloon.



Stephen McBride, Farm Bureau Insurance Agent and former National FFA Officer, sharing his message titled "Speak Ag".

Tom Womack, Deputy Commissioner of Ag with TDA, gave a welcoming address on behalf of the TN Dept. of Ag and thanked the industry for everyone's cooperation in addressing the recent HPAI outbreak in Lincoln and Giles counties.



Dr. Bruce McLaughlin, Director of the Kord Laboratory for the TN Dept. of Agriculture, gave a very detailed overview of the behavior of the avian influenza viruses and the epi report for TN, and the Kord Lab's diligent and thorough involvement throughout the unfortunate outbreak this past spring.



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For more information, contact:

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REFERENCES

- 1 Data on file.
- 2 Data on file.
- 3 Data on file.

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Tyson Foods to Expand Tennessee Poultry Operation

More than 300 jobs to be created by \$84 million project

August 16, 2017 07:05 ET | Source: Tyson Foods Inc



SPRINGDALE, Ark., Aug. 16, 2017 (GLOBE NEWSWIRE) -- Tyson Foods (NYSE:[TSN](#)) will invest \$84 million as part of its commitment to the continued success of its Union City, Tennessee poultry plant, company officials said today. More than 300 jobs will be created by the project, which is expected to be complete by mid-2019.

"Customer and consumer demand for protein, especially chicken, is increasing so we're investing in projects that build on our strengths, expand our capabilities and increase our capacity," said Doug Ramsey, group president of poultry. "Expansions like this position us to grow and support our customers."

The project, set to begin this fall, will increase capacity to the plant's existing harvest area, add processing lines, as well as upgrades to supporting operations at the hatchery, feed mill and in transportation. About 25,000 square feet will be added to the plant facility.

"Tyson has been an integral part of Obion County for 20 years and I'm pleased to see the company move forward with this 300-job expansion in Union City," Tennessee Governor Bill Haslam said. "With more than 1,000 employees in West Tennessee, Tyson's impact on the community extends to the local farmers supported by its operations. I'd like to thank Tyson for its continued commitment to West Tennessee and bringing us closer to making Tennessee the No. 1 location in the Southeast for high quality jobs."

In order to meet the new capacity of the facility, Tyson Foods estimates nearly 200 more broiler chicken houses will need to be built in northwestern TN and southwestern KY within the next two years. Independent farmers who may want to grow for Tyson Foods are encouraged to visit the [Grow With Tyson](#) website to learn more about the process and make initial contact with the company.

"We're pleased to be able to invest in such a great community," Ramsey said. "We'd like to thank the Tennessee Valley Authority, the Tennessee Department of Economic and Community Development, and the Northwest Tennessee Economic Development Council for their assistance and support for this project."

The Union City plant and related operations were built by Tyson Foods and opened in 1997. It makes partially fried chicken products for food service. The facility employs more than 1,000 people and paid nearly \$32 million in wages during its 2016 fiscal year. Annual payout for farmers who raise chickens for the plant was more than \$15 million.

The company also operates facilities in Goodlettsville, Newbern and Shelbyville, Tennessee employing about 5,000 in the state with an annual payroll of more than \$181 million. Tyson Foods paid Tennessee poultry growers more than \$61 million in its 2016 fiscal year and estimates its total statewide impact to be \$313 million. □

APHIS Issues Epidemiology Report for Avian Influenza Affected Poultry in TN, AL, KY and GA

June 23, 2017 USDA Animal and Plant Health Inspection Service Bulletin

USDA/APHIS is releasing the epidemiology report for affected HPAI and LPAI poultry cases this spring. This kind of analysis helps to identify how the disease spread and how to help prevent it in the future. APHIS has made great strides in HPAI emergency response since the 2014-2015 outbreak. Rapid response times and a 24-hour depopulation goal of confirmed HPAI cases has helped minimize the spread of disease. Vigilant biosecurity practices remains a top priority to protect domestic poultry from the disease.

On March 4, 2017, APHIS' National Veterinary Services Laboratories (NVSL) confirmed a case of highly pathogenic avian influenza (HPAI) H7N9 on a commercial broiler breeder farm in Tennessee. A second case of HPAI H7N9 in Tennessee was confirmed on March 15, 2017 on another commercial broiler breeder farm. This virus is NOT the same as the China H7N9 virus that emerged in 2013 and impacted poultry and humans in Asia. Additionally, APHIS found H7 low pathogenic avian influenza (LPAI) in six backyard flocks - three in Alabama, two in Tennessee, and one in Kentucky. APHIS also found H7 LPAI in six commercial broiler breeder flocks - one in Tennessee, three in Alabama, one in Kentucky and one in Georgia. Following these avian influenza findings, APHIS joined forces with the affected states and the poultry industry to complete a series of epidemiologic, genetic and wildlife investigations.

In the report, APHIS outlines the findings to date, which include:

The identification of a closely related 2016 H7N9 LPAI virus in a Blue Wing Teal in Wyoming that was likely a precursor to the 2017 H7N9. The Blue Wing Teal was part of a live-bird banding effort from Wildlife Services wild bird surveillance program.

Results of genetic analyses determined that all H7N9 viruses detected from this event are of North American wild bird lineage.

The comparison of the HPAI and LPAI H7N9 viruses showed they are highly similar and therefore likely that the LPAI virus was first introduced into commercial poultry and later mutated to HPAI.

Initial results from wild bird samples on infected premises have not confirmed Influenza A virus (IAV), however there is limited evidence from the samples that some birds may have been previously exposed to it.

Genetic and epidemiologic evidence suggests the possibility of more than a single introduction of virus from wild birds to commercial poultry with limited lateral spread from farm to farm.

Risk factors included rodents and wild mammals near barns, housing conditions, and biosecurity protocol breaches that could bring the virus from the environment into the barns.

APHIS will continue to collect and analyze data to help refine our prevention, detection, and response efforts based on the best available science and lessons learned. The full report can be viewed at:

https://www.aphis.usda.gov/animal_health/animal_dis_spec/poultry/downloads/epi-ai.pdf. □

Strict biosecurity helped limit avian flu outbreaks in US

BY AUSTIN ALONZO ON JUNE 23, 2017 IN WATTAGNET.COM

A report from USDA APHIS said that human activity was not a significant risk for spreading the disease from farm-to-farm during the spring outbreak

Stricter biosecurity measures helped to limit the spread of avian influenza in the U.S., according to a new report.

On June 23, the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (USDA APHIS) released its epidemiology report on the avian influenza outbreaks in Tennessee, Alabama, Kentucky and Georgia. [The 44-page report can be read in full here.](#)

The report, studying the outbreaks that popped up in the southeastern U.S. starting in March 2017, analyzed how the disease was spread and how it can be prevented in the future. It concluded the agency, and the poultry industry, have made strong progress since the 2014-2015 outbreaks.

A statement from Donna Karlsons, a spokeswoman for APHIS, said the states' veterinary authorities and the poultry industry have collectively improved their response times since the major outbreak.

"In this case, rapid response and improved biosecurity practices helped to limit transmission between operations during this outbreak," Karlsons said.

As for the disease characteristics, the agency said the results of genetic analyses determined that all H7N9 viruses detected from the outbreaks were of North American wild bird lineage. It added that genetic and epidemiologic evidence suggest the possibility of more than a single introduction of the virus at affected premises with limited transmission from farm to farm. *(continued on page 38)*

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Hubbard to become a subsidiary of Aviagen Group

August 1, 2017 – HUNTSVILLE, Ala. – Aviagen® announced that it has signed an agreement to purchase Hubbard Breeders, the broiler genetics division of Groupe Grimaud. The agreement between the two companies was signed on July 31, 2017, and will be concluded later this year. As part of the agreement, Hubbard will operate as a wholly owned subsidiary of Aviagen Group, under the direction of Aviagen CEO Jan Henriksen. It will remain an independent broiler breeding company with separate breeding and commercial activities, and will continue to be headquartered in France.

Recognizing the business advantages

“We welcome Hubbard into the Aviagen family,” says Aviagen CEO Jan Henriksen. “Hubbard’s diversity of genetic products and in-depth expertise in the different segments of the broiler breeding market will greatly contribute to Aviagen’s expanding product line offerings. We look forward to leveraging the full strength of the Aviagen Group to further enhance Hubbard’s position as an important player in the global broiler breeder market.”

Hubbard CEO Olivier Rochard agrees that the close association with Aviagen will add great value to Hubbard’s global customer base. “My management team and I are delighted to become part of such a world-class organization as Aviagen. We are looking forward to utilizing the strengths of both organizations, particularly in the areas of technology, R&D, production efficiencies and distribution capabilities,” he says. “We share with Aviagen the ultimate goal of continually advancing the genetic potential of our birds and safeguarding the security of supply to global markets, which will profit our valued customers all around the world.”

Providing customers a seamless transition and greater benefits

The two companies will continue to operate and support their customers independently, with no disruption to their customary products and services. At the same time, customers will benefit from the combined best practices, experience and knowledge, as well as the strong dedication to customer success shared by both companies. □

EPA Proposes Rule to Rescind WOTUS

On June 29, 2017, in [EPA Waters of US Rule](#)

The Trump administration on [June 27] took a major step toward repealing the Waters of the United States (WOTUS) rule. WOTUS, which has been bitterly contested, had extended existing federal protections of large bodies of water, such as the Chesapeake Bay, to smaller bodies that flow into them, such as rivers, wetlands, and small waterways. WOTUS was issued under the authority of the 1972 Clean Water Act and was strongly supported by environmentalists. However, farmers, ranches, and real estate developers have strongly opposed WOTUS as an infringement of property rights. However, the proposed rollback of WOTUS has little immediate effect since a federal court has already delayed implementation of WOTUS until legal questions were resolved.

President Trump signed an executive order in February directing EPA administration Scott Pruitt, to start the legal process for rolling back WOTUS. On [June 27], EPA and the Department of Army, and Army Corps of Engineers, released a 42-page proposal to rescind the rule. This is the first step in what most likely will be a lengthy legal process.

“The WOTUS rule would have put backyard ponds, puddles, and prairie pot holes under Washington’s control. I applaud the Trump administration for working to remove this indefensible regulation. I will continue to work closely with the administration as it seeks common-sense ways to keep America’s water clean and safe.” Senator John Barrasso (R-WY), Chairman of the Environment and Public Works Committee, said in a statement.

EPA said that this action would, when finalized, provide certainty in the interim, pending a second rulemaking in which the agencies will engage in a substantive re-evaluation of the definition of “waters of the United States.” The proposed rule would be implemented in accordance with Supreme Court decisions, agency guidance, and longstanding practice.

“We are taking significant action to return power to the states and provide regulatory certainty to our nation’s farmers and businesses,” said Administrator Scott Pruitt. “This is the first step in the two-step process to redefine ‘waters of the U.S.’ and we are committed to moving through this re-evaluation to quickly provide regulatory certainty, in a way that is thoughtful, transparent and collaborative with other agencies and the public,” Pruitt said.

This proposed rule follows the February 28, 2017, Presidential Executive Order on “Restoring the Rule of Law, Federalism, and Economic Growth by Reviewing the ‘Waters of the United States’ Rule.” The February Order states that it is in the national interest to ensure that the nation’s navigable waters are kept free from pollution, while at the same time promoting economic growth, minimizing regulatory uncertainty, and showing due regard for the roles of Congress and the States under the Constitution.

The agencies have also begun deliberations and outreach on the second step rulemaking involving a re-evaluation and revision of the definition of “waters of the United States” in accordance with the Executive Order.

For the pre-publication Federal Register Notice and additional information: <http://www.epa.gov/wotus-rule> □

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Concerns about heating season preparations

September 15, 2017 excerpts in LP Gas Magazine.com by [James Guyette](#)

"There is a level of complacency that is evident after two mild winters," says John Powell, senior vice president and chief commercial officer of Crestwood's Marketing, Supply & Logistics Group. "The bottom line for retailers is that if we do get a cold winter it could cause supply disruptions and higher pricing much greater than what we have seen in past years," Powell says.

Daniel Vagasky, senior NGL analyst at S&P Global Platts, says "We'd like to see 90 million barrels in stock by the end of October. We think we can get there, but we might be tight; 78 million barrels to 91 million barrels is our range, but it really depends on export demand." As of Aug. 11, per the [U.S. Energy Information Administration](#), propane stocks stood at 69.2 million barrels, 24.5 million barrels (26.1 percent) lower than last year.

"Right now, you're looking at 85 [million barrels] as your best scenario. I don't know if 90 is adequate. I don't know if anyone knows what is adequate," says Dan Richardson, president and CEO of Conger LP Gas in Tifton, Georgia, and a National Propane Gas Association (NPGA) state director. "As we go into the winter and demand hits, it's going to be a volatile market." Last season, inventory rose to a nationwide high of about 104 million barrels to start the heating season and dropped to 39 million barrels in April. "We pulled 65 million barrels during a nonexistent winter," Richardson says.

Propane exports are up and inventories are down, creating a lot of red flags, according to D.D. Alexander, the third-generation owner and president of Global Gas and member of NPGA's Propane Supply and Logistics Committee. "We can see some real price spikes if Mont Belvieu is low on inventory. If the price spikes at Mont Belvieu, it has a ripple effect across the United States," she says. "You can go to a supplier and lock in your price for winter barrels to guard against that. I strongly suggest that you go a step further and have gas in storage. You should ask your supplier, 'What product do you have that's sitting in a cavern?'"

"I'm concerned," echoes Jeff Thompson, a colleague of Simonett's at Propane Resources. "All it takes is one busy month of exports and things can get crazy really fast. If a cold snap hits, you're going to see higher pricing. We could be in a situation where we could be paying a higher price to keep those barrels in the U.S."

The Propane Gas Association of New England (PGANE) is stressing that "proper planning is the critical factor in ensuring marketers will be able to reliably deliver propane to their customers." According to a PGANE membership advisory, "Following two warmer-than-average winters, customers may be reluctant to enter into a contract relationship with a marketer or take proactive steps to plan for their winter fuel needs. When temperatures drop and fuel use increases, marketers have to be in a position to meet the demands of their customers." □



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PROPANE SPOT PRICING:

As of Sept. 18th, Mont Belvieu Propane Spot Price has been steadily increasing since July and is at a current level of \$0.878, up from \$0.488 one year ago. This is a change of 79.92% from one year ago. The high for the year (and for the past two plus years) remains to be \$0.918 on Feb. 2, 2017. The lowest price reached this calendar year has been \$0.52 on July 11, 2017.

