

# TPA NEWSLETTER...from the Tennessee Poultry Association



At the close of another year, we gratefully pause to say **THANK YOU** and wish you a warm and happy holiday season and a very **Merry Christmas!**



Artwork by Jennifer Zsolt, [www.jenniferzsolt.com](http://www.jenniferzsolt.com)

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## US ON HIGH ALERT FOR AVIAN FLU

Dec. 4, 2016 in [WattAgNet.com](http://WattAgNet.com) by Austin Alonzo

Winter is coming to North America and so are the migratory birds that might be carrying highly pathogenic avian flu.

On December 1st, Dr. Tom DeLiberto, an expert on avian influenza, spoke with WATT Global Media about the potential for the disease to spread in the winter migratory season. The assistant director of the USDA APHIS National Wildlife Research Center in Fort Collins, Colorado, said cold temperatures in northern Canada are pushing migratory birds and waterfowl known to carry strains of the potentially devastating virus south. For more details click [here](#).

## COMING in 2017

### Service Tech Workshop

March 1, 2017  
Murfreesboro, TN

### College Career Fair

March 23, 2017  
Murfreesboro, TN

### Spring Scholarship Fundraiser

#### Golf Tournament

April 20, 2017  
Hermitage Golf Course

### Sporting Clays Shoot

April 21, 2017  
Montgomery Co. Shooting Complex

### 2017 Annual Meeting &

#### Summer Getaway

August 4-5, 2017  
Sheraton Downtown Nashville



## Tennessee Tech University is awarded a \$2.07 million grant

Thanks to a Drive to 55 grant made possible under the leadership of Gov. Bill Haslam, Tennessee Tech University will expand the School of Agriculture with a Center for Poultry Science. The new facilities will be located at the university farm near Cookeville, located half-way between Nashville and Knoxville. This rural location is ideal to enhance student education and research opportunities, as well as provide support to the poultry industry.



The new facilities will include two broiler research houses, a feed mill, litter shed and a multi-purpose building. The multi-purpose building will contain a classroom, commercial kitchen and small processing area.



Photo credit: Tennessee Tech

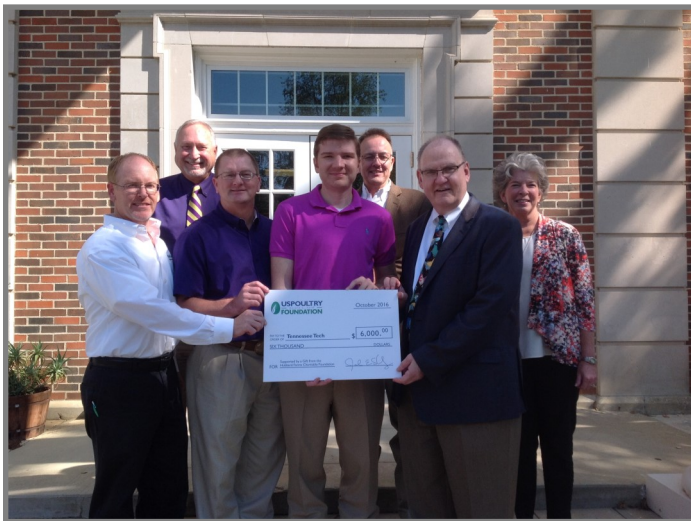
The three leading primary breeder poultry companies, Aviagen, Inc., Cobb-Vantress, Inc., and Hubbard LLC each have operations of major significance located within an hour of Tech. These three companies, through their collective international presence of operations, supply 98% of the broiler genetics to the world. In addition, Keystone Foods, Koch Foods, Perdue Farms, Pilgrims and Tyson Foods have grower operations and processing facilities in or very near TN and offer internships and career opportunities to Tech students.

Poultry interests at Tech have increased with greater enrollment in the poultry production class and more students are attending IPPE in Atlanta each January, and the TN Poultry Career Fair each March in Murfreesboro. A poultry specialist was hired in Nov. of 2015 and there are plans

to develop a poultry science degree option for animal science majors. Over 100 high school students are attending the state's Poultry CDE as well as Tech's poultry judging clinics, held annually in Cookeville. College students are finding a future in companies with a local presence with opportunities to grow. This is also good news for the poultry industry in TN as there will be more local talent with more training available to hire.

The Drive to 55 program has a goal to increase the number of Tennesseans with a postsecondary degree or certificate to 55 percent by 2025. □

The US Poultry Foundation recently presented a check for \$6000 to the TN Tech University School of Agriculture, made possible by a gift from the Hubbard Farms Charitable Foundation. These funds will be used to aid in student recruiting and retention efforts for the poultry science program at TTU, as part of US Poultry's Industry Education Recruitment Funding Program.



Pictured front row: Jay Daniels, **Hubbard LLC**; Dr. Dennis Fennwald; Dr. Zac Williams; and John Starkey - US Poultry; back row - Dr. Tom Riley, Dept. Head; Dale Barnett, TPA; and Dr. Liz Mullens, Dean of the TTU School of Agriculture.



John Starkey, President of the US Poultry & Egg Association, is shown here thanking Jay Daniels, Director of Operations for **Hubbard LLC**, for a gift to the USPOULTRY Foundation in the amount of \$50,000, made possible by the Hubbard Farms Charitable Foundation.





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GPO-0299AO (05/16)

## Observe, judge, act — Veterinarian offers practical tips for reducing carcass condemnations

*This article is provided in full, courtesy of Poultry Health Today; Joseph Feeks, Editor*

Nov. 21, 2016 [www.poultryhealthtoday.com](http://www.poultryhealthtoday.com)

Poultry processors and regulators have the same objectives — minimize chicken condemnations and maximize food safety. Working as a team is the best way to safeguard consumer health and maintain profitability at the processing plant.

“It should not be an adversarial or confrontational relationship,” said Douglas Fulnechek, DVM, senior technical service veterinarian for **Zoetis**. “You both have a role to play.”

Fulnechek spent 28 years with the USDA Food Safety and Inspection Service (FSIS) before entering private industry. He shared his insights into the regulatory and practical aspects of condemnation at the 2016 “Young Chicken Gross Pathology Workshop” held recently at the Georgia Poultry Laboratory in Gainesville, Georgia. (TPA Allied Member) **Zoetis** sponsored the event.

### Historical context

Poultry carcasses are inspected during processing for signs of disease. In some cases, these conditions may result in carcasses being condemned because they are deemed not suitable for human consumption. To ensure that’s the case, FSIS requires condemned carcasses to be denatured using a colored dye so humans will never consume them.

Fulnechek said several health conditions can lead inspectors to condemn a carcass, including:

- ◆ Septicemia/toxemia and airsacculitis, which are the two most common condemnations
- ◆ Other conditions that affect the whole carcass like tumors, ascites, keratoacanthomas and other degenerative processes

It would be difficult to find a processor who has not asked, “What gives the government the right to take my chickens?” The answer, Fulnechek explained, lies in *Mugler v. Kansas*, a case that the U.S. Supreme Court decided in 1887. According to the court:

*“All property in this country is held under the implied obligation that the owner’s use of it shall not be injurious to the community.”*

“Once that carcass goes into the condemned barrel — even if it was a perfect carcass — it doesn’t get to come back,” Fulnechek said. “However, decisions [to condemn carcasses] have to be supported by scientific fact. Congress laid out the rules that FSIS has to follow: ‘Such condemnations shall be achieved through uniform inspections and uniform applications.’”

The word “uniform”, of course, is subject to interpretation. This is why the Poultry Products Inspection Regulations spell out condemnation requirements as clearly as possible. “I encourage the industry to look up these regulations, carefully read them and have a discussion with the veterinary supervisor in the plant, because they all have a similar theme,” Fulnechek said.

This is where the human element comes into play. FSIS inspectors first make their observations, then make a judgment based on what they saw and take appropriate action, if necessary.

### Observation criteria

Inspectors have a checklist of what they are looking for, including:

- ◆ Body condition (plumpness, muscling, keel prominence, cachexia)
- ◆ Tissue hydration
- ◆ Fat
- ◆ Liver
- ◆ Spleen
- ◆ Cardiovascular system
- ◆ Gastrointestinal tract

Fulnechek elaborated on the checklist. “You do it this way every time,” he said. “You go through this system so that you don’t overlook something.”

### Questions that get asked:

- ◆ You talk about the body condition. Is it plump? (“Juicy” was one of the terms that my FSIS inspectors used.)
- ◆ Look at the muscling, the prominence of the keel. Determine if the bird has been off feed. Has it lost some muscle mass? Was it properly hydrated?
- ◆ Examine the color and composition of the fat. Can you see changes such as serious atrophy of the fat?
- ◆ Almost all liver colors are normal, except for the green ones.
- ◆ The spleen: What kind of changes, mottling or other changes might you see?
- ◆ The cardiovascular system: Is there an enlarged heart?
- ◆ The gastrointestinal tract: Is there some evidence of chronic enteritis?

“All of those things go into making this group of observations that you then use to make an interpretation,” he told the audience of poultry veterinarians, processing plant managers and veterinary students.

*(continued on page 5)*



## Observe, judge, act — Veterinarian offers practical tips for reducing carcass condemnations

(continued from page 4)

He also cautioned that inspectors have leeway to go beyond this checklist as warranted.

“There is an allowance for disease conditions and the stage of the diseases for the veterinary supervisor in the plant to make some judgment,” he said. “That judgment still has to be based on the regulations. Is this product adulterated because of whatever physiological state or disease state that it’s in?”