Allowing for an average of \$0.41 per gallon for tariffs, handling and delivery to most areas, the average current retail price is roughly \$1.29/gal. Larger accounts can often negotiate a lower price agreement by as much as \$0.05/gal., or more. To follow Mont Belvieu, TX spot pricing:

[https://ycharts.com/indicators/](https://ycharts.com/indicators/mont_belvieu_propane_spot_price)

[mont_belvieu_propane_spot_price](https://ycharts.com/indicators/mont_belvieu_propane_spot_price) □

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CME Crop Prices

Source: Egg-Cite.com, by Simon M. Shane — August 16, 2017

On August 11th close of trading on the CME, yielded the following rounded quotations for corn, soybeans and soybean meal. Values for corresponding months as quoted for the previous week are indicated in parentheses:

COMMODITY

| | | | | |
|-----------------------------|----------|-----------|---------|-----------|
| Corn (cents per bushel) | Sept '17 | 361 (367) | Dec '17 | 375 (381) |
| Soybeans (cents per bushel) | Aug '17 | 935 (949) | Nov '17 | 945 (957) |
| Soybean meal (\$ per ton) | Aug '17 | 299 (304) | Dec '17 | 305 (310) |

Changes in the price of soybeans and soybean meal this week were:-

- Corn: Sept quotation down by 6 cents (-1.6 percent)
- Soybeans: Aug quotation down by 14 cents (-1.5 percent)
- Soybean Meal: Aug quotation down by \$5/ton (-1.6 percent)

For each 10 cent per bushel change in corn :

- The cost of egg production would change by 0.45 cent per dozen
- The cost of broiler production would change by 0.25 cent per pound live weight

For each \$10 per ton change in the price of soybean meal:

- The cost of egg production would change by 0.40 cent per dozen
- The cost of broiler production would change by 0.25 cent per pound live weight

See posting on the August 11th USDA-WASDE Report #568 for a review of price projections and quantities of commodities produced in the 2017-18 season. □

How poultry processors can ensure breast meat quality

BY EDUARDO CERVANTES LÓPEZ ON JUNE 20, 2017 IN WATTAGNET.COM

Achieving the highest breast meat quality needs careful consideration from harvesting to scalding.

Given the high value of chicken breast meat in many markets, poultry processors need to ensure that any factors that may reduce product quality are thoroughly addressed.

Issues affecting breast meat quality can arise pre-slaughter and during processing, and there are several key areas that need to be properly functioning if losses are to be minimized.

Broiler harvesting, caging

Best practice for capturing birds is to hold them by the body. If birds are caught by the legs, their natural reaction is intense wing flapping, and this puts pressure on the pectoral muscles. Too much pressure and the fragile thorax bones will snap and capillary vessels break, leading to bleeding and breast meat quality issues.

Care must also be taken during caging if damage to the breast, thighs and wings is to be prevented. It is worth remembering that damaged cages can harm birds. Where cage floors are broken, then the breast is particularly vulnerable, as it will be the breast that is pressed against the cage floor and at risk of bruising and bleeding.

Transport to the processing plant

The quality of the journey from the poultry farm to the processing plant can also influence the quality of breast meat harvested from broilers, particularly where there are poor road surfaces and careless drivers.

Poorly maintained roads, and drivers failing to drive with care, will result in birds being jolted, and possibly harmed.

Conditions at the processing plant

Extreme temperatures during transport and while waiting at the plant pre-slaughter can result in dehydration and other metabolic conditions, affecting the health and survival rate of birds, and also meat quality.

Pale, soft, exudative syndrome

Temperature increases in the broilers' surroundings have been linked to the occurrence of pale, soft exudative (PSE) syndrome.

When temperatures are too high, broilers become stressed and there will be a buildup of lactic acid in muscles due to energy consumption. As a result of this lactic acid increase, muscle pH levels will drop, very quickly becoming more acidic, and this can lead to denaturation of the live muscle protein.

This muscle deterioration becomes evident once the bird has been processed. Meat is paler in comparison to meat from birds that have received careful ante-mortem treatment, is smoother and loses its ability to spring back when pressed. The muscle loses its capacity to hold water, increasing losses during processing and chilling.

Dark, firm and dry

Dark, firm and dry (DFD) meat is also due to ante-mortem stress, primarily resulting from an overly long feed withdrawal, poor management during transport and low environmental temperatures.

A consequent delay in the onset of rigor mortis can result in the pH level remaining elevated, above 6.2, and meat is characterized by being dark in color in comparison to normal meat. There is also an appearance of dryness and the muscle's water content is tightly bound to its protein, preventing it from rising to the surface.

DFD meat has a firm texture, due to its fibers being stiff. It cannot be used in added-value products, and its shelf life is short.

Woody breast

This condition is attributed to raising heavier birds in shorter periods. The breast meat is characterized by being tougher than normal, necessitating more chewing at consumption. The problem has resulted in many producers removing it from the processing line and sending it for use in other products such as sausages.

Bleeding and scalding

If bleed time is too short, residual blood will be left in the broiler carcass. Approximately 3 percent of live body weight needs to be lost during bleed and prior to entering the scalding tank, as remaining blood can increase pH levels, making the meat appear dull and resulting in a darkening of its natural color.

Scalding also needs to be well managed. Over-scalding can affect the larger pectoral muscle, leading to the denaturation of the meat protein.

Eduardo Cervantes López is an international consultant based in Colombia. He can be contacted at icproave@hotmail.com or via www.icproave.com. □

Congratulations to the Winners of our Youth Art Contest



9 years & Under

1st - Emmi Black
2nd - Karter Churches
3rd - Sadeigh Cook



15 - 18 years

1st & Best of Show - Katherine Ward
(Winner of \$1200 scholarship)



10 - 14 years

1st - Summer Ratledge
2nd - Kaylynn Churches
3rd - Addie Cook



Jordan Barnett did a fantastic job serving as our Auction Coordinator this year. Also pictured are some other folks whose help we are so thankful for — **Emmi Black**, **Caleb Stephens** and **Steven Williams**.



We were all so very grateful to have **Leah Watson** as part of our team.



If you don't know **Pat Wilmhoff** (Shelbyville) & **Ginette Craddock** (Obion Co.), you're missing out. These 2 ladies from **Tyson** come to Nashville every year and volunteer at the registration desk.



Meagan Barnett stuffed every single registration packet. She's pretty good at spreading sunshine, too, as you can tell from this picture with **Brandon Ray**, rising country music star and our grand finale entertainment.

NCC Statement regarding the DACA program

Sept. 6, 2017 from Tom Super with the [NCC](#)

In anticipation of questions regarding how President Trump's announcement regarding the [DACA program](#) (Deferred Action for Childhood Arrivals program) might affect the industry, the NCC has put together the following reactive contingency statement.

"As President Obama stated in June, 2012, DACA 'is not a permanent fix. This is a temporary stop-gap measure.' President Trump has recognized this and put the onus squarely on Congress to develop an effective, comprehensive policy on immigration reform, something the broiler industry strongly supports. We will be encouraging Congress during this debate to consider the priorities of food manufacturers, including: strengthening the E-verify system; clarity in anti-discrimination laws; creation of an occupational visa category that the poultry industry can use that could be tied to local or regional employment; and, options to effectively address the 11 million undocumented workers in the shadows of our economy."

For more information about the NCC go to www.nationalchickencouncil.com and www.ChickenCheck.In. □



Tina Hurley, purchasing manager from **Koch Foods** in Morristown, being recognized by **Jay Daniels** as the top individual from one of the complexes in helping obtain auction items and support for the Annual Meeting & Summer Getaway. This is Tina's 2nd consecutive year to earn this honor.

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GPO-0299AO (05/16)

Animal rights meeting focuses on achieving vegan agenda

ON AUGUST 17, 2017 FROM WATTAGNET.COM

The Animal Agriculture Alliance has released a report detailing observations from the Animal Rights National Conference, held August 3-6 in Alexandria, Virginia.

The event was hosted by the Farm Animal Rights Movement and sponsored by Compassion Over Killing, Mercy for Animals, People for the Ethical Treatment of Animals and The Humane League, along with other animal rights activist groups. According to conference organizers, nearly 2,000 individuals were present at the event, described as “dedicated to the vision that animals have the right to be free from all forms of human exploitation.”

“The speakers at this year’s Animal Rights National Conference made their goals clear – ending all forms of animal agriculture, regardless of how well animals are cared for,” said Kay Johnson Smith, Alliance president and CEO. “Their persistent focus on pressure campaigns targeting restaurant, retail and foodservice brands is of great concern to the Alliance and our members. **We encourage anyone with a vested interest in producing, processing or selling meat, poultry, eggs and dairy, to read this year’s report and hear how determined these groups are to eliminate food choices and make our society vegan.”**

Breaking the law not discouraged by Animal Liberation Collective

Activists in attendance were encouraged to be as extreme as necessary to advance their goals. “Breaking the law can often be a good thing to do,” said Zach Groff, Animal Liberation Collective. Groff spoke about the ‘nature of confrontational activism’ such as “protests, open rescues from farms without permission, vigils...” According to Groff, “this is a type of activism that can often upset people, it can rile people up.”

Pressuring companies to adopt policies

A major focus of this year’s conference was on pressuring restaurant, retail and foodservice brands to adopt certain policies, with the **end goal of forcing them to stop selling animal products**. In one session on “Engaging Institutions,” a speaker from The Humane League said the group had “basically harassed” one national sandwich chain with a campaign. When an audience member commented about ‘humane’ policies not being as good as complete liberation, Krista Hiddema, Mercy for Animals (Canada), hinted at no animal products being sold as the end goal, stating **“we’re never going away.”** Hiddema also stated that **“we [the animal rights movement] are winning against the largest organizations in the world,”** and **“they are terrified of us.”**

Other speakers shared Hiddema’s confidence in the movement’s success, with Jon Camp, The Humane League, stating “they [food companies] don’t make policies due to altruism, they do it because of the pressure.” David Coman-Hidy, also with The Humane League, told attendees to research companies before launching a campaign, asking “what can we use to make them look like hypocrites?” Coman-Hidy emphasized **“we are not here to negotiate,”** and activists “are essentially a pain in the neck for companies.” He suggested that **attendees should attempt to damage companies’ brand reputations**, stating “I recommend putting blood drips on their logo.”

Focus on eliminating all farms

Consistent with previous years, another key message from conference speakers was for attendees to focus efforts on eliminating farms of all types and sizes, not only the large-scale, modern operations (declared to be “factory farms”) that have historically been targeted. **“Please, stop saying “factory farming” – it’s done its job,”** said Hope Bohanec, projects manager, United Poultry Concerns as she emphasized that farms of all sizes are equally cruel. Bohanec continued to accuse the food industry of “humane washing” and trying to “dupe the public.” Bohanec touched on recent movements to go ‘cage-free,’ stating that **all animal agriculture is bad, regardless of what labels say.**

One speaker was ridiculed by the audience for his ‘Reducetarian’ approach, which encourages people to reduce, but not necessarily eliminate, meat consumption. An audience member stated that veganism is a lifestyle, not a diet, and that “‘reducetarianism’ is the animal rights version of greenwashing” (trying to make an organization seem more environmentally responsible than it actually is).

Environmental issues

Several speakers and panels also discussed animal agriculture’s impact on the environment, a talking point the Alliance has seen animal rights activist groups relying on more heavily in recent years. Jeffrey Cohan, Jewish Veg, stated that **“we know animal agriculture is the leading cause of pollution on our planet.”** Lisa Kemmerer, author, Sister Species and Eating Earth, said **“eating hamburgers is like driving a bulldozer over the rainforest”** and **“being an environmentalist who is not vegan is nonsense on stilts.”**

The 2017 Animal Rights National Conference Report, which includes personal accounts of speaker presentations and general observations, is available to Alliance members in the Resource Library on the Alliance website. The Alliance also has reports from previous animal rights conferences accessible to members on the Alliance website. ▢

WHAT DO YOU WANT TO READ ABOUT?

Let us know topics that are of interest to you and we’ll do our best to include them in our upcoming newsletters. Email tracy@tnpoultry.org.



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Ammonia Reporting Measure Part of House Appropriations

Sept. 21, 2017 from the [UEP Newsletter](#)

UEP has been working with livestock and poultry peers to secure Congressional assistance on the CERCLA-EPCRA* reporting requirement. Last week, the House accepted, by voice vote, an amendment to the appropriations bill for the federal Environmental Protection Agency (EPA), which would prevent EPA funds from being used to take enforcement action against persons failing to report under CERCLA and EPCRA. While this does not completely solve the challenge, this is an important victory. The next steps are to secure similar language in the Senate appropriations bill and to sustain the measure through the appropriations conference between the House and Senate – ultimately arriving at a final bill.

As noted in August, the D.C. Circuit Court has accepted EPA's request for development time; the court delayed the effective date to November 14, 2017. This delay provides EPA time to develop systems to accept CERCLA-EPCRA reports from livestock and poultry producers and develop guidance to producers about the reporting efforts. The court signaled it could give EPA even more time, if EPA is making progress and requests an extension by the end of October. UEP and other livestock and poultry groups are continuing to work with EPA on a broader administrative solution. □

Attention all growers!

TDA has added several biosecurity related items for you that they will consider cost-sharing this year at 35%, for a maximum amount up to a total \$7000 being eligible for reimbursement. Please note the application deadline of Oct. 1 through Oct. 16th and please note the reimbursement restriction that items are not eligible if purchased prior to Oct. 1.

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- ◆ Generators and propane tanks are still eligible as well.

The TAEP 2017 cost share applications are available at www.tn.gov/taep, as well as pages 47-54 of this newsletter. □

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Transparency is the key to keeping hens in the house

If you aren't completely transparent about how your hens and pullets are raised, millennial consumers will assume you are hiding something.

AUGUST 9, 2017 BY [TERRENCE O'KEEFE](#) IN [WATTAGNET.COM](#)

Millennial consumers aren't set on what they want and can be led or coached to change what they want or desire. So, in spite of what you may have heard about how millennials care more about this or that than other demographic groups do, their opinions can be changed by effective marketing campaigns, according to Richard Kottmeyer, senior managing partner, Farm to Fork Advisory Services.

Kottmeyer told the audience at the recent [Chicken Marketing Summit](#) in Asheville, North Carolina: "Millennials are extremely reasonable and flexible but only after you manage the trust issue. The bar on trust is higher because they are 'self-researching experts' who feel you lied to them in the past, but trust is built quickly when you stay 'in the buff.'"

Kottmeyer stressed that the typical millennial responds better to common sense explanations than they do to scientific data. In a survey of U.S. consumers sponsored by WATT Global Media, Elanco and the [National Chicken Council](#), 71 percent said the statement "Most chickens are genetically modified to grow bigger and faster" was true.

Kottmeyer showed how this belief could be debunked by using the analogy of how selective breeding of dogs has resulted in breeds as different in size and growth rate as the Chihuahua and large dog breeds. Consumers, even millennials, know that dogs haven't been genetically modified.

Egg producers need to get two or three steps in front of the activist groups and address potential issues before they are raised in order to help frame the conversation with consumers. Outdoor access, free range, large bird numbers on one farm, and even high rate of lay should all be looked at and explained in common-sense terms and visuals.

Terrence O'Keefe is editor of Egg Industry and content director at WATT Global Media. To contact O'Keefe, email tokeefe@wattglobal.com. ▢

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Scientists look at genetics behind chicken weight gain

July 21, 2017 by [Tony McDougal](#) in [PoultryWorld.net](#)

Scientists in the United States have achieved a better understanding of the genetic architecture behind chicken weight.

Taking advantage of a special experimentally-bred population – the Virginia chicken lines – the researchers believe the study will help them develop better predictive models for bird growth in the future.

Led by Professor Orjan Carlborg, from Uppsala University, Sweden, the research team used two divergently bred lines of White Plymouth Rock chickens, which have been selected since 1957 for their high and low body weight.

In their study, they used an advanced intercross line founded by mating the high and low weight lines after 40 generations of selection.

The average 56-day body weight in the high-weight line was then 1,412g compared to that of the low weight counterpart that only weighed 170g – 12% of the weight of the high weight line.

Using the 15th generation of the intercross line between the high and low weight lines, the scientists identified 20 different genetic loci that when examined explained more than 60% of the additive genetic variance for the selected trait.

Prof Carlborg said: “Our work with this long-term selection experiment has revealed that different variants at many genetic loci contribute to the large divergence between the lines selected for high and low weight.

“This is an interesting experimental illustration of how even small and phenotypically homogenous populations can harbor many genetic variants that do not diversify the population normally. But still they can allow rapid and extreme adaptations when the population is subjected to intense selection.”

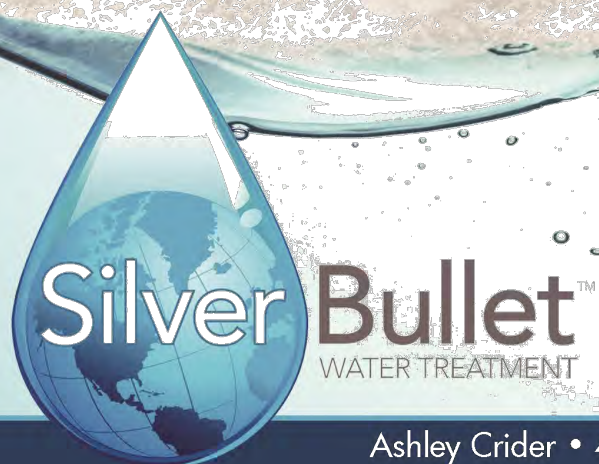
The researchers focused on seven of the genetic hotspots and found that only two could be more finely mapped to a single, well-defined loci. The complexity of the genetic mechanism within the individual loci were such that scientists will need to get better insights in this area through more research.

• The paper was published in July in the *Journal of Molecular Biology and Evolution*. □

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Dan Nuckolls receiving recognition from new TPA President **Jay Daniels** for selling over \$8,000 worth of raffle tickets. WOW!!!

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Can the food industry learn from the GMO story? Five ways to earn trust in gene editing

A guest article written by Charlie Arnot, CEO for The Center for Food Integrity, on July 12, 2017 can be found at www.foodnavigator-usa.com/Regulation/GUEST-ARTICLE-Five-ways-to-earn-trust-in-gene-editing addressing opportunities and challenges for the use of gene editing within the food industry.

USDA received public comments this summer, in response to 30 questions, as to how to implement the new labeling law. The looming deadline is both a stark reminder of the controversy around GMOs that brought the food industry to this point and a cue to learn valuable lessons that can be applied to the tremendous opportunity of gene editing. □

Lab-grown meat firm in talks to license technology

By [Oscar Rousseau](#), Aug. 11, 2017 from [GlobalMeatNews.com](#)

Hampton Creek has confirmed the Silicon Valley start-up is in talks to license its lab-grown meat technology to some of the world's biggest meat companies.

<http://www.globalmeatnews.com/Industry-Markets/Lab-grown-meat-firm-in-talks-to-license-tech>

(Poultry is predicted to be the first product launched, toward the end of 2018. □



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US Poultry Praises Senate's Call Reopening Chicken Exports to China

NCC Press Release - July 26, 2017 - A bipartisan group of 37 Senators led by Sen. Thad Cochran (R-MS) and Sen. Mark Warner (D-VA) today [wrote](#) to Secretary of Agriculture Sonny Perdue calling for the swift reopening of the Chinese market after exports of U.S. chicken and turkey were banned in 2015. The National Turkey Federation, National Chicken Council and USA Poultry and Egg Export Council expressed appreciation of the focus that U.S. negotiators and the administration have on next steps to officially reopen the Chinese market to chicken and turkey from the United States as quickly as possible.

"Poultry producers are pleased to see a third of the Senate, led by Senators Cochran and Warner, call for swift progress to end China's ban on U.S. poultry," stated both National Turkey Federation and National Chicken Council. "It is critical that we continue to develop an open trading relationship with the Chinese. The Senate's strong statement on behalf of American poultry products makes clear balance and fairness must exist for a two-way open market with China."

As the Senators noted [in their letter](#) to the Secretary of Agriculture, "We understand and are encouraged that China has begun its animal health audit of the U.S. poultry industry. Once this audit is completed, we encourage USDA to remain diligent in seeking final Chinese approval for U.S. poultry's first successful shipment as quickly as possible. Poultry products are often part of the Chinese New Year celebrations, and our farmers would very much like to be able to offer their products during that time."

At its peak, the value of poultry exports from the U.S. to China was \$71 million for turkey and \$722 million for chicken. *[China continues to ban U.S. poultry in contradiction of World Health Organization for Animal Health \(OIE\) standards long after the 2015 detection of a single wild bird with Highly Pathogenic Avian Influenza.](#)* The United States is the largest poultry producer in the world and the second biggest poultry meat exporter, with nearly 18 percent of its product shipped to foreign markets. □

South Korea lifts ban on US poultry imports

ON AUGUST 17, 2017 FROM [WATTAGNET.COM](#)

South Korea has lifted its ban on poultry and egg imports from the United States. The ban had been in place since March [2017], after highly pathogenic avian influenza was detected in a broiler breeder flock in Lincoln County, TN. □

Ventilation shutdown: A humane depopulation method

Aug. 9, 2017 by [Tony McDougal](#), Freelance Journalist in [PoultryWorld.net](#)

US researchers have found that the effectiveness of culling through ventilation shut down (VSD) is enhanced by the addition of carbon dioxide or heat.

The study, published this week by the US Poultry and Egg Association, looked at using ventilation shutdown as a humane depopulation method for caged layers.

Timely depopulation critical for AI control

It was one of a number of projects commissioned by the Association in October 2015 following the huge bird flu outbreak. Among the lessons learned from the outbreak was that timely depopulation was critical to contain the spread of the disease.

Methods used for depopulation

The methods used included carbon dioxide kill-carts, carbon dioxide injection and fire-fighting foam were quickly overwhelmed by the scale of the outbreak leading to prolonged suffering of infected birds.

Study included a field scale up

Carried out by researchers at North Carolina State University, the study included a field scale up of the testing in a multi-tier cage system using white leghorns housed in 2-tier stair step cage system at industry densities of 72 in square/hen.

The environment was a force ventilated negative static pressure room sealed to prevent air exchange of any type. An inner chamber around the cages emulated the building volume per hen found in the industry.

Data collected included CO₂, RH, environmental temperature profiles and HSP70 (heat shock proteins).

Ventilation shutdown was not 100% effective

The study found that ventilation shut down by itself did not result in 100% euthanasia of the flock with around 4% of the birds surviving.

Addition of heat or CO₂

However, when heat or CO₂ were added to the VSD system, 100% of the birds were culled. The duration of time to death was no different between using VSD with heat or with carbon dioxide.

"Based upon these field studies, VSDH and VSDCO appear to be the most humane methods of depopulating large number of caged hens," the report concluded. □

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Animal rights activists, NRA use similar tactics

JULY 18, 2017 BY ROY GRABER IN WATTAGNET.COM

When it comes to implementing change, two distinctly different causes take similar avenues

The animal rights lobby and the National Rifle Association may not seem to have much in common, but a former executive with Tyson Foods sees a striking similarity.

Both camps have an agenda they are pushing to implement change, and both have used the same tactics in order to initiate change.

Sara Lilygren, who served as Tyson Foods' executive vice president of corporate affairs until her recent retirement, addressed that similarity on July 17 during a panel discussion at the Chicken Marketing Summit in Asheville, North Carolina.

Having had a leadership role within a company that operates in the chicken, pork, turkey and beef industries, Lilygren had witnessed the work of animal rights activists. For part of the time, the activists were not tremendously successful. That has since changed, as their desires to get cages out of egg production and gestation crates out of pork production are becoming realities.

"They're much more successful now that they've taken a page out of the book that National Rifle Association (NRA) and other grassroots organizations have used successfully, and that page is organize at the state level and pass state laws in states that don't care that much about the issue," explained Lilygren.

"After you've got 9, 10, 11, 12 states that have passed laws, all of the sudden you will bring the industry to its knees, because suddenly the industry players in 36 states have one set of rules and the industry players in the other 14 states have another set of rules. All of the sudden there is inequity in the industry, and then you've got them on their knees."

Consumers not being targeted

While policy changes, whether related to animal agriculture or gun issues, should be made with the input of the general public considered, that isn't always what happens.

Lilygren said the animal rights lobby went straight to decision-makers rather than the consumers who buy the eggs and/or pork products.

"This is what was interesting to me. Consumers weren't the audience," said Lilygren. "It was policymakers who didn't want to be shamed in one way or another or blackmailed, or embarrassed. Or in some cases, it was big retail and foodservice companies who didn't want to be shamed or blackmailed or embarrassed."

Lilygren said in the case of gestation crates: "Consumers didn't know what it was or didn't even care about it."

But retailers who sell those products do, and for a lot of different reasons.

"Some reasons were, 'because my wife thinks it's a big deal and I want to make a decision for my company.' Some of it was, 'my competitors made a decision, so I guess I need to do it too or I'm going to look like I'm a Neanderthal,'" Lilygren said.

It's the smaller audience that makes a difference

Lilygren said that in the animal welfare space, the audience that usually can make a difference is a small one. But it is also a group of people that have more power to become agents of change.

Those people that can make a difference are motivated by a variety of things, including those who sell and market pork and poultry products. The animal agriculture community must reach out to those decision-makers so arrangements can be made that will be beneficial.

"We need to get closer to our customers longer in front of the issues that trouble us and figure out how we are going to come up with innovative solutions to challenges," Lilygren said. Then we can erase black clouds of doubt."

Chicken Marketing Summit 2018

Chicken Marketing Summit uniquely explores issues and trends in food marketing and consumer chicken consumption patterns and purchasing behavior. In addition to educational sessions, attendees have numerous networking opportunities to foster interaction between speakers and fellow poultry industry peers. Chicken Marketing Summit 2018 will take place at the Four Seasons Resort Orlando at Disney World in Orlando, Florida, USA on July 22 -24, 2018.

Roy Graber is a staff reporter at WATT Global Media. Contact Graber via email at rgraber@wattglobal.com. □

Anti-science attitude threatens agriculture, humanity

First world consumers need to understand the role genetically modified organisms can, and will, play in feeding billions of people far into the future. Otherwise, a key technology will be lost.

Whether or not humanity will be able to feed itself in the future depends on our ability to use powerful genetic engineering technology.

AUGUST 11, 2017 BY AUSTIN ALONZO IN WATTAGNET.COM

According to today's pop science gleaned from social media, news, blogs and shockumentaries, it's all about what's *not* in your food. Gluten-free, steroid-free, hormone-free, cage-free, cruelty-free, the list goes on and on.

Consumers want to know more about what's in their food and where it's coming from. When they look for answers, there's no guarantee they'll find factual information from a credible source. Endless free publishing possibilities on the Internet give everyone, for better or worse, a platform.

This mix of marketing innuendo, appeals to emotion and junk science helped spawn the fear of genetically modified organisms. Rob Saik, the founder of the Agri-Trend Group who spoke about the future of agriculture at March's Midwest Poultry Federation Convention, said recent research showed 82 percent of consumers think food containing GMOs should be labeled. Moreover, the third largest health concern for consumers – behind *Salmonella* and *E. coli* – is GMOs in food.

It's understandable why, to an under-informed audience, GMO sounds scary. A consumer could fear humanity created Frankenstein's monster by altering nature to serve our ends and that there's some unintended consequence of eating " Frankenfood." The abundance of products touting their GMO-free status and the staying power of those preaching against GMOs prove these concerns are prevalent. Saik said this is lumped in with science's declining status in education and public opinion's growing divergence from scientific thought.

But, when GMO-free becomes the rule of the day, humanity is stripped of a critical technology. Genetic engineering yielded crops using less water, pesticide and fertilizer to produce more food with greater nutritional value. In the future, GMOs will help feed more people using less resources, but if society rejects the technology millions will go hungry. He pointed to golden rice: The grain is genetically modified to contain beta-carotene and vitamin A and it could help nourish millions in the developing world. But it's spent the better part of the last two decades unused thanks to campaigns by activist groups.

GMOs, and genetic engineering on a broader scale, will help feed more people with less resources, but only if these tools are allowed to be used. If humanity wants to make use of the technology, consumers will have to understand the science and come to see GMO as a positive rather than negative. Saik is producing a documentary project – KNOW GMO – fighting back against misinformation and trumpeting the virtues of genetic engineering. He's got enough material for a feature length movie, but not the funding. For now, the documentary is being distributed as a web series via the project's website and social media.

The same appeals to emotion, in many cases pushed by the same activists, are being used against animal agriculture on all fronts. In poultry, cage-free, slow-growing broilers and antibiotic-free are bucking science ostensibly to serve market demands.

Just as with GMOs, farmers need to take a larger role in the conversation and start educating the public on what they are doing and how that benefits the earth on a larger scale. Farmers are more credible with consumers than any other group, Saik said, and the majority of people can be swayed with education. If silent, the vocal minority will continue to dictate the agenda at the expense of the farmer and likely hungry mouths all over the world.

Austin Alonzo is a reporter at WATT Global Media. To contact Alonzo, email aalonzo@wattglobal.com. □

On demand: Webinar 'intact beaks in parent stock'

July 27, 2017 in PoultryWorld.Net by [Fabian Brockotter](#)

Keeping parent stock without beak treatment and without problems during rearing and production - this was the hot topic of the recently held webinar.