### Passing judgment

Armed with these observations, inspectors then look at what Fulnechek called “the weight of evidence” to do one of the following:

- ◆ **Pass the bird**, because it’s wholesome and unadulterated.
- ◆ **Pass the bird with a restriction.** “For example, it has fecal contamination in it, so it needs to be washed out. It’s going to the knife salvage table. Or maybe it’s got airsacculitis and needs to be vacuumed, or it’s got intraclavicular airsacculitis and it needs to go to the offline airsac salvage station.”
- ◆ **Retain the carcass for veterinary disposition.** “I’m encouraging both parties to consider this option more than it’s being used. It is my position — and it was the position when I was an inspector in charge of my assignment — that all suspect cadavers should be hung back for veterinary disposition.”
- ◆ **Condemn it outright** due to whole-carcass changes or systemic carcass changes.



Doug Fulnechek, DVM, of **Zoetis** (center) leads discussion on carcass condemnations at a recent food-safety workshop at the Georgia Poultry Laboratory, Gainesville.

(Photo credit: Joseph Feeks)

Nevertheless, it is the right and even the responsibility of processors to appeal decisions if they believe inspectors incorrectly applied the science. How inspectors rule can have a big impact on a processor’s bottom line, Fulnechek said, adding that the difference between 0.15 percent and 0.25 percent condemnation rate could be worth more than \$700,000 annually.

“That’s a steep loss for processors,” he said, “but inspectors are not focused on a processor’s bottom line — nor should they be. **Inspectors are focused strictly on food safety and compliance.**

“The point is that everyone recognizes that human beings are involved in making these assessments and both parties need to listen to and respect the other’s point of view,” Fulnechek added. “If you, as a poultry processor, think the judgment is off-target, you need to try to get it corrected through an appeal. Likewise, if there’s a problem, you need to work with your veterinarian and producers to address it.”

In the end, the scientist concluded, everyone involved must understand what’s at stake and work toward the same goal of safe, affordable poultry and consumer confidence. □

Visit our website at [www.tnpoultry.org](http://www.tnpoultry.org)  
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## 2016 TPA Grower Meetings

Thank you to everyone who attended and sponsored the TPA Grower Meetings on Nov. 8-10<sup>th</sup> at UT Martin, Cookeville, Shelbyville and Cleveland. Dr. Steve McCarter with Tyson addressed avian influenza and biosecurity concerns at the first three meetings and Dr. Louise Dufour-Zavala from the GA Poultry Lab spoke on this topic in Cleveland. Dan Campbell with Campbell Lighting out of Percy, Arkansas was on hand to address LED lighting and TPA's Executive Director, Dale Barnett gave an overview of available cost-share program opportunities for growers. To receive the available presentations or to make contact with any of the speakers call 931-225-1123 or email [dbarnett@tnpoultry.org](mailto:dbarnett@tnpoultry.org). ▢





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## Researchers Improve the Diet of Female Broilers Raised to 56 Days of Age

Sept. 29, 2016 – USPOULTRY and the USPOULTRY Foundation announced the completion of a funded research project at the University of Arkansas in Fayetteville, Ark., in which the researchers were able to improve the diet of female broilers raised to 56 days of age.

Dr. Sami Dridi and Dr. Michael Kidd, from the University of Arkansas, recently completed a research project where they determined the ideal level of the amino acid valine that should be included in the diet of female broilers. They found that **by optimizing the ratio of valine to lysine in the diet, improvements in body weight, feed conversion and breast meat yield could be achieved.** In addition, **the percentage of fat in the carcass was reduced.** This is valuable new information for broiler nutritionists and broiler companies.

For a detailed summary, click [here](#) or go to [http://www.uspoultry.org/research/resproj/PROJ\\_F061.html](http://www.uspoultry.org/research/resproj/PROJ_F061.html) □

## Improving broiler bone strength through nutrition

Information from [WorldPoultry.net](http://WorldPoultry.net) Oct. 7, 2016

“The incidence of leg weakness and broken bones is a serious problem in the poultry industry worldwide and causes huge economic loss each year. Modern broilers grow three to four times faster than previous generations. How can producers ensure that birds develop adequate bone strength through nutrition?”

To learn more about common leg disorders and new insights regarding the essential fatty acid DHA as a possible key factor, among other known factors, to preventing the development of osteoporosis in humans and animals go to [www.WorldPoultry.net](http://www.WorldPoultry.net). □

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## China Extends Anti-Dumping Measures on Import of U.S. Chicken Another Five Years

On September 30, 2016, from the NCC in [International Trade](#)

China's commerce ministry announced this week that it will extend anti-dumping measures on imports of U.S. broiler chicken products for a further five years, effective from September 27. A suspension of the measures would potentially hurt Chinese firms, according to a statement posted on the ministry's website on Monday.

China first imposed the duties on chicken imports from the United States in September 2010, claiming that chicken was subsidized in the United States and then dumped on the Chinese market at prices below fair market value.

China's commerce ministry said on August 22 that China would extend anti-subsidy measures on imports of U.S. broiler chicken products for a further five years, effective from August 30.

In May 2016, U.S. Trade Representative Michael Froman mounted a challenge to China at the World Trade Organization because of the Chinese Government's failure to bring its anti-dumping and countervailing duties against imports of U.S. chicken into compliance with WTO rules. In 2013, a WTO dispute settlement panel found that China's anti-dumping and countervailing duties violated its WTO obligations. Despite that decision, China continues to refuse to remove these duties.

Chicken is the fastest-growing protein in overall consumption terms in China and accounts for nearly a fifth of total meat consumption. □



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[www.youtube.com/watch?v=69y2\\_Rd7arg](http://www.youtube.com/watch?v=69y2_Rd7arg)



## Group petitions USDA for cancer-risk warning labels on processed meat & poultry

By Tom Johnston on 12/2/2016 from [MeatingPlace.com](http://MeatingPlace.com)

The Center for Science in the Public Interest (CSPI) on Thursday petitioned the USDA to require labels on packages of processed meat and poultry that would warn consumers that eating those products is associated with colorectal cancer.

In its [petition](#) CSPI cites findings of the World Health Organization's International Agency for Research on Cancer (IARC), "which concluded in 2015 that processed meat is 'carcinogenic to humans.'"

IARC's conclusions have come under heavy criticism, and even WHO admitted to "shortcomings" with IARC classifications that fostered misinterpretations.

Meat industry lobbyists were quick to refute CSPI's petition as being based on IARC's tenuous findings and failing to account for numerous studies that find no relationships between meat and colon cancer and tout the benefits of balanced diets including meat.

The petition, said the North American Meat Institute, "is the most recent example of the scare tactics that have earned [CSPI] the nickname 'the food police.'"

For more information visit [www.meatingplace.com](http://www.meatingplace.com). □

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## Natural chickens, natural eggs don't exist

September 16, 2016 blog from [WAttAgNet.com](http://WAttAgNet.com) by [Benjamín Ruiz](#)

*In reality, there is nothing "natural" as people imagine. Why do chickens and eggs have to be any different?*

Paraphrasing Jordi Luque, who wrote a very good editorial in the [Spanish newspaper El País](#) on September 5, there are no such things as natural chicken or natural eggs; they are only claims to sell more. And deceive ourselves. Groups and individuals are looking for natural foods, with no processing, no chemicals, no genetic modifications; cage-free eggs, [slow growth chickens](#), organic chickens and a long etcetera.

However, humans have always processed foods. Although made with "natural" products, jams, bread or a bowl of rice have all undergone a process. And when our ancestors were adding vinegar to preserve foods, a chemical was added: acetic acid.

On the other hand, when humans stopped being nomadic and agriculture was born, the selection of plants and animals with the best features began. Therefore, [genetic modification](#) and manipulation also started. We have modified everything, as Luque said.

### What does 'natural' really mean?

So, if we raise the chickens we have now in a "natural" way, will they be *real* natural chickens? Or will eggs from [cage-free hens](#) fed soy and corn "without genetic modification" be more natural than regular eggs?

Neither chickens, nor hens, corn, soybeans, the ground itself, or nothing else are as they were in the idyllic past. The poultry industry should concentrate its efforts on producing animals well, efficiently and without mistreating animals, yielding good quality and safe products, and without affecting the environment. The poultry industry must share with consumers what it does and teach them what it is really worthwhile.

Make no mistakes, says Luque in his article, "**When we go out to collect food we do not go to the forest, we go to the supermarket**". "Natural does not exist, it is just a euphemism to soften the fact that we are increasingly further away, precisely, from nature".

For more information, click [here](#). □

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## Analysts size up 2017 chicken market prospects

By [Meatingplace Editors](#) on 10/21/2016

Analysts attempting to gauge the impact of increased chicken production on pricing in 2017 have mixed views, with exports of competing beef and pork seen as a critical factor.

Wall Street analyst Farha Aslam of Stephens Inc. summed up the outlook from Urner Barry as bearish on chicken prices after hosting a discussion with analysts from the protein market data publisher. Urner Barry's view reflects increased supplies and potential competition from beef and pork, Aslam said in a report to her clients.

Aslam's own forecast is less pessimistic. "Exports of U.S. beef, pork and chicken are accelerating and will be a key factor on pricing," she wrote. "We anticipate chicken prices will likely be flat year over year in 2017 compared to 2016 as improved dark meat prices offset lower white meat prices."

### Chicken supply

Aslam predicted chicken production would rise about 2 percent in 2017, driven by an increase in head.