The webinar looked at how to limit the impact of intact beaks on animal welfare in parent stock. This valuable webinar is now available to view. [Click here to view webinar](#).

Register and view the webinar for free and learn 'how to' lessons from senior researcher from Wageningen University, Ingrid de Jong and the product manager Breeders at Roxell, Yoesef Daoud.

They delve into the matter and explain the best way forward in stopping the invasive beak trimming procedure, without resulting in feather pecking or even cannibalism. □



Each year at the Annual Meeting & Summer Getaway awards banquet, TPA honors those companies who have faithfully supported our meeting with five or more consecutive years of sponsorship. This year outgoing TPA President **Chynette Todd** presented **Eric Killen** from **The Vincit Group**, and **Greg McDonald & Gabe Colwell** from **The Swallows Insurance Agencies** with plaques of appreciation.

China to begin mass vaccination of poultry against H7N9 bird flu this fall

July 14, 2017 from PoultryWorld.net

*China is to conduct a mass poultry vaccination program this autumn in a bid to stamp out a virulent strain of **avian influenza**.*

Last month [June, 2017] the Chinese authorities announced that vaccination against the H7N9 strain would take place in two southern provinces.

But the country's agriculture ministry said this week that vaccination would be carried out nationwide.

The move is part of a drive to combat the virus, which has claimed nearly 270 [human] deaths since last October.

There have been some concerns that while a mass vaccination program will reduce the clinical disease, it will not prevent the virus from circulating and can mask its prevalence. □

Research Shows Wooden Breast Condition Has Existed in Broilers Since 1950s

TUCKER, Ga. – July 18, 2017 – USPOULTRY and the USPOULTRY Foundation announce the completion of a funded research project at North Carolina State University in Raleigh, N.C., in which research shows that wooden breast condition has existed in broilers since the 1950s. The research was made possible by an endowing Foundation gift from Ozark Mountain Poultry and 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 #691: Factors Contributing to Superficial Pectoral Myodegeneration and Sclerosis ('Wooden Breast') in Broilers

(Dr. John Barnes, North Carolina State University, Raleigh, N.C.)

Researchers at North Carolina State University, led by Dr. John Barnes, recently completed a research project in which they studied the onset of wooden breast lesions in three breeds of modern broilers and a line of broilers from the 1950s. They found the condition in all of the broiler lines, including the 1950s line. The lesions were more severe in the modern broiler lines, and all modern lines had similar incidences and severity of lesions. Microscopic lesions in the breast muscle were identified in all lines of broilers at two weeks of age. The researchers propose a new name for this condition – Broiler Breast Myopathy.

For a detailed summary, click [here](#). □

Pew study examines food safety efforts from farm to fork

By **Chris Scott** on 7/24/2017 in MeatingPlace.com

Efforts to reduce contamination of meat and poultry products from harmful pathogens will require a comprehensive approach to be successful, according to a new report from the Pew Charitable Trusts.

The study looked at food safety control measures currently used on farms and feedlots designed to limit exposure to such pathogens as *Salmonella*, *E. Coli* and *Campylobacter* that can affect cattle, swine and poultry. These particular pathogens account for a substantial portion of infections linked to meat and poultry consumption that cost an estimated \$1.4 billion for beef, \$2.5 billion for poultry and \$1.9 billion for pork in terms of medical costs, lost income and productivity, the report noted.

Identifying pre-harvest efforts, however, is only a first step in controlling food safety hazards, the Pew report found. Controlling the spread of pathogens at the farm level, adopting consistent and effective measures throughout the animal management, slaughter and processing steps could go far in reducing the spread of these and other pathogens, the report said.

Additional information, including details on how several countries have successfully implemented comprehensive food safety control programs is available [here](#). □



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New MSD vaccine protects poultry from 3 major diseases

MSD Animal Health launches INNOVAX-ND-IBD, which protects poultry from Newcastle disease, infectious bursal disease and Marek's disease

Sept. 5, 2017 from WattAgNet.com

MSD Animal Health – known as **Merck Animal Health** within the United States and Canada – has launched the first live vaccine with made with biotechnology that protects against three highly infectious diseases in poultry: Newcastle disease (ND), infectious bursal disease (IBD) and Marek's disease (MD).

The company announced the launch of the vaccine, INNOVAX-ND-IBD -- on September 3 at the World Veterinary Poultry Association (WVPA) Congress.

The company announced that when given to chickens either *in ovo* or subcutaneously in the hatchery, it provides life-long protection for ND, IBD and MD simultaneously.

There are currently no treatment options available in Europe to combat these highly contagious infections which affect a range of systems, including the nervous, respiratory, immune and reproductive systems of many species of domestic and wild birds. If an outbreak hits a flock, the impact on the birds' welfare and productivity is significant.

If left uncontrolled, these diseases not only affect the health of the birds but can also wipe out entire flocks, resulting in a huge economic loss for poultry producers," said Dr. Taylor Barbosa, DVM, PhD, ACPV, head of Poultry, MSD Animal Health. "Prevention is the best method of protecting poultry from these devastating diseases. INNOVAX-ND-IBD makes it easier for producers to protect their flocks with a single vaccine, which does not interfere with other live respiratory vaccines, giving vaccinated chickens a full range of protection and producers more flexibility when designing the vaccination program."

By protecting against multiple diseases with a single injection, INNOVAX-ND-IBD also improves poultry welfare by reducing the stress associated with multiple needle sticks and speeds the vaccination process for the producer, the company stated.

About INNOVAX-ND-IBD

INNOVAX-ND-IBD is a multivalent live vaccine that uses the "dual-construct technology" in a live herpes virus of turkey (HVT), a persistent virus containing one ND gene and one IBD gene inserted into the genome, to provide life-long immunity. INNOVAX-ND-IBD does not contain live ND or IBD viruses and cannot induce virus spread, revert to virulence or interfere with other live respiratory vaccines. In addition, there are no post-vaccinal reactions because HVT is safe and nonpathogenic to chickens. Importantly, maternal antibodies do not interfere with INNOVAX-ND-IBD. It was introduced in Peru in June of this year.

Together with the Protectotype (Nobilis Ma5 and Nobilis 4/91) and the live ND products (Clone 30 and ND C2), the INNOVAX family provides the most complete selection of vaccines to be applied in the hatchery. □

Experimental Vaccine May Provide Better Salmonella Control

TUCKER, Ga. – Aug. 30, 2017 –USPOULTRY and the USPOULTRY Foundation announce the completion of a funded research project at the U.S. National Poultry Research Center, USDA ARS, in Athens, Ga., in which a researcher completed initial steps toward developing an experimental vaccine that may provide better salmonella control in poultry. The research was made possible by an endowing Foundation gift from Cal-Maine Foods and 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 #BRF002: Development and Production of Salmonella Multi-Serotypic and Multi-Subunit Vaccines for Hens

(Dr. Hung-Yueh Yeh, U.S. National Poultry Research Center, USDA ARS, Athens, Ga.)

Dr. Hung-Yueh Yeh, at the U.S. National Poultry Research Center, USDA ARS, in Athens, Ga., recently finalized a research project in which he completed the initial steps toward developing a vaccine to protect poultry against multiple serotypes of salmonella. He identified and purified multiple proteins from salmonella which when combined in a vaccine provided significant protection against salmonella colonization of the intestinal tract of chickens. Further refinement of this experimental vaccine may provide a valuable food safety tool for the poultry and egg industry.

The research [summary](#) can be found on the USPOULTRY website. Information on other Association research may also be obtained by visiting the USPOULTRY website, www.uspoultry.org. □

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Future of poultry processing: Intelligent automation

ON JULY 26, 2017 BY [TERRENCE O'KEEFE](#) IN [WATTAGNET.COM](#)

With increasing sensor capabilities and falling costs for computing power, practical systems are being developed that promise to fully automate tasks as varied as breast deboning and carcass inspection.

Broiler processing plants have the capabilities to automate many tasks, but automation of breast deboning has proven to be more difficult.

[Read the entire report about the future of poultry processing exclusively in the August issue of Poultry International.](#)

Early attempts to automate breast deboning in broiler and turkey processing plants were largely unsuccessful. Equipment offerings have been getting more effective at removing meat and minimizing bone breakage, and labor costs have continued to increase. In the European market, where bird sizes are smaller and the labor cost per pound of meat processed is higher, automated breast deboning systems have become widely accepted by broiler processors.

In the U.S., where the live weight of birds raised specifically for deboning routinely exceed 9 pounds (4.1 kilograms) the cost analysis has still generally favored deboning of breast frames on manual cone lines. The statement, "a good cone deboning line can outperform a machine" is still generally accepted, but things are changing.

The cost of robots has dropped significantly, by about half over the past five to 10 years. This is indicative of the drop in the cost of the sensors and computing power needed to operate machinery that can adjust itself on the fly. Another significant factor in the equation will be the increasing cost of labor.

When considering the true cost of labor on a deboning line, much more than just the cost of wages and average benefits for workers need to be considered. Workers compensation costs specific for deboning line employees need to be considered as well as the downtime costs when there are labor shortages.

You'll also learn about:

[Poultry nutrition and health trends shaping the future](#)

[How poultry processors can ensure breast meat quality](#)

[Read the full article here](#) or go to: <http://www.wattagnet.com/articles/31154?eid=186562392&bid=1819327>

This is the eighth article in [WATT Global Media's 100-year anniversary series](#), which considers the future of poultry processing. The next article in the series will explore industry structure. □

Research Will Lead to Improved Vaccines for Reovirus

July 5, 2017 – USPOULTRY and the USPOULTRY Foundation announce the completion of a funded research project at the University of Georgia in Athens, Ga., in which researchers developed new tools and methods leading to improved vaccines for reovirus. The research was made possible by an endowing gift from Mar-Jac Poultry, and 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.

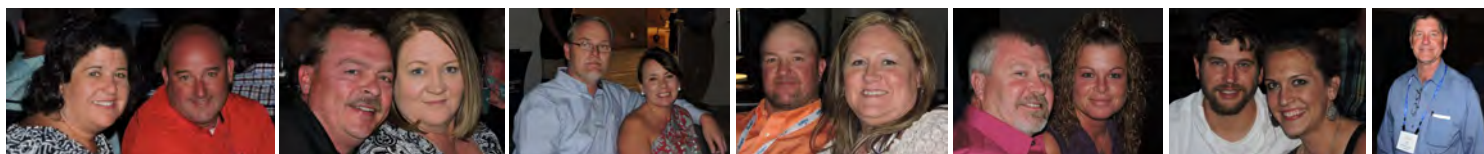
Project #693: Production of Variant Reovirus Hyperimmune Serum for Use as a Diagnostic Tool to Further Characterize Avian Reoviruses from Clinical Cases of Tenosynovitis

(Dr. Holly Sellers, University of Georgia, Athens, Ga., and Dr. Vijay Durairaj, Boehringer Ingelheim)

Dr. Holly Sellers and colleagues at the Poultry Diagnostic & Research Center at the University of Georgia recently completed a research project in which new tools and methods were developed to classify the reoviruses that have been causing tendon damage in broilers throughout the U.S. broiler industry. Sellers developed antiserum to each genetically distinct group of the viruses and used the antiserum to determine the serotypes of the viruses.

Knowledge of the serotypes will allow more informed and precise selection of virus isolates for inclusion in future vaccines.

For a detailed summary, click [here](#). □



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Chicken Wings at All-Time High

August 8, 2017 by Terence Wells (twells@urnerbarry.com)

Jumbo wing values are at a record high and it's not even football season--yet. Yes, demand has increased considerably over the last 5-10 years, but that's not all that's in play here. Chicken production is advancing, but not at the same pace we've seen in recent years. In fact, there have been nearly 2% fewer jumbo birds slaughtered this year compared to 2016. Furthermore, average live weights have moderated (or even trended lower), which means it's taking more wings to fill a box—and last time we checked, chickens still only have 2 (whole) wings. Cold storage holdings through June 30th showed there were 30 million pounds or 33% less inventory of frozen wings in public warehouses. That tells us chicken wings are being consumed just as quickly as they are being produced. As for demand, we're seeing traditional wing-focused restaurant chains adding units and non-wing-focused restaurant chains like pizza shops, etc. featuring wings on their menus. Don't forget about the retail sector (Fresh Prepared Foods Departments), convenience stores and stadiums either! Wings are wanted everywhere; they're in high demand and suppliers are struggling to keep up. The results are quite obvious—prices are trending higher.

Poultry line speeds top of mind for 40 organizations

By [Chris Scott](#) on 8/30/2017 in [MeatingPlace.com](#)

Forty groups representing the public health, consumer protection, labor, employer and civil rights sectors are asking USDA chief Sonny Perdue to oppose any increase in line speeds at U.S. poultry plants.

In a letter to Perdue sent earlier this month, the organizations say the current rate of 140 birds per minute already exposes poultry line workers to serious risk of injury. The groups also expressed alarm about a proposal from a Georgia congressman requesting that the speed be increased by 25 percent to 175 birds per minute.

The [letter](#) notes three independent studies – including one from the Government Accountability Office (GAO) and two from the National Institute for Occupational Safety and Health (NIOSH) – that show a link between faster bird processing speeds and injury rates among workers.

The United Food & Commercial Workers International Union (UFCW), which also signed the letter to Perdue, told **Meatingplace** in an email “increasing line speeds would be reckless and dangerous. The best way to guarantee safe food is to have safe workers.” □

UB Chicken, NE Jumbo Wings



Source: Urner Barry



ALLIED MEMBER NEWS

Congratulations to the **American Proteins'** Cuthbert, GA rendering facility for receiving the outstanding safety **Award of Honor** distinction at the 2017 National Safety Conference for the Poultry Industry in Destin, Fla., and to the Hanceville, AL operations for receiving the **Award of Merit**. Awarded by the Joint Industry Safety and Health Council, **American Proteins** was honored in recognition of their outstanding performance through the implementation of innovative and effective employee safety and health programs.

Chore-Time has launched a new Mobile App that lets poultry managers monitor and control their poultry house systems using their mobile phone or device. Growers can interact with their CHORE-TRONICS® 3 System remotely using a mobile server and an Android™ or iOS mobile device. "It's like having a control panel for your entire poultry operation with you at all times," stated Bob Christenson, Product Manager for Controls at Chore-Time. "The new CHORE-TRONICS 3 Mobile App displays current conditions for all of your houses and lets you make adjustments on the fly."

JD Reece is now National Account Manager for **Meyn America**. JD has worked for Meyn USA in sales for many years and has extensive hands on experience. **Eric Nolten** is now Vice President of Commercial Operations. His new role will focus on driving customer satisfaction in Service, Parts sales, Project Management and Sales Support operations. As part of the move to ensure excellent customer support, Meyn has made the first organizational change in After Sales to better support the customer. Meyn created the role of Customer Support Manager for MEYN and Hill Parts combined.

DS Smith is pleased to announce completion of the acquisition of Interstate Resources Inc. (Interstate Container). **Russ Williams** will continue in his role as Key Accounts Manager.

Jeff Ratledge, Regional Sales Manager with **Big Dutchman**, invites everyone to check out their new 360 degree interactive videos on broiler production and broiler breeders. The newest broiler breeder video features the NXB Nests with plastic belt, the Eggtrax, and the Staalkat Hatchery Packer. Go to <https://www.bigdutchman.de/panorama/usa/broiler-breeder/index.html> and click on "Broiler Breeders", then "Chain Feeding House", and the arrow will take you into the barn where you will have options for viewing videos and still shots. Jeff recommends viewing these videos on your computer using your mouse or a touch pad style tablet, instead of your phone for best viewing results. For more information, Jeff can be reached at (616) 283-4527 or jratledge@bigdutchmanusa.com.

Meat substitute expands reach with Sysco deal

By [Rita Jane Gabbett](#) on 9/14/2017 from [MeatingPlace.com](#)

Los Angeles-based Beyond Meat announced its plant-based meat substitute products will now be distributed through Sysco, the nation's largest food distributor. Currently sold at grocery stores nationwide, the Beyond Burger will expand its potential reach to tens of thousands of restaurant and food service establishments through this deal with Sysco. "Similar to how we've partnered with conventional grocery stores to bring the Beyond Burger to the meat aisle where everyday consumers shop for protein, we are thrilled to be a part of Sysco's Cutting Edge Solutions (CES) program to bring the Beyond Burger to menus alongside beef at thousands of mainstream restaurants nationwide" said Ethan Brown, CEO of Beyond Meat. The Beyond Meat Beyond Burger is the latest addition to Sysco's Cutting Edge Solutions program.

"Each year, we evaluate emerging food trends to hand-select our CES featured productions," said Brian Todd, senior vice president of merchandising for Sysco. "Our exclusive distribution of the innovative Beyond Burger helps our customers appeal to a growing group of consumers seeking better-for-you products." The Beyond Burger launched in May 2016. The product contains 20 grams of protein and no GMOs, soy or gluten. □

Disaster relief for hurricane victims

Aug. 30, 2017 information obtained from [MeatingPlace.com](#)

Tyson Foods is mobilizing its Meals that Matter disaster relief teams to Houston to cook for flood victims, volunteers and first responders.

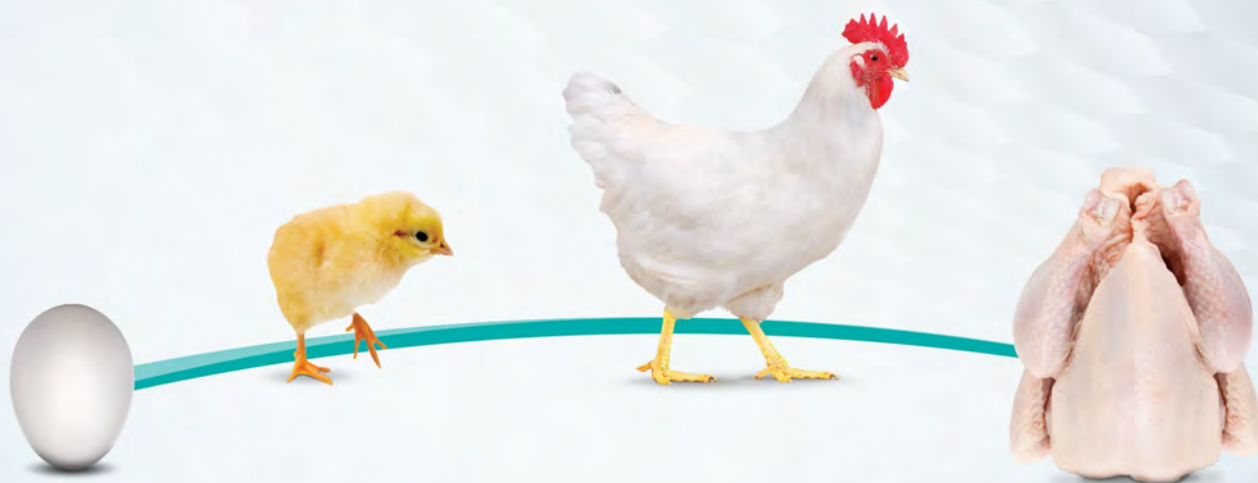
"Cook teams from our facilities in Texarkana, Scranton, Dardanelle and Clarksville will deploy early Thursday, as well as volunteers from our corporate headquarters in Springdale," according to spokesman Derek Burselon. "We will be sending semi-trailers with Tyson product to cook, as well as trailers of ice and bottled water. We hope to be on the ground and cooking by Thursday afternoon."

Tyson will also be working with its disaster relief partners Bimbo Bakeries USA, Harris Baking Co., Hugg & Hall Equipment Co. and Team Rubicon to provide relief as soon and as effectively as possible.

For the complete story go to <http://www.meatingplace.com/Industry/News/Details/75143> □



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REFERENCES

- 1 Data on file.
- 2 Data on file.

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Chicken producers must speak fearlessly on issues

BY [GARY THORNTON](#) ON JULY 17, 2017 IN [WATTAGNET.COM](#)

On key issues like "big ag," animal care and welfare, and food labeling, chicken producers must speak with courage and clarity.

Chicken producers must speak fearlessly, and with clarity, to close the gap between consumer perceptions and reality on issues like "big ag," animal care and welfare, and food labeling, said Bill Lovette, president and CEO, Pilgrim's, to listeners at the [2017 Chicken Marketing Summit](#) in Asheville, North Carolina, on July 17.

Among the consumer issues that are imperatives for chicken producers are [slow-growing broilers](#) and antimicrobial resistance. Lovette said the chicken industry is poised to win the competition for consumer dollars on productivity and health issues but faces significant challenges on these key issues.

Lovette offered six best practices for addressing consumer issues:

1. Don't sell your story, tell it with transparency and heart.
2. See it through their eyes.
3. It's not about being right; it's about respect of choice.
4. Fearlessly take on the issue, but let values lead the conversation.
5. Respond with speed and balance.
6. Empower people to advocate and innovate.

He said poultry producers must raise the bar in their communications with consumers who are being bombarded every minute of every day with information that is often inaccurate and potentially undermines agriculture's ability to continue to provide safe, affordable food.

Lovette said Pilgrim's has identified five priority issues that the company is approaching in a holistic manner: water, energy and climate change, animal welfare, team member health and safety, and product integrity.

He named the following four communication issues for organics:

1. **Climate change:** Lower yields in organic mean more land, natural resources and birds are required. Result is higher GHG emissions and larger carbon footprint.
2. **Biosecurity:** Organic management can result in increased exposure to predators and diseases like avian influenza.
3. **Cost and scale:** Organic agriculture can be more profitable than conventional agriculture, but high labor and input costs can offset gains.
4. **Productivity:** There is a significant yield gap between organic and conventional agriculture, and a lack of feed availability a challenge.

Sustainability is key to all the alternative production systems, Lovette said. Many consumers may love the image surrounding organic, for example, and some may even be willing to pay for it, and some may be able to afford to pay for it. "As an agribusiness, we are willing to meet this consumer demand. As agriculturalists, we know converting the entire poultry industry to organic will result in the loss of more resources, an increased environmental footprint and less chicken for our growing population.

"All poultry production systems must become more efficient and more productive if we are going to meet the challenge of feeding the world. Organic is not our only sustainable option," he continued.

Chicken producers, he said, need to become comfortable addressing these issues fearlessly and with clarity to be able to help solve the challenge of feeding a growing world population when there is consumer pressure to adopt production practices that will not be able to keep up with the world's food needs. □

Research Finds New Viruses in the Intestinal Tract of Poultry

July 6, 2017 – USPOULTRY and the USPOULTRY Foundation announce the completion of a funded research project at the U.S. Department of Agriculture – Agricultural Research Service in Athens, Ga., in which a researcher found new viruses in the intestinal track of poultry. 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 #684: Molecular Characterization of Novel Enteric Viruses Circulating in Poultry in the United States

(Dr. Michael Day, U.S. Department of Agriculture – Agricultural Research Service, Athens, Ga.)

Dr. Michael Day at the USDA Agricultural Research Service, U.S. National Poultry Research Center recently completed a research project where he used the latest genetic techniques to determine which viruses occur in the intestinal tract of commercial poultry. He found novel viruses which had not yet been well characterized and developed assays to detect these viruses. This work is an important step toward understanding and controlling the viral enteric problems commonly seen in young broilers and turkeys.

For a detailed summary, click [here](#). □

Electronic Logging Device Compliance for Drivers

NOTE: The information provided from this linked website is to help promote understanding of and compliance with the ELD rule - it is not a substitute for the [specific requirements documented in the rule](#). The TN Poultry Association is not responsible for interpretation or implementation of compliance.

About the ELD Rule

The [electronic logging device \(ELD\) rule](#) is intended to help create a safer work environment for drivers, and make it easier, faster to accurately track, manage, and share records of duty status (RODS) data.

For carriers using AOBDRs (automatic onboard recording devices) before the rule compliance date December 18, 2017, the rule will replace AOBDRs with ELDs over a four-year implementation period.

An ELD synchronizes with a vehicle engine to automatically record driving time, for easier, more accurate hours of service (HOS) recording.

The rule applies to most carriers and drivers who are required to maintain RODS.

The ELD Rule:

- Specifies who is covered by the rule and exceptions to it.
- Provides for ELDS to be certified, registered, and listed on a FMCSA website.
- Includes technical specifications to ensure ELDs are standardized and compliant.
- Includes a phased [implementation timeline](#) to give drivers and carriers time to comply.
- Includes provisions to help prevent data tampering and harassment of drivers.
- Creates standard data displays and data transfer processes, making it easier to demonstrate compliance and faster to share RODS with safety officials.

ELD Rule Impacts

[Carriers and Drivers](#) who are subject to the rule must install and use ELDs by the appropriate deadline:

- Carriers and drivers who are using paper logs or logging software must transition to ELDs no later than December 18, 2017.
- Carriers and drivers who use AOBDRs prior to the compliance date must transition to ELDs no later than December 16, 2019.

For more information: <https://www.fmcsa.dot.gov/hours-service/elds/electronic-logging-devices> □

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Fish oil from genetically modified plants

July 28, 2017 in AllAboutFeed.com by [Emmy Koeleman](#)

Metabolic engineers have moved a step closer to sourcing fish oils from fields rather than from the oceans

The work, published online today by Nature in *Scientific Reports*, comes from a collaboration between Rothamsted Research and the University of North Texas. The researchers found that genetically modified *Camelina sativa*, one of Europe's oldest oilseed crops, is able to produce omega-3 long-chain polyunsaturated fatty acids (LC-PUFAs) EPA and DHA. This was made possible by engineering the oilseed crop with genes from marine microbes.

EPA and DHA are normally produced in abundance only by marine microbes. Growing demand for these fatty acids, especially from the aquaculture sector, has so pressurized supplies that farmed fish now contain less of these nutrients than 10 years ago. EPA and DHA are important in countering the relentless global rise in cardiovascular disease and metabolic disorders. In *camelina*, they also come without the contamination associated with some ocean-sourced fish oils, such as that from heavy metals, dioxins and polychlorinated biphenyls (PCBs).

The researchers found that the transgenic plants can also actually grow in the field. "Demonstrating that our GM *camelina* works in the field under real world conditions confirms the promise of our approach," says Johnathan Napier, Leader of the Camelina Programme at Rothamsted, which led the research. "Having a viable land-based source of omega-3 fish oils can really address the ever-increasing demand for these healthy fatty acids. Furthermore, our new and unexpected insights into fatty acid accumulation across the seed points towards further opportunities to optimize this," says Napier. "I am convinced that transgenic plants such as ours can help reduce the pressure on oceanic sources of fish oils, and this study brings that one step closer to reality." □

FSIS notice addresses woody breast, white striping

By [Susan Kelly](#) on 7/6/2017 in Meatingplace.com

USDA's Food Safety and Inspection Service (FSIS) issued a [notice](#) instructing inspection personnel on how to identify and verify that poultry establishments are removing tissues that may be associated with woody breast and white striping conditions.

Signs of inflammation that may accompany the muscle abnormalities include swollen breast tissues; scattered, pinpoint blood spots or patches (hemorrhages) of varying severity on surface of muscles, especially at the top or shoulder end of the breast fillet; and thick, gelatinous, often blood-stained fluid and presence of deteriorated muscle tissue, FSIS said.

Inflammatory tissues are considered adulterated because they are unwholesome and unfit for human food, FSIS said. Establishments are required to remove them by trimming, as required for other trim defects.

Breast muscle changes that do not exhibit active inflammatory signs -- for example, white striping only -- are considered a quality issue and do not necessarily require removal by trimming, FSIS said.

For an in-depth look at the implications of woody breast and white striping for the poultry processing industry, see our feature story from the November 2016 issue of *Meatingplace*, "[Genetics or nutrition ... which comes first?](#)" □

Indian poultry farms breed super-resistant bacteria

July 21, 2017 in PoultryWorld.net by [Tony McDougal](#)

Evidence is showing that poultry farms in India are breeding germs that are capable of thwarting most antibiotics.

18 poultry farms from Punjab were surveyed and 1,556 *Escherichia coli* isolates from 530 birds were tested to susceptibility to 11 antimicrobials using the disk diffusion method.

The results found that two thirds of the birds harbored bacteria that produce special enzymes, known as extended-spectrum beta-lactamase (ESBL) that destroy most penicillin and cephalosporin-based antibiotics.

High levels of multi-drug resistance

The researchers found high levels of multi-drug resistance, ranging from 39% for ciprofloxacin, used to treat endocarditis, gastroenteritis, cellulitis and respiratory tract infections to 86% for nalidixic acid, a common treatment for urinary tract infections.