Pullet placements are up 5.1 percent year to date, suggesting greater production capacity. But placements have moderated in recent months, and part of the pullet increase reflects the desire to bring down the age of the flock, conversion to a breed that lays fewer eggs, and increased fertile egg production for the export market, Aslam wrote. She also forecast egg set growth would moderate in November, to 2 to 3 percent from the current 3 to 5 percent.

### Pricing outlook

**Boneless breast meat:** Urner Barry expects the boneless, skinless breast meat price to test an all-time quoted low of \$1.05 per pound, which implies a traded price of 85 to 90 cents per pound.

**Leg quarters:** Prices have rallied in 2016 and were double year-ago levels at 27 cents per pound in the most recent week, reflecting increased access to export markets. Prices have been supported by production cuts in Brazil. Aslam expects leg quarter prices to stabilize at current levels.

**Wings:** Prices are slightly below year-ago levels but should be well supported through football season and into March Madness, Aslam said.

For more information go to [www.meatingplace.com/Industry/News/Details/69472](http://www.meatingplace.com/Industry/News/Details/69472) □



## U.S. Should Prepare for Possible AI Outbreaks

November 18, 2016 in [Avian Influenza](#)

More outbreaks of avian influenza in Europe are likely to occur in the next few weeks as wild birds believed to transmit the virus migrate southward, said Matthew Stone, Deputy Director General of the World Organization for Animal Health (OIE), this week. North America, especially the United States where avian influenza last year led to the loss of approximately 50 million poultry, should also prepare for possible new cases this season, Stone cautioned.

Eight European countries and Israel have found cases of the highly contagious H5N8 strain of bird flu in the past few weeks and some ordered that poultry flocks be kept indoors to avoid the disease spreading. Most outbreaks involved wild birds but Germany, Hungary and Austria also reported cases in domestic duck and turkey farms where all poultry had to be culled.

"From the level of exposure that we have seen to date I would expect more detections, hopefully only in wild birds, but it is certainly possible that the presence of this virus in wild birds will create an opportunity for exposure in domestic poultry," Stone told *Reuters* in an interview.

It would be "no surprise at all" to see new detections in wild birds in North America, Stone said, adding that he hoped the biosecurity framework set up by the U.S. industry and the government would reduce the risk of large-scale outbreaks. "At this stage, we have to take history as our best indicator of what may well play out over the next few months," Stone said.

Switzerland, Poland, the Netherlands, Denmark and Croatia have also reported outbreaks of the H5N8 avian influenza in recent weeks, in addition to outbreaks in Germany, Hungary, Austria and Israel. Denmark and the Netherlands have ordered farmers to keep poultry indoors and Germany is considering whether to do the same. Switzerland said it plans to extend to the entire country precautionary measures to prevent the spread of the virus. France has been spared thus far but has called for poultry farmers to increase controls and biosecurity measures.

(If not already familiar with the HPAI preparedness and biosecurity information and materials posted by TPA go to <http://www.allinallgone.com/tennessee-poultry-association/>) □



## Heat Inactivation of the HPAI Virus in poultry litter

Oct. 11, 2016 – USPOULTRY announced the completion of a funded research project at the USDA ARS Southeast Poultry Research Laboratory in Athens, Ga., to effectively inactivate the avian influenza virus in poultry litter.

Research conducted by Dr. Erica Spackman, of USDA ARS, provides various time and temperature profiles to effectively inactivate the avian influenza virus in chicken litter. During an outbreak a great deal of time and effort goes into attempting to inactivate avian influenza virus in a contaminated facility using cleaning and disinfection. Dr. Spackman showed that the virus can be relatively quickly inactivated by heat, and she established the parameters required to achieve inactivation of the virus. This is important information that can be used in future outbreaks to more quickly eliminate the virus from inside contaminated facilities.

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

## Impact and control of pathogens in feed on poultry

Information from: [Worldpoultry.net](#) Nov. 21, 2016

There is a great article by Laura Holmes in [WorldPoultry.net](#) that takes a look at where and how pathogens can be introduced to a poultry operation, why feed is so commonly overlooked as a vector and how good husbandry practices and biosecurity can reduce their presence and avoid non-compliance. Excerpts from this article include:

"Research shows that by the time feed reaches feeders, we can expect to see an increase in contamination levels of somewhere between 4 and 20 times levels measured at the feed mill. At that point we can predict that more than 10% of the pelleted feed consumed by animals would exceed 10,000 times the maximum permissible bacterial contamination levels suggested for drinking water." (Per Dr. Gino Lorenzoni, global pathogen specialist at Anitox.)

"Feed is undoubtedly a transmission route for bacterial pathogens including *Salmonella*, *E.coli*, *Listeria*, *Clostridium*, *Staphylococcus* and more (Uwaezuoke *et al*, 2008). It is also possible that viruses including the [Avian Influenza virus](#) can survive in and be transferred to farmed birds through unprotected feed. Feed materials, such as wheat, can act like 'sponges' and pick up pathogens from the point of pick, through the feed mill and right up to delivery onto a farm. High, and varying levels, of pathogen load in feed ingredients vary based on ingredient type, season and supplier. Wet harvests, for example, are associated with moldy grains which can lead to high [mycotoxin](#) content."

To see the full story, click [here](#). □

# Top 10 export markets for US broilers

USDA Economic Research Service data shows where the most U.S. chicken meat was shipped during the month of July.



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Source: USDA Economic Research Service (ERS) report; USDA Livestock & Meat International Trade Data report.

## UT Extension Posts Information for Dealing with Drought

Online Resource Includes Webinars, Articles and Publications

KNOXVILLE, Tenn. - It's been dry. Producers throughout the state are feeling the effects of an uncommonly hot, dry autumn. Many are concerned for the health and welfare of their livestock, and concern is growing regarding wildfires.

To help the state's farmers, rural communities and families deal with the ongoing situation, University of Tennessee Extension has posted an online "drought resources" webpage. The site provides links to a variety of educational information that can help people make informed decisions on how to deal with extended dry conditions. You can find the website at this URL: <https://extension.tennessee.edu/Pages/ANR-CED-Drought.aspx>

"We intend for this website to be a 'living document,'" said Robert Burns, Associate Dean of UT Extension who works with agricultural, natural resource and community economic development issues. "It will be continually added to and updated with information from UT Extension specialists and other credible sources."

The site includes dates, locations and times for statewide producer webinars where drought management techniques will be presented. Some webinars have already occurred, but recordings of all the webinars are being posted for later viewing.

Along the top of the page is a link to the UT Extension publications page, where a simple search for topics of interest, such as "drought" or "livestock watering" may be entered to generate a list of publications by UT Extension specialists that may provide valuable information. Most of the publications are available for download free of charge.

Producers and landowners may also find information online at these websites:

- ◆ Their local county UT Extension Office: [www.extension.tennessee.edu](http://www.extension.tennessee.edu). Just click on the link for "Your Local Office" and click on your county's image or name.
- ◆ Tennessee Department of Agriculture: [www.tn.gov/agriculture](http://www.tn.gov/agriculture)
- ◆ The National extension site: [www.ask.extension.org](http://www.ask.extension.org)

Of particular concern to livestock producers is where to find enough feed for their animals during the late fall and winter. The Tennessee Department of Agriculture, in cooperation with the Tennessee Farm Bureau Federation, maintains a Hay Directory ([www.tn.gov/agriculture/article/ag-farms-hay](http://www.tn.gov/agriculture/article/ag-farms-hay)) for producers looking to purchase hay.

For those with limited access to the internet, phone numbers for the local Extension Office are generally found in the government section of the telephone book.

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NCC research shared by Tom Super, senior vice president of communications, NCC, and Melissa Kinch, partner and associate director, Ketchum West, revealed several consumer misconceptions about chickens and the way they are raised.



**1**  
**Genetically modified**  
78 percent of consumers believe most chickens are genetically modified to grow bigger/faster.



**2**  
**Added hormones/steroids**  
77 percent of consumers believe there are added hormones/steroids present in most chickens.



**3**  
**Antibiotics**  
73 percent of consumers believe there are antibiotics present in most chicken meat.



**4**  
**Caged housing**  
68 percent of consumers believe most chickens raised for meat are raised in cages.



**5**  
**Illness**  
55 percent of consumers believe that the way most chickens are raised increases their risk of getting sick.



**6**  
**Salmonella**  
44 percent of consumers believe a majority of raw chicken meat contains Salmonella.

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Source: NCC research by Tom Super, senior vice president of communications, NCC, and Melissa Kinch, partner and associate director, Ketchum West, presented at the Chicken Marketing Summit 2016.  
Image Source: Peter Dren, Aggri.com; Kragg@iStockphoto.com; Gudney, Jevik@iStockphoto.com; Rindick@iStockphoto.com; Rindick@iStockphoto.com; Rindick@iStockphoto.com

## 6 Common Broiler Production Misconceptions

From: [WattAgNet.com](http://WattAgNet.com) by Roy Graber and Jennifer Keller on Sept. 23, 2016

*Consumers have wrong ideas about how chickens are raised for food production*

There are six major misconceptions that U.S. consumers have about broiler chickens and the way they are raised. Those misconceptions include:

- 78 percent believe most chickens are genetically modified to grow bigger/faster
- 77 percent believe there are added hormones/steroids present in most chickens
- 73 percent believe there are antibiotics present in most chicken meat
- 68 percent believe most chickens raised for meat are raised in cages
- 55 percent believe that the way most chickens are raised increases their risk of getting sick
- 44 percent believe a majority of raw chicken meat contains *Salmonella*

Speaking at the Chicken Marketing Summit in July, Tom Super, National Chicken Council (NCC) senior vice president of communications, Melissa Kinch, partner and associate director of Ketchum West, shared those misconceptions with summit attendees.