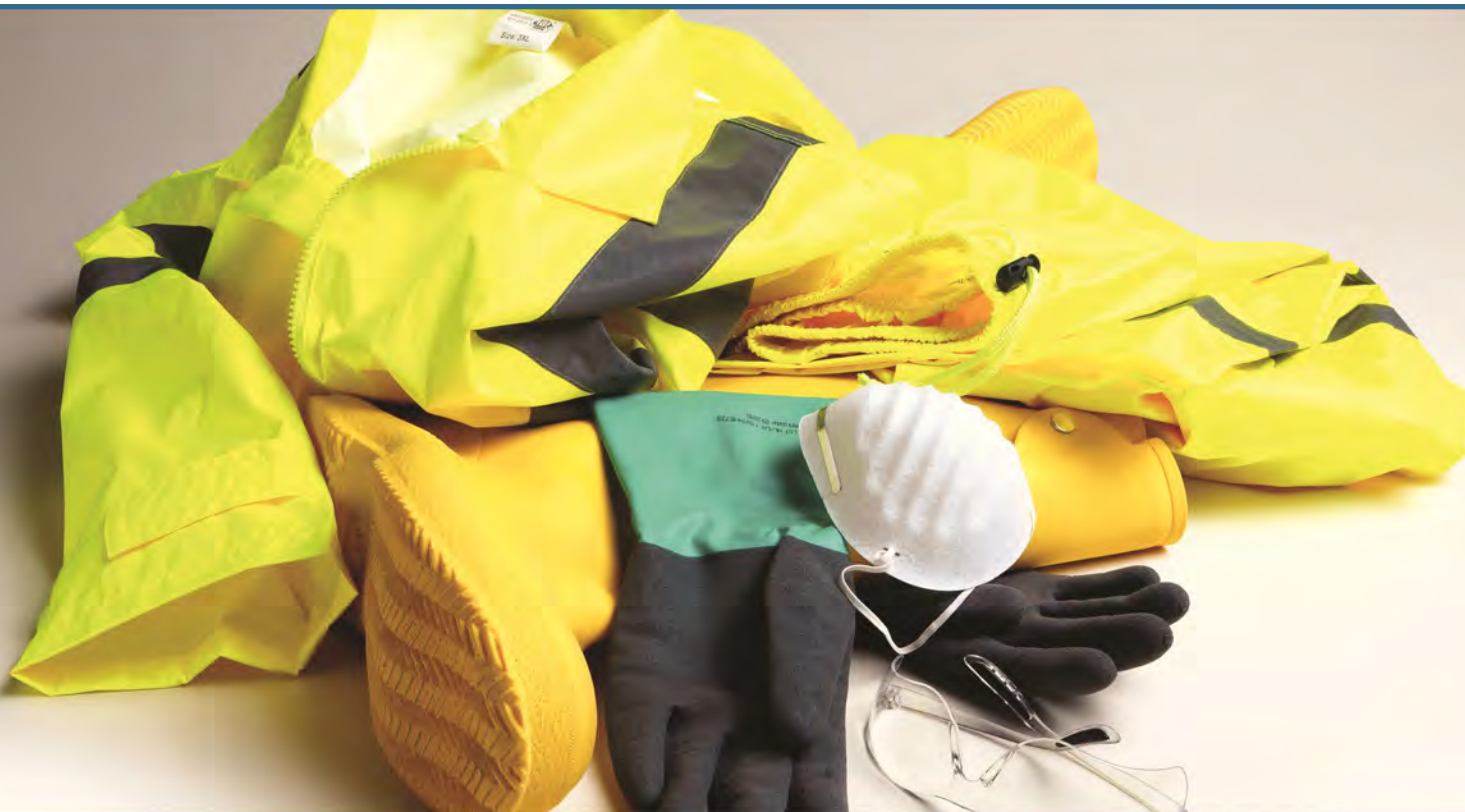
Of the birds destined for meat consumption, 87% were found to have the super germs compared to 42% of the egg-laying hens, the journal *Environmental Health Perspectives* reported.

Unregulated antibiotic use in India

The study – the largest to date in India – comes at a time when there is growing concern that the use of antimicrobials in food animal production is unregulated in the country.

Report author Ramanan Laxminarayan, director of the Centre for Disease Dynamics, Economics and Policy in New Delhi, said the study had serious implications both for India and globally.

(continued on page 42)



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Strict biosecurity helped limit avian flu outbreaks in US

(continued from page 8)

"Potential routes of lateral spread between farms, related to potential concerns such as the biosecurity of egg pickup, trucks, visitors, equipment and disposal activities, did not appear to be risk factors during this outbreak," the report said. "However, factors such as the presence of rodents and other wild mammals and waterfowl near barns, the condition of the housing, and breaches in biosecurity protocols were identified as risk factors that could bring viruses into the barns from the environment."

The release of the report should not be interpreted as a sign that the disease risk is over, however.

"We know that avian influenza viruses continue to circulate in migratory birds and waterfowl in North America," Karlsons said. "For this reason, strict biosecurity measures are crucial to keep the disease from entering and spreading among poultry operations." □

US Chicken Consumption Remains at All-Time High, Growth Tempers Somewhat

Nine in ten consumers purchase chicken regularly

NCC Press Release - July 18, 2017 - U.S. consumers report their chicken consumption remains high although 2017 levels have moderated and returned to those seen a couple of years ago, according to new research presented today at the 2017 Chicken Marketing Summit.

Recalling behavior during the two weeks leading up to the survey, 84% of consumers said they ate a chicken meal or snack purchased from a supermarket and 67% ate a chicken meal or snack from a food service establishment. Both supermarket and food service establishment consumption numbers decreased, 3.4% and 6.9% respectively, and are now at parity with those seen in 2015.

"The U.S. Department of Agriculture projects Americans will eat close to 92 pounds of chicken per person this year, breaking last year's record of 91 pounds," said NCC Senior Vice President of Communications Tom Super. "Although consumers' self-reported consumption is down slightly in the survey, the data show that chicken is still top of mind for consumers."

Although past two week consumption has decreased somewhat, consumers' taste for chicken shows no signs of waning. In the next 12 months, 21% of consumers anticipate eating more chicken from the supermarket and 13% anticipate eating more from a food service establishment. Consumers with the highest consumption levels tend to skew younger and be more ethnically diverse and live in larger households.

As part of the survey, consumers were asked to rank various factors on satisfaction and in order of importance. Regardless of purchase channel, the importance of freshness, taste and price rise to the top. Consumers are satisfied with freshness and taste, however satisfaction with price at supermarkets is somewhat lower.

Overall, the majority of consumers purchase uncooked or precooked chicken at the supermarket to prepare or reheat at home. While Gen Xers and Baby Boomers are more likely to purchase uncooked chicken to cook at home, Millennials are twice as likely as their older counterparts to buy pre-cooked chicken and eat it in the store.

When prompted, 69% of consumers were extremely or very concerned about food safety, and 57% about hormone / steroid use, and 55% about antibiotic use. Although still low, concern is growing about the time it takes to raise a chicken – 26% were extremely or very concerned this year while 19% were last year.

When it comes to reasons that consumers purchase chicken over other types of meat, its healthiness, versatility and convenience top the list.

Consumers are being exposed to media coverage relative to the care of chickens. Nearly three-quarters said they have seen articles in the past year and most of those would characterize the tone of the coverage as neutral or negative.

Consumers consider themselves to be knowledgeable about the care of chickens yet most have incorrect perceptions. In an exercise where they were asked to identify statements about the care and raising of chickens as true or false, the majority answered incorrectly for most statements.

The survey was commissioned by the [National Chicken Council](#) and conducted online by ORC International June 5 - 8, 2017, among 1,013 adults. Funding was provided by Elanco and WATT Global Media. A full copy is available by clicking [here](#). □



Millennials and livestock: A mindset worth changing

July 18, 2017 by [DEVEN KING](#) in [WATTAGNET.COM](#)

Millennial consumers are self-experts making it difficult for producers to teach them fact-based information

Millennials believe they are self-experts, explained Richard Kottmeyer, senior managing partner with Farm to Fork Advisory Services, at the 2017 [Chicken Marketing Summit](#) in Asheville, North Carolina, USA on July 17. This makes marketing products from the poultry industry to them a challenge. Consumer research based around millennials can be summed up in five points.

1. Millennials find science-based information suspect

“Common sense has to replace [the] complexity of data and science,” Kottmeyer said about how to deal with millennials and their ability to self-teach through the Google-centric world we live in. He noted that if you only approach these consumers with science-based information they will believe the poultry producer is trying to hide something.

“I call it the ‘duh’ principle,” he said. “If you can’t reach the consumer with the ‘duh,’ you are simply going to lose.”

2. A desire for transparency

There are a couple of other things producers need to understand about the millennial consumer. Millennials believe in transparency, for instance. Kottmeyer said nine out of 10 millennial women have taken and distributed nude or semi-nude pictures of themselves.

That statistic pushed him to ask producers the question: Is your brand as naked and vulnerable as what the statistic says the consumer is?

“If your brand isn’t naked, it isn’t going to last very long,” Kottmeyer said.

3. Character matters

Millennials think any sort of [brand privacy](#) is a way for producers to hide facts. Kottmeyer said this generation is all about the [character of a brand or company](#). Millennials relate to companies' products with which they can see a benefit, even if they don’t exactly know what that benefit means.

4. Food as a luxury or statement item

The fourth point is that, “Food has become a luxury or statement item versus a necessity,” Kottmeyer said. He explained that chicken is no longer just chicken.

For instance, organic products appeal to consumers simply because they're labeled differently, even if the consumer doesn’t fully understand what that label means. The consumer may simply believe the product to be better because it’s labeled differently.

5. Millennials struggle with self-identity

The final point Kottmeyer made from the various consumer analysis reports is that millennials struggle with self-identity.

“No judgment being made, but there are 58 ways to gender identify now on Facebook,” Kottmeyer said. What this means is the millennial generation is trying to find themselves. If an individual feels lost, they don’t know what to believe other than to follow the trend. Poultry and other meat producers must create that trend.

How to deal with the millennials

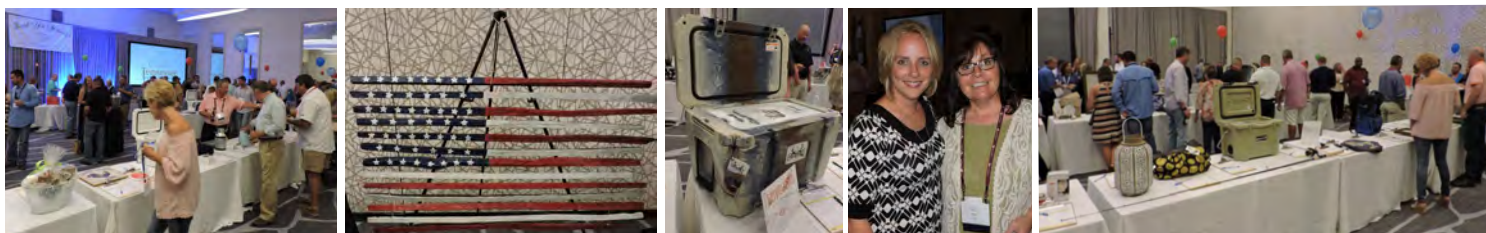
Millennials are not set in what they want; they just follow the trend they believe to be popular. For them to follow a trend, they need to be inspired and coached.

“Be willing to counter punch,” Kottmeyer said when he explained that instead of producers following the trends they should be starting a new trend of their own.

The best thing a producer can have on their side is a soulful brand that stands for something and allows the millennial to relate to the company.

A new form of common sense for millennials

Pets have become like children to a millennial. Therefore, the millennials trust vets even more so than they do their own family care physicians. Some of this may have to do with the fact that pets can’t tell you if they feel better so pet owners believe the vet when he or she says the animal is better, Kottmeyer said. Consumers don’t see the same vet treating their pet as the vet also treating poultry and other livestock. □



Whole genome sequencing essential tool for food safety

AUGUST 30, 2017 BY [RAFAEL RIVERA](#) IN [WATTAGNET.COM](#)

Whole genome sequencing is more than a tool for the government's foodborne illness outbreak investigations. It is becoming an essential food safety management tool for the poultry industry.

Whole genome sequencing has not only become an essential tool of food safety and regulatory agencies such as the U.S. Food and Drug Administration (FDA), U.S. Department of Agriculture(USDA) and the Centers for Disease Control and Prevention (CDC), the technology is being used more and more by food industry professionals to help manage the processes that ensure safe food production.

A commonly used definition for whole genome sequencing is the process of using a modern DNA sequencing platform with the goal of sequencing the majority of an organism's genome.

While still a new technology, its fast pace of utility and use in the food industry has evinced both interest and concern. The U.S. Poultry & Egg Association (USPOULTRY), along with many industry groups, has been coordinating ongoing discussion through various food safety meetings and symposiums with the intention of bringing together experts to educate about whole genome sequencing technology among food industry professionals.

Government agencies have routinely used whole genome sequencing for various purposes. Most outbreak investigations, for example, use pulsed-field gel electrophoresis (PFGE) as their identification method. This method of genetic typing uses enzymes to break the bacterial DNA into pieces of different lengths. The pieces of DNA are then separated on a gel, and the different lengths form different bands on the gel. PFGE banding patterns tell us how similar bacteria are to one another.

Whole genome sequencing resetting rules

In the meantime, over the last decade, the ability to sequence the whole genome has become more accurate and cost effective thanks to the genetic typing method called whole genome sequencing. Researchers and public health agencies are beginning to use the technology for genetic typing of bacteria, including pathogens relevant to food safety.

While the rules to conduct foodborne outbreak investigations are being set, other uses for whole genome sequencing technology can be explored. This technology can also be used to identify microbial populations within food production settings. Whole genome sequencing can help to evaluate intervention effectiveness in controlling spoilage bacteria, for example.

Understanding the genetics of bacteria has been a priority of the poultry industry for many years. Genetic typing reveals whether bacteria have the genes for certain traits, such as antibiotic resistance, or have the genes that make them pathogenic (capable of making people sick). Genetic typing can also show how closely related bacteria are to one another, which can help determine the source of pathogenic bacteria.

Technical references available

In order to demonstrate its use and validate this process, USPOULTRY developed two technical references to develop plant biomapping studies using whole genome sequencing technology. These are intended to act as a tool in the implementation of testing protocols for the identification of microbial populations from carcass rinse, swabs or APC plate samples using WGS technology. The technical references are available to USPOULTRY members only and can be obtained by visiting www.uspoultry.org/foodsafety/.

Rafael Rivera is manager of food safety and production programs at U.S. Poultry & Egg Association (USPOULTRY). □

Pilgrim's Pride launches marketing program for foodservice brand

By [Lisa M. Keefe](#) on 9/12/2017 in [MeatingPlace.com](#)

Pierce Chicken, a foodservice brand of **Pilgrim's Pride**, has rolled out a marketing campaign aimed at operators and tied to the football season, the company said in a news release.

In the "Get in the Game" promotion, operators can earn up to \$300 in rebates as well as the chance to win football-themed prizes for sales of boneless and bone-in wings, tempura-battered chicken and tenderloins.

One grand prize winner will receive four tickets to the College Football Playoff National Championship in January 2018, along with airfare and accommodations for four to Atlanta, valued at \$11,500. Four second prize winners will be awarded a large Big Green Egg Grill, a kamado-style charcoal grill and smoker valued at \$1,200, for the "ultimate tailgate experience."