The duo added that according to NCC research, a majority of consumers surveyed say the media portrays the care of broiler chickens negatively, and that chicken labels and packages are phrased in ways that are misleading.

Super also encouraged those involved in the broiler chicken industry to be transparent and tell its own story, so animal rights activists will not tell it for them. In order to gain the trust of consumers and to clear up these misconceptions, Super said the chicken industry needs to get the conversation started from a shared place of interest. Those in the poultry industry need to use clear, educational language that tells a positive story while clearing up confusion.

The 2017 Chicken Marketing Summit has already been scheduled for July 16-18 at the Historic Grove Park Inn in Asheville, North Carolina.

For more information go to WattAgNet.com at <http://www.wattagnet.com/articles/28308-infographic-6-common-broiler-production-misconceptions> □

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## UT Martin receives Hubbard Farms Charitable Foundation grant through US Poultry

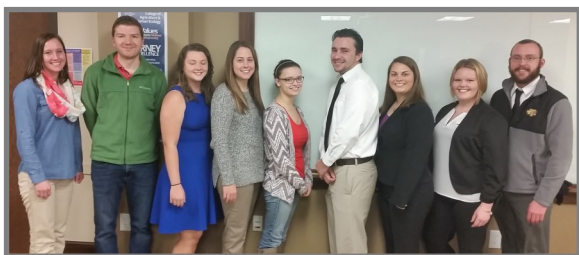
The USPOULTRY Foundation has awarded student recruiting grants totaling more than \$291,000 to six U.S. universities with Poultry Science departments and 26 other institutions with industry-related programs. The Foundation provides annual recruiting and retention funds to colleges and universities to attract students to their poultry programs.

The **University of Tennessee at Martin** was awarded \$3700, made possible by the **Hubbard Farms Charitable Foundation**. These funds will mainly be used to once again take a group of students to IPPE in January. This is a great opportunity to introduce these students to the industry and to give them the opportunity to interview for internships and careers. UTM is additionally interested in expanding their poultry teaching interests and opportunities for their students. TPA has been working closely with UTM Ag faculty members Craig Darroch, Emalee Buttrey, Joey Mehlhorn (Gilbert Parker Chair of Excellence), Todd Winters (Dean, College of Ag), Wesley Totten (Dept. Chair) and Brad Buttrey in making this all happen. UTM hosted the Nov. 8<sup>th</sup> grower meeting for TPA. UTM additionally works closely with the Tyson complex in Obion County to give students great exposure to all plant and live production aspects of the industry.



**MARTIN**

The poultry production class at TN Tech, led by Dr. Zac Williams, was assigned the task this past semester to establish a broiler complex with a 6 lb. target weight that will be processing 2 million whole birds per week. The 17 students were divided into teams to address the hatchery, broiler breeder, broiler production, feed mill and processing needs for this complex. The students presented their projects during finals week and did a great job working through their calculations and justifications in determining the amount of housing sq. footage needed for the breeders and grow outs, the number of eggs to set each week, the number of trucks and trips needed to place chicks, deliver feed and for live haul, the amount of feed & the amount of the ingredients for each ration, the number of employees needed for each of these production teams, etc. TPA President Chynette Todd and TPA Executive Director Dale Barnett were on hand to help evaluate the presentations and to ask the students questions. The students commented most about not realizing prior to taking this class as to how much math is used daily by our industry. Many of the students stayed after class to visit with Chynette and Dale about career opportunities, IPPE and the TPA career fair planned in March.



*Pictured from L to R: Chynette Todd, Dr. Zac Williams, Peyton Jones, Katelynn Cammack, Anne Allen, Ben Layne, Tori Marshall, Deanna Martin and Cody Baltimore. (Peyton starts with Tyson Shelbyville on the live production team Jan. 2<sup>nd</sup>, and Deanna and Cody graduate December 10, 2016 and are currently seeking employment within the industry!)*



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### **Reducing ammonia emissions in poultry**

Aug. 23, 2016 from WorldPoultry.net

Ammonia emissions on poultry farms can be reduced by up to 50% through nutritional strategies that reduce nitrogen in excreta and prevent ammonia from being released into the environment. The formulation of diets to more closely meet the bird's amino acid requirements and the addition of fiber are key.

Poultry manure and its nitrogenous compounds can be a potential pollutant causing eutrophication, nitrate or nitrite contamination of water, ammonia volatilization and acid deposition in the air. Therefore, reducing nitrogen excretion and emissions in poultry manure by nutritional strategies is important to maintain a clean environment.

To see the full article regarding the effects of fiber, feed ingredients, feed processing, feed additives and phase feeding on ammonia production go to: [www.worldpoultry.net/Health/Articles/2016/8/Reducing-ammonia-emissions-in-poultry-2846988W/](http://www.worldpoultry.net/Health/Articles/2016/8/Reducing-ammonia-emissions-in-poultry-2846988W/) □

### **Environmentalists Sue EPA Over Ammonia Air Emissions**

November 10, 2016 from the United Egg Producers newsletter

Environmentalists again filed suit in the U.S. District Court for the District of Columbia against EPA. The suit was filed by the Environmental Integrity Project, HSUS, Food and Water Watch and others. They cited the agency's lack of response to their 2011 petition requesting the agency issue a Clean Air Act (CAA) national ambient air quality standard (NAAQS) for ammonia emissions from animal feeding operations.

The suit asks the court to impose a 90-day deadline for EPA to issue a response either granting or denying the petition. Earlier this fall, this court ruled against these groups on procedural grounds because they had failed to give EPA sufficient notice of their intent to sue. Apparently, anticipating that loss in the original suit, these groups sent EPA a notice last February, opening the door for this latest legal challenge. The groups had been waiting for EPA to complete the emissions factors using the data from the National Air Emissions Monitoring Study. With no completion of that work in sight, the groups have taken this litigation route, saying that that ammonia endangers public health and welfare.

While EPA is expected to fight this challenge in court and ultimately not do an ammonia NAAQS, we do not have enough information to know that for certain. If ammonia were to be listed as a "criteria pollutant," it is likely that significant portions of the country would be found to be impaired and wide-spread permitting of CAFO ammonia emissions could result. □



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## DATES TO REMEMBER

### PROPANE FARM INCENTIVE PROGRAM

December 31, 2016

Deadline for heaters & generators

[www.propane.com/farmincentive/](http://www.propane.com/farmincentive/)

### VFD GOES INTO EFFECT

January 1, 2017

[Veterinary Feed Directive](#)

### TVA'S SOLAR PROGRAM

January 11, 2017

GPP application period begins

*"First-come, first-served!"*

### SERVICE TECH WORKSHOP

March 1, 2017

Lane Agri-Park Auditorium  
Murfreesboro, TN

### COLLEGE CAREER FAIR

March 23, 2017

Embassy Suites  
Murfreesboro, TN

### REAP GRANT APPLICATION DEADLINE

March 31, 2017

Retrofit/energy projects  
AgEMPS & Solar

### SPRING SCHOLARSHIP FUNDRAISER

*Golf Tournament*

April 20, 2017

Hermitage Golf Course  
Nashville, TN

*Sporting Clays Shoot*

April 21, 2017

Montgomery Co Shooting Complex  
Southside, TN

## **Less than 30 days & counting before new VFD rules effect**

Dec. 1, 2016 from the [VFD News Center](#)

Veterinarians, feed mills and poultry producers are into the final stretch and now have less than 30 days to prepare for the new **veterinary feed directive** rules that take effect January 1, 2017.

It's a good time for everyone to review medication needs and ensure they have the VFD forms they need to ensure a smooth transition after the new year.

Still confused about the new rules? Visit the [VFD News Center](#) for everything you need to know and sign up for a free VFD newsletter. [More](#) □

## **AVIAN INFLUENZA ALERT & UPDATE**

Dec. 1, 2016

Are you **All In All The Time** with respect to your heightened biosecurity practices? Avian Influenza has really surfaced the past few months in the Eastern Hemisphere and was found in a wild mallard duck in Alaska back in August. Our wild birds do co-mingle with their wild birds in the Arctic and northern Alaska as part of their respective migrations before heading back south.

**Japan** recently started depopulating *another* 230,000 chickens. This is the third bird flu outbreak in less than a week in Japan. More than 300,000 layer chickens and ducks were already being culled. This is the first **H5** avian flu in Japan in nearly 2 years.

Outbreaks of the **H5N8** strain of HPAI have been escalating around **Europe** very recently. Wild birds on a layer farm in **Sweden** and wild ducks in **Finland** have been reported. **France** reported its first H5N8 in waterfowl kept on a private body of water and in another flock that visited this body of water; all 60 birds were destroyed. A duck fattening farm in the **Netherlands** was infected and 9500 ducks were depopulated. In **Germany**, another backyard flock was found positive, as well as a zoo and a large number of wild birds. Other outbreaks have been reported in **Austria**, **Croatia** and **Poland**.

**Hungary** has confirmed outbreaks on nine more farms, mainly affecting ducks and geese. Over 107,00 birds have been destroyed. 5 backyard flocks in **Germany** have been affected and a 16,000 bird turkey flock has been depopulated. **Denmark** is said to have had a farm affected as well. **Switzerland** reports 51 wild birds dying in 39 separate incidents across their country, which included mainly tufted ducks and herring gulls, as well as Grebes waterfowl and birds of prey including a falcon and a buzzard. Other outbreaks of AI were reported in wild birds in the **Netherlands**, **Sweden** and **Russia**, *where the virus is thought to have originated*.

The **H5N1** avian flu has been infecting premises in **W. Africa** since 2015. The latest outbreaks have been in Ghana and Nigeria. **Ukraine**, **Romania** and **Egypt** are all reporting outbreaks. In the **Middle East**, **Iran** has destroyed 25,472 layers after a previous outbreak in another region, and **Israel** has not recently reported any new outbreaks. **India** reported **H5N8** that occurred back in October, which resulted in the loss of 900 birds and the destruction of 693 more.

**South Korea** announced on Nov. 29<sup>th</sup> that it would cull 3% of its total poultry population to curb an outbreak of **H5N6** that has hit a number of farms across the nation. Isolated *human infections* with **H7N9** and **H5N6** have been reported in **China** during 2016 according to the World Organization of Animal Health (OIE) website at [www.who.int/influenza/human\\_animal\\_interface/avian\\_influenza/archive/en/](http://www.who.int/influenza/human_animal_interface/avian_influenza/archive/en/).

This past August, **H5N2** was found in a wild mallard duck at a state wildlife refuge near Fairbanks, **Alaska**. This is the *same strain* that caused the enormous losses in the upper Midwest of the U.S. in the spring of 2015, but has not been found in the U.S. since June of 2015.

The last high path outbreak in the U.S. occurred in Indiana in a commercial turkey flock on Jan. 15, 2016. 43,000 birds were depopulated due to **H7N8**.

For the latest avian influenza updates and outbreak reports go to [ThePoultrySite.com](http://ThePoultrySite.com) and to the [USDA/APHIS website](#).

Are you **All In All The Time** with respect to your ongoing biosecurity practices? For more information and to see how you might step up your game, go to <http://www.allinallgone.com/tennessee-poultry-association/>. □





## National Chicken Council Launches New Blog and Instagram Page

Washington, D.C. – October 13, 2016 – For many, chicken is the go-to food for lean meat, because of its low fat and high protein content, its versatility, variety, affordability and health benefits. In fact, according to U.S. Department of Agriculture estimates, Americans will eat 92 pounds of chicken per person this year, a record amount.

But with that popularity, variety and so many choices, come questions, confusion and sometimes misperceptions. People want to know more than just that the food they purchase is safe for them — they want to know it was raised humanely and sustainably.

To help answer those questions and cut through some of the confusion, the National Chicken Council (NCC) today as part of its [Chicken Check In](#) initiative announced the launch of a new blog – [The Cluck](#) – and a new [Instagram account](#).

The Instagram page features pictures from chicken farmers from across the country going about their daily business on their farms, caring for their flocks.

"Chicken farmers and company personnel take pride in the care of their chickens, and the fact is that our national flock is as healthy as it's ever been, but we know it's on us as an industry to do a better job of providing more information about how the chicken we feed our families is raised and produced," said Tom Super, NCC senior vice president of communications. "The new blog and Instagram page offer two more vehicles for us to that."

[Chicken Check In](#) was launched in December 2015 and is continuously updated to help provide real answers about current issues in chicken production and give consumers as close of a look as they would like at the lives of the birds. In addition to the new blog and Instagram page, the site contains [videos](#), [FAQs](#), [infographics](#), and links to [Facebook](#), [Twitter](#), [YouTube](#) and [Pinterest](#). □



### CHICKEN is the

#1  
protein consumed  
in the U.S.<sup>1</sup>

In 2015,  
U.S. consumers spent  
**\$90  
BILLION**  
on chicken.<sup>2</sup>

**90 pounds/person**  
In 2015, Americans consumed more chicken per capita than anyone else in the world!<sup>1</sup>

**55%**  
of chicken in the U.S. is sold in grocery stores/supermarkets.<sup>3</sup>

**45%**  
is sold in restaurants/cafeterias/food service.<sup>3</sup>

1985 1992  
Chicken consumption in the U.S. passed pork in 1985 and beef in 1992.<sup>1</sup>

## The Business

## OF CHICKEN

Chickens raised for meat are called **BROILERS**.



**8.8 BILLION**  
broiler chickens weighing  
**53 BILLION**  
pounds were raised  
in 2015.<sup>2</sup>

**95%**  
of broiler chickens  
are raised on  
family farms.<sup>2</sup>

**25,000**  
FAMILY FARMS  
raise chicken  
in the U.S.<sup>2</sup>

The **TOP 5 STATES** that raise the most broilers are:  
Georgia, Arkansas, Alabama, North Carolina and Mississippi.<sup>4</sup>

**NEARLY  
1,400,000**  
people are directly and indirectly employed by the broiler industry in the U.S.<sup>5</sup>

#### SOURCES

- <sup>1</sup> <http://www.nationalchickencouncil.org/about-the-industry/statistics/per-capita-consumption-of-poultry-and-livestock-1965-to-estimated-2012-in-pounds/>  
<sup>2</sup> <http://www.nationalchickencouncil.org/about-the-industry/statistics/broiler-chicken-industry-key-facts/>  
<sup>3</sup> <http://www.nationalchickencouncil.org/about-the-industry/statistics/domestic-market-segments/>  
<sup>4</sup> <http://www.nationalchickencouncil.org/about-the-industry/statistics/top-broiler-producing-states/>  
<sup>5</sup> <http://www.chickenfeedamerica.com/>



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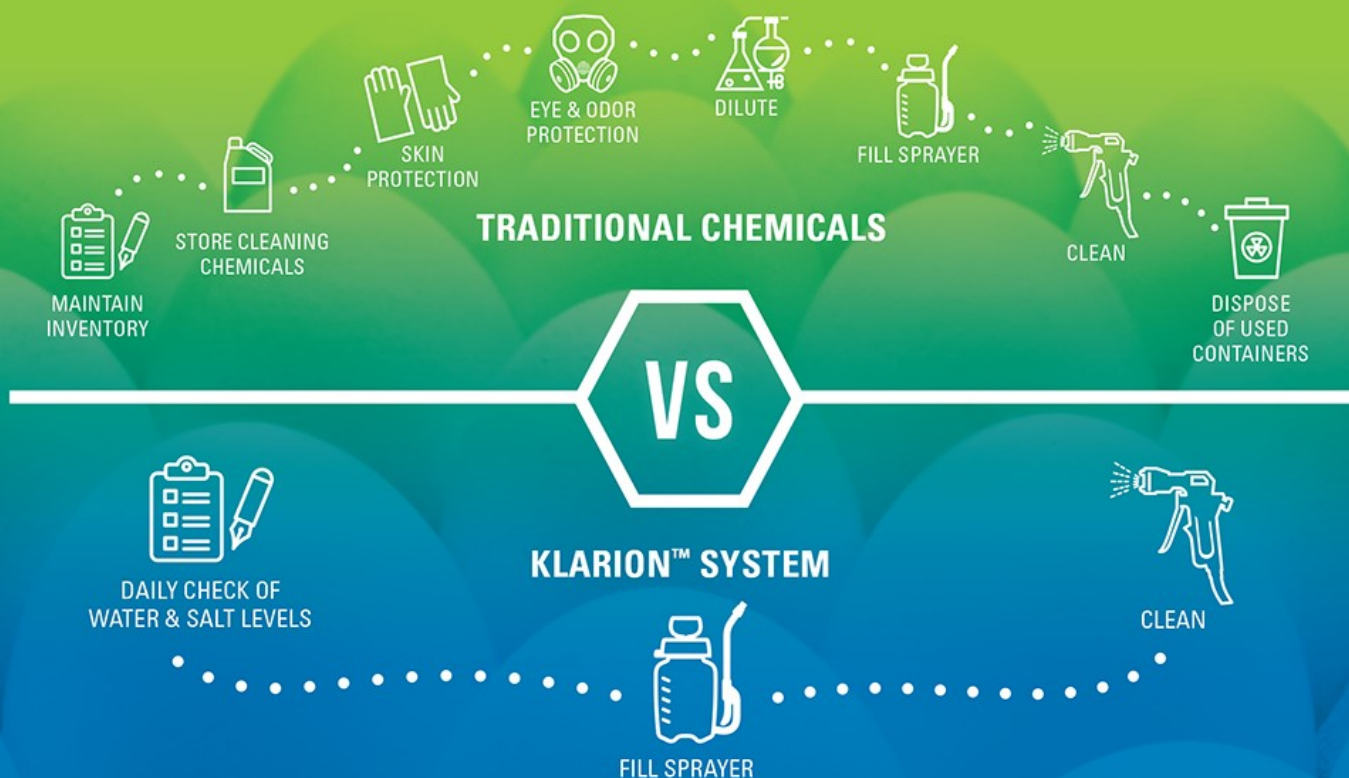


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## Enzymes against mycotoxins: How does it work?