More than 25 of Pierce's most popular products are eligible for the rebate offer. Operators are encouraged to try products from more than one category. Game-day recipes developed to boost traffic and sales can be found on the Pierce website.

The Pierce Chicken "Get in the Game" promotion runs September 1 through October 31, 2017. Full sweepstakes details, including a rebate/entry form, list of eligible products and complete rules can be found [here](#). □

BuzzFeed feedback on cage-free eggs a must-read

News article gets message out about oversupply of cage-free eggs but comments also reveal how little some consumers know

JUNE 19, 2017 BY ROY GRABER IN WATTAGNET.COM

When I saw the [BuzzFeed](#) headline “America is flooded with cage-free eggs, but people aren’t buying them,” I was happy to see that message being spread.

It was nice to see that other media outlets were catching wind of what those in the egg industry already knew: The supposed consumer demand for cage-free eggs just isn’t what it was made out to be.

BuzzFeed News Reporter Venessa Wong had apparently been listening to [Cal-Maine Foods](#) CEO Dolph Baker during the [Stephens Spring Investment Conference](#), in which Baker, who heads the world’s largest egg company, said: “Right now, there is a much greater demand for commodity eggs at these low prices than there is for cage-free eggs.”

While I read Wong’s report with interest, it was the reader comment section that really grabbed my attention. While a few comments were thoughtful and lucid, there were also those comments that just showed how little some people really know about the egg industry and food labels in general.

I would highly recommend you read the report and the related comments. In the meantime, I’ll highlight a few of the more notable comments.

Pasteur, pasture not the same thing

The most surprising comment in the section was when one reader wrote: “You have to buy pasteurized eggs if you want eggs from chicken that are just out kickin (sic) on the farm.”

Luckily, another reader who was apparently familiar with French scientist Louis Pasteur was able to jump in and explain that the two terms were totally unrelated.

A little comedy

It’s always good when that person who was the class clown makes an appearance on online forums. One person said “I don’t want my eggs roaming all around the house,” in response to those promoting “free-range eggs.”

Then, there was the woman who said she got her eggs from a friend that has rescue chickens. One wise guy chimed in and asked if she meant they were from chickens rescued from fighting rings. Adding an LOL, she said they were rescued from a “very prominent underground chicken fight club,” before stating what she really meant. Both then went on to say that people need more of a sense of humor and not get so angry over things.

Poverty shamer makes appearance

Central to the issue here is the simple fact that many people cannot afford to pay the higher price for cage-free eggs.

But one person who identified herself as a promotional advertising specialist at U.S. Cellular, shared her two cents about the health of cage-raised hens, then said “If you can’t afford to buy ethical eggs, don’t buy eggs.”

She was quickly called out for her elitist attitude by another reader, who also gave well wishes to others who said they could not afford cage-free eggs.

While many of the comments were humorous, there is still a serious message here, and that is the public doesn’t understand the egg industry and many people just draw their own conclusions about animal welfare, healthy eating and so many other topics related to the cage-free egg movement. ▢

CME: US Broiler Production Forecast Adjusted Down to 0.3%

August 21, 2017 information from ThePoultrySite.com

Whole bird prices are up 18 per cent compared to last year but that only gives you the value of small birds sold at retail. The bulk of the chicken produced in this country is sold as parts, going to retail or foodservice establishments.”

According to our calculation, the implied broiler cutout value is currently \$26/cwt or +41 per cent higher than a year ago.

What is driving the gains in chicken prices? Wing prices are at all-time record highs and they have contributed to the gains but they are not the driver for profitability. According to USDA, the price of line run chicken breasts last week was \$119/cwt, a 45 per cent gain over the dismal levels of a year ago.

Boneless/skinless breast prices were running at +30 to 35 per cent over last year through July but have come back to earth recently so line run breasts could follow the same path.

For the full report, go to www.thepoultrysite.com/poultrynews/39070/cme-us-broiler-production-forecast-adjusted-down-to-03/ ▢

POULTRY SCIENCE CENTER & FOOD SCIENCE CENTER at TN TECH

For the past year, the College of Agriculture and Human Ecology at TN Tech University in Cookeville, TN has been formulating plans for the new Poultry Science Center and Food Science Center. The new poultry houses and food science building will benefit student education as well as industry needs by incorporating research projects relevant to the continued success of the industry.



This project has been awarded a \$2.07 million grant from the state and substantial funding from the Tennessee Higher Education Commission, along with \$20,000 from a corporate sponsor [Tyson Foods, Inc.] among other generous corporate supporters, and private benefactors have been provided.

With these new facilities, Tennessee Tech students will learn and ensure the humane handling of animals. Students will also learn about food science and safety, processing, handling and food defense. New construction of a commercial kitchen and meat processing area will offer the opportunity to develop a much-needed Food Science program. Ultimately, these facilities link the School of Agriculture and School of Human Ecology together to provide comprehensive farm-to-fork training for our students and serve the community by providing important workshops and certifications.

<https://www.tntech.edu/tomorrow/campus-expansion> □

Aviagen Launches How-To Series for Broilers

How-To publications for all areas of production process now available

July 5, 2017 – HUNTSVILLE, AL – Aviagen has added a new How-To series for broilers to its existing literature library. The Broiler How-Tos are now available on the Aviagen website for the Ross® brand. How-To on-farm tools now cover all areas of the production process with documents on topics of hatchery management and broiler and broiler breeder management, as well as ventilation. The newly published broiler series has been designed to give customers practical, hands-on, step-by-step instructions on key management practices. They can be used as training documents or as everyday support for farmers showing what to do and how to do it, as well as providing help with any troubleshooting. Topics include:

- * How To..... set up a spot brooding circle
- * How To..... set up whole house brooding
- * How To..... monitor temperature and relative humidity
- * How To..... assess crop fill
- * How To..... bulk weigh broilers between 0 and 21 days
- * How To..... individually weigh broilers from 21-28 days onwards

“Our customer feedback tells us that broiler management is a significant area of focus because it has a direct influence on production costs and profitability,” explains Michael Longley from Aviagen’s global technical transfer team. “The Broiler How-Tos are therefore a valuable addition to our literature resources.” □

Indian poultry farms breed super-resistant bacteria *(continued from page 36)*

Speaking to *Bloomberg*, Mr. Laxminarayan said: “We must remove antibiotics from the human food chain, except to treat sick animals, or face the increasingly real prospect of a post-antibiotic world.

“Our findings suggest that antimicrobial use for growth promotion promoted the development of reservoirs of highly resistant bacteria on the studied farms, with potentially serious implications for human health.”

For example, the study found that farm workers who handle the birds often wear open-toed shoes, providing a conduit of entry for resistant bacteria and resistant genes into the community and then in to the wider environment. □

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731-415-6043



NEWS FROM AROUND THE COMPLEXES

At the 2017 National Safety Conference for the Poultry Industry in Destin, FL, a total of 147 chicken and turkey facilities received safety awards by the Joint Industry Safety and Health Council. These companies were honored in recognition of their outstanding performance through the implementation of innovative and effective employee safety and health programs. Receiving the **Award of Honor** distinction for outstanding safety included **Keystone Foods** – Processing, Albany, KY; **Koch Foods** - Feed Mill, Chattanooga; **Pilgrim's** Corporation – Further Processing, Chattanooga; and the **Tyson Foods** Hatchery in Union City. Receiving the **Award of Merit** distinction for outstanding safety included **Pilgrim's** Corporation – Processing, Chattanooga and **Tyson Foods'** Hatchery in Decherd, TN and Processing in Shelbyville.

Hubbard LLC has announced the following personnel changes. **David Garrison** is now Production Manager over AL, NC & TN; **Nate Collett** has been promoted to Breeder Manager over AL & TN; **Wesley Miller** is the Lab Manager; **Leslie Eggleston** is the new Manager for Alternative Lines; and **Mark Harmon** has been promoted to Director of Production & Hatchery.

Cobb-Vantress, Inc. - **Chris Dyer** has joined the Cobb-Vantress, Inc. North American Sales team as Director of US Sales. He is a graduate of the University of GA with a BS in Poultry Science. He has previously worked in hatchery and production management, domestic sales and technical service. For the last 20 years, he has held roles in account and sales management with Intervet, Pure LineGenetics and most recently, for eight years with Zoetis. Now Chris will have direct responsibility for Cobb sales activities in the United States.



Dr. Gene Shepherd is now managing director of world quality assurance and veterinary services at **Cobb-Vantress**. Shepherd joined Cobb in 2014 to manage veterinary programs within our North American facilities. He began his professional career in 2011 as a veterinarian for Pig Improvement Company. Shepherd is a graduate of Oklahoma State University, where he received a Bachelor of Science degree in Animal Science and his Doctorate in Veterinary Medicine. Shepherd and his wife Jennifer will soon relocate to northwest Arkansas with their daughter, Charlotte.

Pilgrim's has acquired Moy Park, a leading poultry and prepared foods supplier with operations in the United Kingdom and Continental Europe, from JBS S.A for US \$1.3 billion on Sept. 11, 2017. Moy Park will retain its headquarters in Northern Ireland, as well as existing management and staff.

Eduardo Souza has accepted the position of vice president of research and development for **Aviagen's** North American region, effective August 23. In his new role, Souza will lead a team of U.S.-based geneticists and promote Aviagen's business by offering critical expertise to customers, as well as to sales and support teams, in North America and Brazil. While fulfilling these responsibilities, he will continue to oversee the pedigree breeding program in Crossville, Tennessee. Reporting directly to Aviagen Chief Technical Officer Alfons Koerhuis, Souza will be based at Aviagen's global headquarters in Huntsville.



Harvey vs. Dale

Submitted by Dale's sister-in-law Lynn Risinger, Orange, TX

It's been almost 4 weeks since I stood in my living room and watched water come in through the walls. We are 10 feet above the flood zone and therefore did not have flood insurance. (We do now!) We were the last to flood in our neighborhood and because of that, neighbors took refuge at our home. We even had people that we had never met, their vehicles and their pets at our home. At 4:30 am the waters started entering. We elevated all that we could, but you can't raise your whole house. Sunrise was around 6:45 and we had to call for boats to transport people from our home to dry land. Boats drove in our yard and on our drive. Two weeks later, they were still launching boats next door in the ditch. Crazy.

We recently built a barn-dominium for my dad next to our house. Needless to say, we lost both homes and all vehicles.

We stayed at 5 different places before getting a travel trailer. We had help, but most help came from the people we didn't expect help from. The people that you thought would help, simply didn't. We housed people during hurricanes Rita and Ike. We demoed homes for others. We worked in foul smelling, snake-infested homes, never dreaming that we would be in their shoes one day. Never expecting anything in return. Our motto: pay it forward.

Why do I share this with you? To bring recognition to **Dale Barnett**. As soon as he heard our story, he called. As soon as the waters receded, he came. He loaded a trailer with tools and supplies. He drove all night and started working immediately. He stayed up thirty something hours straight. It was incredibly hot. He worked as hard or harder than anyone else. He never expected anything in return. We demoed 2 homes, a 3 car garage and a 60x40 finished shop. We spent endless hours and energy hauling our life as we knew it to the curb. Dale never wavered. He never said anything negative. He just kept working. He worked until our part was complete. What a champ! I don't think you could possibly find a better guy for your company. He has no idea that I'm writing you. He probably wouldn't want me to brag on him. I can't help myself. I want to shed light on what a selfless, hard working guy that Dale is. This was only possible because you allowed him to come and help.

Lots of people had lots of help. This is our story.

TN Poultry Association
P.O. Box 1525
Shelbyville, TN 37162
www.tnpoultry.org

Executive Director
Dale Barnett
(931) 225-1123
(931) 434-8045 mobile
dbarnett@tnpoultry.org

Member Services
Tracy Rafferty
(270) 363-2078
tracy@tnpoultry.org

Follow us @tnpoultry on
Facebook and Twitter



From left: Crossville Mayor James Mayberry; Bennett Harper, Aviagen Crossville general manager, Pedigree Division; Craig Morton, Aviagen global director, R&D; Carolyn Miller, Aviagen Crossville veterinarian; Eric Jensen, Aviagen vice president, Veterinary Services; Keith McCay, Aviagen director, Pedigree/Great Grandparent Operations; Greg Wood, Crossville city manager; Tom Womack, deputy commissioner, Tennessee Department of Agriculture

Aviagen Opens New Modern Veterinary Diagnostic Laboratory in Crossville, TN



Crossville facility features advanced diagnostic technology to support Aviagen's expanding Pedigree operations

June 21, 2017 – HUNTSVILLE, Ala. – Aviagen® continues to further its commitment to optimal poultry health, welfare and biosecurity with the opening of a new veterinary diagnostic laboratory in Crossville, Tenn. Diagnostic testing began at the new facility in April, and the grand opening celebration is June 19.

The new diagnostic laboratory encompasses 13,680 square feet (4,170 square meters) of areas dedicated to highly specialized capabilities such as enzyme-linked immunosorbent assay (ELISA), molecular diagnostics and virus isolation testing. Other routine laboratory work will include bacteriology, serology, genomics research and pathological exams.

Crossville laboratory services pedigree poultry breeding stock

The new diagnostic laboratory replaces an existing smaller one that has been in operation in Crossville since 1994 and will serve the diagnostic needs of Aviagen's pedigree poultry breeding stock. The expansion was needed to fulfil an increasing demand for Aviagen breeds worldwide.

The Crossville laboratory is Aviagen's second in the U.S. to service internal breeding operations and numbers among the company's seven laboratories, which are strategically positioned throughout the continents. The laboratory will initially be staffed by 28 highly skilled personnel, including veterinarians, microbiologists and technicians.

Crossville laboratory meets domestic and international health requirements

The Crossville laboratory meets all United States Department of Agriculture (USDA) National Poultry Improvement Plan (NPIP) standards, as well as the International Standards Organization (ISO) 9001:2008 quality requirements. NPIP authorization is needed to conduct official health testing to ensure breeding stock and hatching eggs can be sold within the U.S. and exported to other countries.

"The Crossville laboratory features modern equipment, leading technology and the industry's most advanced expertise," says Keith McCay, Aviagen's director of Pedigree/Great Grandparent Operations. "Through its advanced capabilities, it provides the level of diagnostic services needed to continually monitor and protect our flocks against harmful pathogens."

"Aviagen remains dedicated to the health, welfare and safety of our quality breeding stock. As we broaden the reach of our business both domestically and globally, this new laboratory will help us continue to effectively safeguard our elite pedigree breeding stock," adds Dr. Eric Jensen, vice president of Veterinary Services for Aviagen North America. "Maintaining the highest standard of biosecurity has always been and will remain a foremost priority for Aviagen."