Oct. 26, 2016 from [AllAboutFeed.net](http://AllAboutFeed.net)

Adsorption of [aflatoxin](#) to binders has been used to make contaminated feed more suitable for animal nutrition. Biotransformation, by using enzymes, is a much more sophisticated development. All About Feed talked to Wulf-Dieter Moll from Biomin about how this works. For more information as to how enzymes can detoxify fumonisin mycotoxins, go to:

[www.allaboutfeed.net/Mycotoxins/Articles/2016/10/Enzymes-against-mycotoxins-How-does-it-work-2905467W/?cnpid=NLC|allaboutfeed|2016-10-26|Enzymes against mycotoxins: How does it work?](http://www.allaboutfeed.net/Mycotoxins/Articles/2016/10/Enzymes-against-mycotoxins-How-does-it-work-2905467W/?cnpid=NLC|allaboutfeed|2016-10-26|Enzymes%20against%20mycotoxins%3A%20How%20does%20it%20work?) □

## New Breakthrough Method to Detect *Salmonella* in Meat and Poultry Reported

On September 16, 2016, in [Food Safety](#)

A research team at the University of Florida Institute of Food and Agricultural Sciences has reported a breakthrough method to rapidly detect *Salmonella* on beef and poultry products. This method has been proposed as a new, simple system for monitoring *Salmonella* and other foodborne pathogens in food samples, potentially resulting in improved food safety.

The lead author in the study, Soohyoun Ahn, assistant professor of food science and human nutrition at the University of Florida, suggested that the technique could be used by government laboratories or by the meat and poultry industry to test for the pathogen.

The test uses a method called immune-magnetic separation, which uses small magnetic beads specially coated with antibodies, or proteins, which will bind only to the targeted *Salmonella* organisms and separate them from other organisms in a sample. Paired with a technique to increase the ability of equipment to detect the separated *Salmonella* organisms, this method allowed for the researchers to detect small amounts of *S. enterica* ser. Typhimurium and *S. enterica* ser. Enteritidis on ground beef and chicken breast samples, respectively, after as little as 12 hours. Other currently used methods for pathogen detection may take as long as 2-3 days and may not be able to isolate specific pathogens.

The research team hopes that this method will allow for rapid detection of other foodborne pathogens, and notes that a similar method has already been developed for *E. coli* in milk and ground beef. The full study is available in the *Journal of Food Safety*, and a press release to the announcement of the study is available [here](#). □

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1 Perozo, F. et al (2008). Avian Pathology, 37:3, 237-245.

2 Merial internal data.

3 Merial internal data.

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## NCC Announces New Resources on Broiler Welfare and New Blog Post on Chicken Labels

WASHINGTON, D.C. – December 1, 2016 – In an effort to recognize and continue to respond to questions about chicken production, the National Chicken Council today through its [Chicken Check In](#) initiative announced several new resources pertaining to broiler chicken welfare and chicken products.

The stunning of chickens – rendering the birds unconscious and insensible to pain – has been the subject of considerable research and discussion. There is one primary method of stunning broilers prior to slaughter in the U.S. and that is "electrical stunning." There are also a limited number of facilities in the U.S. that utilize a system known as "controlled atmosphere stunning." Dr. Karen Christensen, extension poultry specialist/associate professor at the Center of Excellence for Poultry Science, University of Arkansas, answers the most frequently asked questions and pros and cons of each system in a [new FAQ posted on Chicken Check In](#).

Second, a [new video](#) has been posted to Chicken Check In's "Day in the Life" video series that brings viewers inside a typical chicken house to learn what a day in the life of a broiler chicken is like. This bite-sized video, "[How Chickens Are Actually Raised. For Real](#)," covers the first day chicks arrive to the farm to when they are transported to processing.

Finally, a [survey](#) by the National Chicken Council found that nearly two-thirds (62 percent) of consumers said chicken labels and packaging were confusing. To clear up some common chicken labeling misperceptions, a [new blog post](#) on the Chicken Check In blog, "[The Cluck](#)," breaks down five confusing labels on chicken products and what they actually mean.

"The mission of Chicken Check In is to provide those who have questions with the level of information they want regarding the care and safety of the chicken they eat, and to feel confident in eating it," noted Tom Super, National Chicken Council senior vice president of communications. "We're committed to continuing to work to build consumer trust by inviting Americans to ask the questions they have now and in the future as they learn more about chicken production."

These resources build on those already hosted on [www.ChickenCheck.In](http://www.ChickenCheck.In), on subjects such as: "[slow growing](#)" chickens; [broiler size and growth rates](#); [lighting, enrichments, stocking density and stunning issues](#); the [breeding process](#); and [contract poultry farming](#). □

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### PROPANE UPDATE & INCENTIVES

Dec. 6, 2016. Source: [www.eia.gov/outlooks/steo/report/winterfuels.cfm](http://www.eia.gov/outlooks/steo/report/winterfuels.cfm)

**FORECAST:** According to the winter fuels outlook posted by [EIA.gov](http://EIA.gov), temperatures this winter are expected to be 18% colder in the south than experienced last winter. Despite the expectation of colder temperatures compared with last winter, temperatures in the eastern United States are expected to be about 3% warmer than the average of the five winters preceding last winter, as temperatures last winter were much warmer than normal in those areas.

Propane inventories, which were at record-high levels throughout last winter, are going into this heating season at even higher levels. U.S. inventories of propane reached 104.0 million barrels as of September 30, almost 4 million barrels (4%) higher than at the same time last year. Last winter, inventories of propane were drawn down by 33.8 million barrels during the heating season (October-March). An inventory draw of 40.6 million barrels is expected this winter. The projected draw would leave inventories 32% above the previous five-year average at the end of the heating season in March. Current inventory levels should be sufficient to allow for even stronger-than-projected inventory draws given colder weather, higher crop-drying use, or stronger exports. With the addition of new export facilities over the past several years, and a new Gulf Coast terminal expected to begin operations later this month, the United States has the capacity to support higher-than-forecast levels of propane exports when spot shipments are economically viable.

Higher inventory levels and improved rail delivery networks for propane *should contribute to more robust propane supply chains than three years ago*, when the Midwest saw prices spike during extremely cold weather. **However, local markets could still see tight supply conditions, particularly in cases of severely cold temperatures.** ([EIA.gov](http://EIA.gov))

**SPOT PRICING:** As of December 5<sup>th</sup>, spot prices at Mont Belvieu have climbed back up to \$0.618, the highest they have been in the past two years to the week. The lowest price reached during 2016 has been \$0.296 on Jan. 15<sup>th</sup> and 18<sup>th</sup>.

Allowing for an average of \$0.41 per gallon for tariffs, handling and delivery to most areas, the average current retail price is roughly **\$1.03/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/mont\\_belvieu\\_propane\\_spot\\_price](https://ycharts.com/indicators/mont_belvieu_propane_spot_price).

**PROPANE INCENTIVES** for the heating of poultry houses are available through the [Propane Farm Incentive Program](http://Propane Farm Incentive Program) (FIP) provided by the Propane Education and Research Council (PERC). New heating systems may be eligible for FIP incentives of **\$0.10/sq.ft., up to \$4000 for 2 units**, when installed as part of an entire system installation; **it is not a rebate program**. The complete heating system must either be installed in new construction or as a conversion from another fuel source. To download the program guidelines and learn what equipment more specifically qualifies for the program go to [www.propane.com/agriculture/programs-and-incentive/propane-farm-incentive-program/](http://www.propane.com/agriculture/programs-and-incentive/propane-farm-incentive-program/) or contact [farmincentive@propane.com](mailto:farmincentive@propane.com). **The deadline to apply is Dec. 31, 2016.** Equipment purchases and FIP registration must be completed within 60 days of the initial application. □



## Every Operation Needs a Plan *submitted by TPA Allied Member Farm Credit Mid-America*

Fail to plan or plan to fail—or so the saying goes. Whether you're just starting out or have a well-established farming operation, creating a business plan is one key to success. While taking the time to sketch out a business plan can seem tedious, there are significant benefits to having a thoughtful path forward for your farm. Preparing a plan helps you look beyond daily farm tasks to focus on your goals. It provides focus and direction, which will help your operation run more smoothly.

### Get it on paper

Many farmers we talk with say they have business plans—but they haven't found time to commit them to paper. Without a written plan, it's easy to run off course. A written plan is even more important for businesses with multiple owners. It aids decision making and helps avoid conflicts. As you draft, evaluate and revise your business plan, be sure to include all owners in the process. This may lead to some uncomfortable conversations, but in the end will make the rest of your year—and your operation—much more productive. And, most important, a written plan increases the likelihood you will achieve your goals. The plan helps you envision your operation's future, lay out sales and operational forecasts, and measure progress. Look at your business plan as a road map for your operation's success.

### Focus on the essentials

Business plans tend to follow a standard format, and many online resources and templates can be adapted for your operation. Make your plan as simple or as complex as you like. The main goal is to create a plan that is useful to you and meets your needs. We recommend including the following components in your business plan:

#### 1. Operation overview

This is the “elevator pitch” about your farm. Describe the basics of your operation related to your mission and objectives, the crops you produce and acreage.

#### 2. Ownership summary

Include information about ownership and company structure. With any type of business, different owners bring different expertise. It's always good to evaluate each owner's strengths and what he or she brings to the operation.

#### 3. Strengths and weaknesses

Identify ways to use your ownership team's strengths to your advantage and plan for ways to overcome any weaknesses in your operation.

#### 4. Sales and marketing strategy

Once you have identified your operation's strengths, look for opportunities to leverage them to your competitive advantage as you create sales and marketing strategies.

#### 5. Financials (budget and balance sheet)

This is the most important part of your business plan. Include a budget and a balance sheet that reflects your assets, liabilities and net worth. In the budget section, project income and expenses for the upcoming year. This is not a time to be optimistic. It is best to plan for the worst-case scenario. Try to avoid underestimating expenses or overestimating income. The balance sheet helps you understand and evaluate working capital and net worth. Comparing balance sheets year over year offers a good picture of how your operation is progressing toward your goals. Your net worth should increase steadily each year. If not, that's a red flag.

#### 6. Goals

Research has shown that the simple act of recording goals will increase the likelihood of achieving them. Write down both short- and long-term goals, such as purchasing a new combine or paying down debt. Your goals should be SMART (specific, measurable, achievable, realistic and time-bound). Remember to involve all owners in identifying and setting goals. Also, identify risks that may impede your goals, and create a contingency plan for them. The more you prepare for challenges, the easier they will be to deal with when they do occur. For example, crop insurance is one smart way to mitigate damages from drought, flooding and other natural disasters.

### Keep it current

The best business plans are continually revisited, revised and updated when changes occur in the operation or marketplace. Keep your goals and business plan in a visible place to remind you of where you're going and what you're working toward. Set aside time with your fellow owners to review the plan and make adjustments. This could be done on a quarterly or annual basis—just find a time that works and then stick to it. Getting started is often the hardest part. Begin with a simple plan that meets your immediate needs and build it from there. The best business plan is a continual work in progress and a plan for success.

Visit [e-farmcredit.com/insights](https://e-farmcredit.com/insights) to explore the business side of farming through professional commentary, community stories and news. □

*October was National Energy Awareness Month, which serves to underscore how critical energy is to our prosperity, security, and environmental well-being. Throughout the month of October, TDEC's Office of Energy Programs highlighted a variety of case studies and tips to promote energy conservation, resiliency, and smart energy management. Through these efforts, we rededicate ourselves to a more conscious use of energy, so that we can continue to strive for a cleaner, stronger, and more secure future.*

## **State Heating Oil and Propane Program (SHOPP)**

By Ben Bolton, Energy Programs Administrator for TN

While some may remember the ice storms that struck the Cumberland Plateau after Valentine's Day in 2015, few likely know of the impact felt by Tennessee's poultry industry. In an odd confluence of events – a very wet Midwest using propane to dry corn crops, the normal shift of moving stored propane into the Northeast, and extremely cold weather – created a distribution problem for propane. Plenty of supply existed elsewhere, but the increased demand experienced during the ice storm led to distribution companies running critically low in Tennessee.

The low propane supplies became problematic for the poultry industry in Tennessee, as many commercial poultry operations rely on propane to heat their poultry facilities. According to the Tennessee Poultry Association, icy road conditions also made it difficult to deliver feed for the birds in 1,650+ commercial houses located in 500+ family farms across the state.



In response, the Office of Energy Programs' (OEP) Emergency Service Coordinators (ESCs) were activated by TEMA and worked closely with the Tennessee Propane Association and Tennessee Poultry Association to keep propane supplied to the poultry industry. (OEP is responsible for the Emergency Support Function 12 / Energy (ESF-12) mission related to transportation and heating fuels as defined under the [Tennessee Emergency Management Plan](#).) At the request of these industries and the Tennessee Grocers & Convenience Store Association, OEP and TDEC Office of General Counsel collaborated with the Tennessee Department of Agriculture and Department of Transportation to structure a request to the Governor's Office to provide increased flexibility for supplying propane and animal feed. On February 18, 2015, Governor Haslam signed Executive Orders [43](#) and [45](#) declaring a State of Emergency for the purpose of waiving federal hours of service requirements for commercial drivers. These declarations ensured uninterrupted delivery of necessary food supplies, animal feed and heating fuels to Tennesseans.

While working with numerous Southern states that winter to address propane concerns, the U.S. [Energy Information Administration](#) (EIA) determined that the South uses nearly as much propane for agricultural heating as the Midwest uses for home heating. (EIA is the federal agency responsible for collecting, analyzing, and distributing impartial energy information about electricity and fuels such as petroleum, heating oil, and propane.) Afterward, EIA expanded the State Heating Oil and Propane Program (SHOPP) from 24 to 38 states, with the additions mainly in the South. SHOPP participants collect weekly residential heating oil and propane prices at the state level from October through March. Industry analysts, policymakers, and consumers use this data to better predict propane supplies and anticipate possible disruptions.

Tennessee joined the SHOPP effort in the fall of 2014. Data collection in Tennessee is a cooperative effort between OEP and EIA. OEP makes the individual calls to selected suppliers and reports it to EIA, which provides weekly status reports tracking pricing and state inventory levels. OEP also maintains valuable relationships with the Tennessee Poultry Association and the Tennessee Propane Association in order to know the status of propane use and storage.

*(continued on page 30)*

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<sup>1</sup>Specifically, the East South Central states of Tennessee, Kentucky, Mississippi, and Alabama use propane for agricultural heating nearly as much as the much colder East North Central states of Michigan, Ohio, Illinois, Indiana, and Missouri use it for residential heating. (EIA SHOPP Workshop, July 13, 2016).



## State Heating Oil and Propane Program (SHOPP) *(continued from page 29)*

**U.S. household heating fuel shares in each Census Division, 2014**  
percent of division total

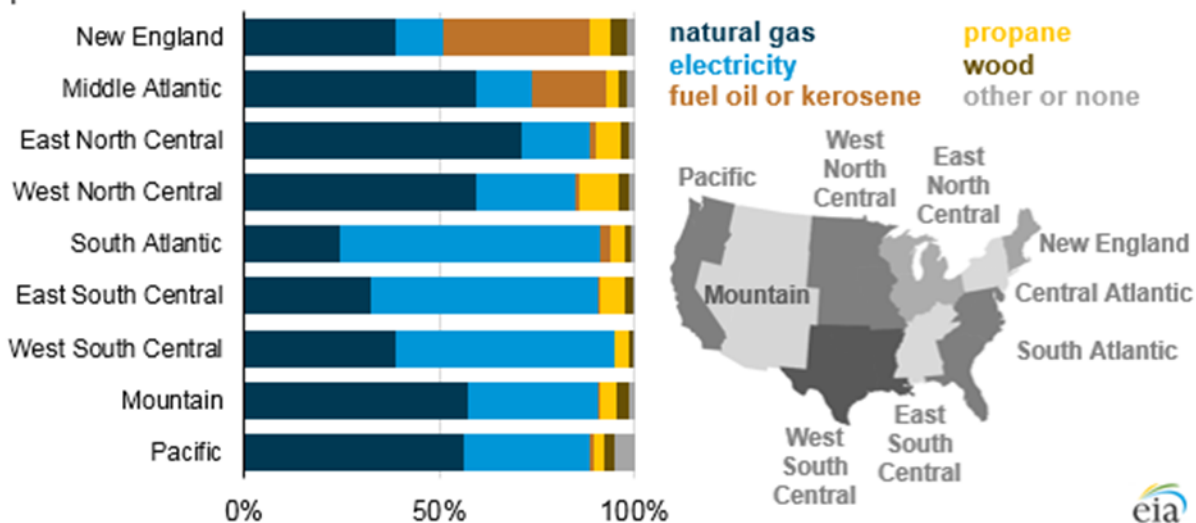


Figure 1. Distribution of primary home heating sources by region (EIA)

EIA presented their Winter Fuels Outlook webinar on October 13. Average U.S. household energy expenditures are projected to increase from last winter; EIA projects bills during the upcoming winter heating season could increase by 26% for propane and 22% for natural gas. Overall, EIA expects households using propane to spend less on heating this winter than in eight of the past ten winters, but more than last winter. For EIA's Heating Oil and Propane Updates, see <http://www.eia.gov/petroleum/heatingoilpropane/>.

To learn more about Propane in the Agriculture Market, take a look at the [presentation](#) by Mike Caldarera of the National Propane Gas Association.

### ABOUT EMERGENCY SUPPORT FUNCTION (ESF) 12 (ENERGY ASSURANCE):

Emergency Support Functions are mechanisms developed under the National Response Framework to provide federal, state, and local governments a common language and organization structure for responding to natural disasters, terrorist attacks, and other catastrophic events. Each of the 15 ESFs has a corresponding organization or agency tasked with overseeing the preparedness, response, and recovery phases of incident management. Tennessee was one of the first to integrate the ESF concept and TEMA was tasked to manage the activities of the ESCs.

The purpose of ESF-12 Energy is to facilitate energy assurance in areas of the State affected by an emergency. While TVA is responsible for electricity generation and the electric grid, OEP has primary responsibility for monitoring the status of the transportation and heating fuel distribution network, and, if necessary, coordinating the State response to fuel disruptions. Working with our public sector partners, such as TEMA, the Governor's Office, Department of Agriculture, Department of Commerce and Insurance, and the Department of Safety and Homeland Security, the State is able to convene the necessary government agencies and private sector stakeholders to ensure a continuous supply of transportation and heating fuels to citizens throughout the State.

If you would like to learn more about ESF-12, please contact [ben.bolton@tn.gov](mailto:ben.bolton@tn.gov) (Primary ESC for ESF-12). □

*Not currently a member of TPA?*

Contact Tracy at (931) 225-1123 or [tracy@tnpoultry.org](mailto:tracy@tnpoultry.org)  
for more information about member benefits.

## EPA grain projections concern poultry industry after lower prices

By [Chris Scott](#) on 12/5/2016 in [MeatingPlace.com](#)

The U.S. poultry industry – which has enjoyed several years of lower feed prices – is bracing for price increases following a U.S. Environmental Protection Agency (EPA) report on revised projected volume for the Renewable Fuel Standard (RFS) for '17 & '18.

The EPA last week released final RFS figures that call for 15 billion gallons of ethanol to be produced from corn next year, about 200 million more gallons than the original projection announced in May. The agency set total biofuel levels – including corn-generated ethanol and biodiesel – at 19.28 billion gallons, up 6 percent from 2016. The revised figure is generating concerns that the amount of corn set aside for RFS and the effect on corn prices next year will both be on the rise.