Aviagen recognizes Danny Dillard, Highland Construction

McCay also recognizes the efforts of Danny Dillard of Highland Construction for making the new laboratory a reality. Dillard and his team went above and beyond to effectively meet our specialized facility needs and quality requirements, while adhering to an aggressive timeline for completion."

Mayor Mayberry commends new Crossville laboratory

Crossville Mayor Mayberry says he's proud to have Aviagen as part of his community and wishes the company continued success.

"Aviagen has been an important part of Crossville for many years, with several facilities located in our community," says Crossville Mayor James Mayberry. "We are pleased to see the successful expansion of Aviagen with this new diagnostic laboratory, as well as the progress and prospect of new jobs it may bring." □

Tennessee Agricultural Enhancement Program



2017 Application C

Poultry Grower

**Application Period
October 1 – 16, 2017**

Application Guide

| | | | | | |
|-----------------------|---|-------------------------------|---|--------------------------------|---|
| Program Changes | 2 | Cost Share Opportunities..... | 4 | Additional TAEP Programs | 7 |
| Requirements | 3 | Application C Form | 5 | | |

Program Changes

Application Period - October 1 – 16, 2017

The application period has been shortened to two weeks.

Eligible Purchase Dates

Program purchases can be made starting October 1, 2017 and must be completed by program reimbursement deadline.

Approval Notification

Approval notifications are scheduled to be mailed in mid-December.

Reimbursement Deadlines

The reimbursement deadline for Poultry Grower is September 1, 2018.

| 2017 TAEP Application C | | |
|---|----------|------------------------|
| Program | Maximum* | Reimbursement Deadline |
| Poultry Grower | \$7,000 | September 1, 2018 |
| * Final maximums will be determined based upon overall demand for cost share funding. | | |

Premises Registration and Premises Information – Not Required

Premises number is no longer required to apply.

TAEP Producer Number (TPN)

This number replaces the previously required premises account number and premises ID. TPNs were assigned to all existing TAEP participants earlier this year. The TPN is exclusive to an individual and cannot be transferred.

In the past, TAEP records were kept according to premises account numbers. The names associated with premises accounts may have changed from year to year depending upon various eligibility factors such as BQA, master certifications, and property ownership, etc. The assignment of each TPN is based upon the name of the individual who last applied for TAEP using the premises account number that correlates to that TAEP farming operation.

If you have applied for TAEP within the past three years, your TPN will be mailed to you in September. Please include your TPN on the application form and any other TAEP correspondence.

New TAEP applicants will not have a TPN until applications are processed.

Application Processing

This year's application form (pp. 5 – 6) has been designed to allow for electronic scanning. It is important to complete the application in CAPITAL LETTERS using a black or dark blue ink pen. Do not use a felt tip pen, pencil, or marker. Please do not write outside the boxes.

Tennessee Department of Agriculture may:

- Accept, modify or reject any or all requests.
- Modify program criteria, approval, and payment processes.
- Provide partial funding for specific activity components that may be less than the full amount requested.
- Require additional information from the applicant.
- Deny payments for projects that do not meet requirements.

Requirements

Eligibility Requirements

To be eligible for TAEP cost share, applicant must:

1. Be a citizen of the United States of America or lawfully present in the United States.
2. Be an individual Tennessee resident operating a farm located in Tennessee.
3. Be at least 18 years old during application period.
4. Meet minimum requirements for the program.
5. Have filed a Federal IRS Schedule F (Form 1040), Profit or Loss from Farming, within the last two years (2015 or 2016). Applicant will not be required to submit a copy of their Schedule F at the time of application. However, applicant may be asked to submit a copy of their Schedule F prior to TAEP approval to verify their farming operation. If your operation does not file a Schedule F, please contact TAEP about alternate documentation to verify farming status.
6. Have current membership with the Tennessee Poultry Association (TPA). Applicant membership will be verified with TPA to determine eligibility. Membership must be in the name of applicant or applicant's operation. Contact TPA at 931-225-1123 or visit www.tnpoultry.org for additional information.

Application

1. Applications must be submitted during the application period October 1 – 16, 2017.
 - Applications may be submitted by one of the following methods:
 - Mail – Applications must have a postmark date ranging from October 1 – 16, 2017.
 - Hand delivery to TDA, Holeman Building, 424 Hogan Road, Nashville, TN 37220 between October 1 – 16, 2017 during normal business hours.
 - Faxed or emailed applications will not be accepted.
 - Applications postmarked or hand delivered prior to October 1, 2017 and after October 16, 2017 are ineligible.
2. Applicant may only submit one Poultry Grower application per Federal IRS Schedule F, per person, per application period.
3. Applicant will be notified in writing of approval or disapproval. Notifications will be mailed in mid-December.

Reimbursement

1. Receipts dated prior to October 1, 2017 are not eligible.
2. Receipts for in-kind services are not eligible (trade-in value is not eligible).
3. Used equipment, used materials, and leased equipment are not eligible for cost share reimbursement unless otherwise noted.
4. Labor provided by applicant or their employees is not eligible for cost share reimbursement.
5. Applicant cannot be reimbursed for purchases from a business where applicant participates in ownership (producer cooperatives excluded).
6. Applicants cannot combine projects and submit more than one reimbursement for the same item.
7. Reimbursement documentation must be postmarked or hand delivered by the deadline. Additional processing time is required for incomplete requests and requests submitted within one month of the program deadline. It is recommended that you submit your reimbursement as soon as your project is completed.
8. There can only be one reimbursement payment per cost share approval. Projects must be completed before submitting reimbursement documentation.
9. Falsifying applications, invoices, or other documents submitted to TDA may make producer and farm ineligible to participate in present and/or future TDA programs, and may result in civil litigation or criminal prosecution.

Verification

1. Applicant must utilize equipment and structures reimbursed with cost share funds for the intended purpose of the program for a minimum of three continuous years from date of purchase.
2. Site visits relating to the performance of the activity before, during, and after completion may take place.
3. Applicants may be required to repay funds if they fail to comply with all aspects of the cost share guidelines.

Poultry Grower Cost Share Opportunities

| Minimum Poultry Requirements | Certifications | Lifetime Limit | \$7,000 Maximum Reimbursement |
|---|----------------|----------------|-------------------------------|
| Broilers – 75,000/yr Non-Broilers – 10,000/yr | Not Applicable | Not Applicable | Standard 35% Cost Share |
| Final maximums may be reduced based upon overall demand for cost share funding. | | | |

Guidelines

Eligible Items

- Generator – for poultry house use only
 - 20 – 40 KW power generation per house
 - Materials and labor to connect & wire the generator including automatic transfer switch
 - Foundation – concrete pad (recommended but not required)
 - Labor – labor conducted by a contractor/supplier for installation is eligible; labor cannot exceed 30% of total reimbursement; labor provided by the applicant is not eligible
- Propane Tank* – for poultry house use only
 - Minimum capacity – 1,000 gallons
 - Above ground only
 - Must be ASME certified (American Society of Mechanical Engineers)
 - Must be purchased and installed by a TN licensed dealer
 - Foundation – concrete pad or footers
 - Labor – labor conducted by a contractor/supplier for installation is eligible; labor cannot exceed 30% of total reimbursement; labor provided by the applicant is not eligible
- Biosecurity Items
 - Drive Over Foam/Spray Vehicle Disinfection System
 - ramps are eligible if purchased with system; *purchase of foam is ineligible*
 - Boot Wash – automatic
 - one per house for the main foot traffic or control room entrance
 - spare brush kit & scraper attachment are eligible with boot wash purchase; *purchase of disinfectant is ineligible*
 - Environmental Pads – reinforced concrete pads for the front/receiving end of the poultry house to allow for better cleaning and disinfection before and after receiving poultry
 - recommended dimensions: 20' wide x 14' deep (front to back) x 6" thick; reinforced concrete, sloped away from the building
 - Labor – labor conducted by a contractor/supplier for installation is eligible; labor cannot exceed 30% of total reimbursement; labor provided by the applicant is not eligible
 - Farm Gate – entrance to the poultry operation; gates must be installed far enough off the road for a semi-truck and trailer to be safely and completely out of traffic before stopping at the gate
 - 12' to 16' gate; solar & battery or electric setup; electronic opener/arm; must include two separate touch pads per gate, set at both high and low heights for easy access for all semi-trucks and farm vehicles
 - Labor – labor conducted by a contractor/supplier for installation is eligible; labor cannot exceed 30% of total reimbursement; *labor provided by the applicant is not eligible; material and labor for providing electrical service is not eligible*
 - *cellular remote controlled access ineligible; ornamental gate post construction (rock, brick, etc.) ineligible*
 - Poultry House Cleaner – for cleaning, washing down, and disinfecting the interior of the poultry house
 - large 540 rpm PTO driven sprayer and/or blower rigs
 - sprayer tank size must be 500 gallon and PTO driven
 - blower must be PTO driven and come with spray attachment

Requirements

1. It is the applicant's responsibility to ensure their project is eligible and meets all TAEP criteria.

* Only items where (*) is indicated may be new or used. Used items must be:

- In excellent working condition
- No excessive rust
- Functional soundness
- Reasonable market price

Important! This form will be scanned. Please complete in CAPITAL LETTERS using a black or dark blue ink pen. Do not use a felt tip pen, pencil, or marker. Leave boxes blank to indicate spaces. Please do not write outside the boxes.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ☒ ☒

2017 TAEP Cost Share – Application C

Poultry Grower

Official Use Only

1. APPLICANT INFORMATION

Last Name:

First Name:

Middle Name:

Title: ☐ MR ☐ MRS ☐ MS ☐ MISS Suffix: ☐ JR ☐ SR ☐ II ☐ III ☐ IV

Social Security Number - Last four digits only: X X X - X X -

This is for identification purposes ONLY. Applicant will provide taxpayer information at time of reimbursement.

Mailing
Address:

City:

ZIP:

☐ Home Address - same as mailing address (PO BOX not allowed)

Home
Address:

City:

ZIP:

Home
Phone:

Cell
Phone:

Email:

Farm County:

2. FEDERAL IRS SCHEDULE F: I certify that I have filed a Federal IRS Schedule F in one of the following years.

Please check year(s) filed: ☐ 2015 ☐ 2016 ☐ No

3. TAEP PRODUCER NUMBER (TPN):

This number replaces the previously required premises account number and ID. The TPN is exclusive to an individual and cannot be transferred. If you have applied for TAEP within the past three years, your TPN will be mailed to you in September. Please include your TPN on this form. New TAEP applicants will not have a TPN until applications are processed.

4. APPLICANT REQUIREMENTS:

Membership in the Tennessee Poultry Association (TPA) is required at time of application. Applicant membership will be verified with TPA to determine eligibility. Membership must be in the name of applicant or applicant's operation.

Are you a current member of Tennessee Poultry Association? ☐ Yes ☐ No

5. POULTRY INFORMATION

Please indicate poultry type, # of birds per year, and # of poultry houses for your operation.

| Poultry Type | # of Birds/per year | # of Poultry Houses |
|--|---------------------|---------------------|
| <input type="checkbox"/> Poultry – Broilers | | |
| <input type="checkbox"/> Poultry – Non-broilers (breeders, layers, & pullets) | | |

6. APPLICANT AGREEMENT

- I certify that I am a citizen of the United States of America or lawfully present in the United States.
- I certify that I am a resident of Tennessee and that I am at least 18 years old during application period.
- I understand only one Application C is allowed per Federal IRS Schedule F, per person, per application period.
- I understand it is my responsibility to ensure that my project is eligible and meets all TAEP criteria.
- I certify all the information on this application is complete, true and factual to the best of my knowledge and belief.
- I understand providing any false, fraudulent, or misleading information may result in penalties and/or make this farm/tract ineligible to participate in present and/or future Tennessee Department of Agriculture programs.
- I have reviewed and understand all of the guidelines listed in this application booklet.

Print Name:

Date:

/

/

Signature:

7. HOW TO SUBMIT APPLICATION C

- Application must be postmarked or hand delivered Oct. 1 – 16, 2017
- FAXES AND EMAILS ARE NOT ACCEPTED
- It is recommended to make a copy and mail the original using a traceable method of delivery
- Applicant will be notified in writing of approval or denial of application

Mail to:

**TN Dept. of Agriculture
Attn: TAEP FY2017 – C
P.O. Box 40627
Nashville, TN 37204**

How to Submit

How to Submit

Make a copy of your application materials for your files and submit the original by hand delivery or mail.

Please consider using a traceable method of delivery if mailing your application. For example, USPS Certified Mail with Return Receipt method will provide the sender with evidence of delivery (to whom the mail was delivered and date of delivery).

Hand Delivery

Applications may be hand delivered to the TAEP office, which is located in the Holeman Building at the Ellington Agricultural Center. The physical address is: 424 Hogan Rd., Nashville, TN 37220.

Mailing Address

TN Dept of Agriculture
Attn: TAEP 2017 – C
P.O. Box 40627
Nashville, TN 37204

Additional TAEP Programs

The following cost share programs are also offered by TAEP.

- Genetics
- Grain Storage
- Hay Storage
- Livestock Equipment
- Livestock Feed Storage
- Livestock Working Facility Cover
- Producer Diversification
- Licensed Livestock Market Equipment
- Veterinarian Equipment

Please contact taep.online@tn.gov for additional information.

Nondiscrimination

The Tennessee Department of Agriculture prohibits discrimination against persons based on their race, color, national origin, sex, age or disability. Any person alleging discrimination based on a prohibited basis has a right to file a complaint within 180 days of the alleged discrimination with the Tennessee Department of Agriculture and/or the Tennessee Human Rights Commission. For more information contact Human Resources at 615-837-5116 or the Title VI Coordinator at 615-837-5280.

Public Disclosure

Under Tennessee's Public Records law, information provided to the state becomes public record and is open to public inspection unless otherwise protected by state or federal law.

A public record is defined as all documents or materials, regardless of physical form or characteristics made or received in connection with the transaction of official business by any governmental agency. Please be aware that information collected by the Tennessee Department of Agriculture could be made available to the public upon request by any citizen of the state. Requests for public records will be examined for compliance with public record laws.

TAEP Contact Information

livestock.genetics@tn.gov
livestock.equipment@tn.gov
workingfacility.cover@tn.gov
grain.storage@tn.gov
hay.storage@tn.gov
livestock.feedstorage@tn.gov
poultry.grower@tn.gov
producer.diversification@tn.gov
taep.online@tn.gov

Tennessee Agricultural Enhancement Program
Tennessee Department of Agriculture
Ellington Agricultural Center
P.O. Box 40627
Nashville, TN 37204

Information Line
1.800.342.8206



Physical Address:
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Holeman Building
424 Hogan Road
Nashville, TN 37220