“The RFS has cost our industry \$59 billion more in feed costs since it was implemented,” National Chicken Council President Mike Brown said in a [statement](#). “The RFS bureaucracy has taken on a life of its own... American chicken producers are only one drought, flood or freeze away from another crisis.”

The poultry industry has enjoyed three years of significantly lower corn prices, reducing their costs for feeding chickens. Corn prices hit an historic high of \$8.39 per bushel in the summer of 2013, but have remained below \$4.50 per bushel since hitting a low of \$2.85 a bushel in the fall of 2014, according to *Macrotrends*. A bushel of corn cost \$3.44 per bushel yesterday, the data tracking company said.

[www.meatingplace.com/Industry/News/Details/70323](http://www.meatingplace.com/Industry/News/Details/70323) □

## CME Crop Prices

Source: [Egg-Cite.com](#), by Simon M. Shane — December 7, 2016

At the close of trading on Dec. 2<sup>nd</sup> the [Chicago Mercantile Exchange](#) (CME) quotations for corn, soybeans and soybean meal with values for corresponding month in parentheses were:

### COMMODITY

Corn (cents per bushel)	Dec. 337 (349)	Mar. '17 347 (349)
Soybeans (cents per bushel)	Dec. 1,028 (1,044)	Mar. '17 1,038 (1,053)
Soybean Meal (\$ per ton)	Dec. 312 (321)	Mar. '17 316 (352)

December corn down 3.4 percent (12 cents per bushel)

December soybeans down 1.5 percent (16 cents per bushel)

December soybean meal down by 2.8 percent (\$9 per ton)

For each 10 cent per bushel change in corn:

- 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 broiler production would change by 0.25 cent per pound live weight

See postings of the latest [USDA-WASDE Report](#) for an update on quantities and price projections for commodities. □

## Poultry Slaughter Report:

### Ready-to-Cook Weight Down 2 Percent from Last Year

Released Nov. 28, 2016 by [USDA](#) as reported in [ThePoultrySite.com](#)

- Oct. 2015 contained 22 weekdays (including 1 holiday) and 5 Saturdays.
- Oct. 2016 contained 21 weekdays (including 1 holiday) and 5 Saturdays.

**Poultry certified wholesome** during October 2016 (ready-to-cook weight) totaled 3.99 billion pounds, down 2 percent from the amount certified in October 2015. The September 2016 revised certified total at 4.01 billion pounds, was up slightly from September 2015. The September revision represented an increase of 1.04 million pounds from last month's preliminary pounds certified.

**The preliminary total live weight** of all federally inspected poultry during October 2016 was 5.26 billion pounds, down 2 percent from 5.35 billion pounds a year ago. Young chickens inspected totaled 4.53 billion pounds, down 1 percent from October 2015. Mature chickens, at 67.3 million pounds, were down 9 percent from the previous year. Turkey inspections totaled 645 million pounds, down 1 percent from a year ago. Ducks totaled 15.0 million pounds, down 6 percent from last year.

**Young chickens slaughtered** during October 2016 averaged a record 6.20 pounds per bird, up slightly from October 2015. The average live weight of mature chickens was 6.29 pounds per bird, down slightly from a year ago. Turkeys slaughtered during October 2016 averaged 29.8 pounds per bird, up 1 percent from October 2015.

**Ante-mortem condemnations** during October 2016 totaled 12.4 million pounds. Condemnations were 0.23 percent of the live weight inspected, as compared with 0.23 percent a year earlier. Post-mortem condemnations, at 37.9 million pounds, were 0.94 percent of quantities inspected, as compared with 1.00 percent a year earlier.

Download the USDA NASS report [here](#). □

News  
Flash

## U.K. OFFICIALS ORDER POULTRY TO BE LOCKED INDOORS

News  
Flash

Dec. 8, 2016 -- All of Scotland & England has been designated as an Avian Influenza Prevention Zone, in order to protect commercial and backyard poultry flocks from the avian influenza outbreak. Owners of poultry flocks have been ordered to lock their birds inside in a bid to prevent an outbreak that has affected 14 European and Asian nations in recent weeks.

[www.meatingplace.com/Industry/News/Details/70423](http://www.meatingplace.com/Industry/News/Details/70423) □



## ALLIED MEMBER NEWS

**Chore-Time** has launched a new website at [www.choretime.com](http://www.choretime.com). The redesign was undertaken to better serve Chore-Time's customers through improved website functionality, navigation and multilingual capabilities. **Chore-Time** also has a new sprinkler system that provides effective cooling for birds with reduced water usage. Low-pressure sprinklers used an average of 67 percent less water than conventional evaporative cooling systems, according to a study by the University of Arkansas, while maintaining bird comfort levels and performance.

**D&F Equipment Sales, Inc.**, an integrated food processing equipment manufacturer announced today the promotion of **Greg Cagle**, Senior Vice President to President. A 1988 graduate of the University of Georgia with a BSA in Agricultural Economics, Mr. Cagle has been working in the food industry since 1988 beginning at Seaboard Farms and at various management tenures at Hudson Foods, Tyson and Marel Food Systems.



Picture L-R: Greg Cagle, President; Dawn Knox & Lynn Fortenberry, Owners



TPA welcomes new allied member **Debbie Le Gette**, Territory Sales Manager for **Anpario plc**. Debbie can be reached at 864-617-5492. Anpario PLC manufactures and markets high performance natural feed additives that are designed to protect and support the health of livestock animals worldwide.

**Live Oak Bank** is pleased to announce that **Chase Williams** has recently transitioned to the Agriculture team as a Relationship Manager. Chase serves borrowers in the Southwest, including Tennessee. He attended the University of North Carolina Wilmington where he studied Finance. Chase joined Live Oak Bank in 2014, starting in the Deposits group managing Live Oak's local and national deposit accounts.



As one of the largest players in the global avian health market, **Merial Inc.** is proud to present the *Let's Speak Avian* initiative. This initiative is a comprehensive communications tool designed to educate customers on the unique and valuable offerings they can receive when partnering with Merial. To learn more about this program and to discuss new vaccines that are being produced, Merial invites you drop by their booth during IPPE this January in Atlanta.

## Controlling fat deposition in broilers

Sept. 5, 2016 From [WorldPoultry.net](http://WorldPoultry.net)

Broiler chickens have traditionally been perceived to produce lean meat. In recent years, however, chicken meat has increased in fat content, probably due to the selection of broilers on the basis of live weight with little consideration given to other important criteria such as feed efficiency and carcass composition.

For a detailed look at the 3 main issues associated with this increased fat deposition and to review some of the nutritional and environmental aspects and strategies go [here](#) □

## Phytogenics support coccidial management programs

by Dr. David Harrington, Technical Product Manager - Gut Health Solutions, **Anpario plc**

There is no escaping coccidial challenge in the poultry industry; it is found in almost all poultry operations. Clinical coccidiosis is not always obvious, it is dependent upon the level of challenge. Birds will eventually become immune to coccidia but typically not before the damage is done. Damage such as weight loss & mortality will have an economic impact for the producer.

Coccidial vaccines (either based on virulent or precocious strains) are a useful tool in coccidiosis management programs but they are not without their challenges requiring careful management. Get the vaccination or management wrong and performance and immunity can suffer. The typical peak in vaccine cycling can also coincide with necrotic enteritis challenge.

Phytogenics such as Orego-Stim based on oregano oil, are well documented to have a range of benefits. They can also help overcome some of the challenges of coccidial vaccination without interfering with immunity and improve bird performance. It is important to remember that many phytogenics do not have rigorous quality control, so care must be taken when selecting them. Understanding the details of the testing procedures and manufacturing process of the phytogenic is a must. Orego-Stim is manufactured to a tight specification to ensure the actives are present at the correct levels in every batch. During Orego-Stim manufacture, the product and its ingredients are tested up to four times to ensure they meet the correct specification. This level of quality control supports the use of phytogenics in gut health and coccidiosis management programmes, ensuring they make a consistent demonstrable difference.

For more information go to [www.anparioinc.com](http://www.anparioinc.com). □

## Preparing For Tax Season *submitted by TPA Allied Member **Live Oak Bank***

As 2016 comes to an end, it's time to start preparing for tax season. April may be six months away, but having your finances in order will ensure a smooth transition into the new year. We advise meeting with your CPA or accountant before December 31st. During this time discuss any changes in your 2016 finances such as the purchase of new farm equipment or a change in your dependents.

Reflecting on your financials will help you know whether you have any tax liabilities. It will also help your CPA or accountant understand where you stand with your poultry business.

From 1099 forms to retirement contributions, planning is key to a smooth tax year. Below is a checklist to better prepare you for the upcoming tax season.

1. **Schedule an appointment with your CPA or accountant** – This meeting should take place before December 31st to make sure your tax liability is on track. A meeting to discuss your financial health is critical and will ultimately help you and your poultry business thrive.
2. **W-9** – You need forms for all Contract Labor. The 2017 contract labor deadline (for those who receive a 1099) is 1/3/2017. All 1099's must be mailed both to the recipient and the IRS by this date. You must verify that you have all required documentation on file so 1099's can be printed and mailed on time. The fines and penalties for a late filing are up to \$500.00.
3. **Workers Comp** – You need files for each subcontractor who is required to have workers comp insurance.
4. **Cash Expenses** – Categorize by the type of expense. Expenses can include meals, automobile payments and supplies. Remember to keep receipts when applicable and organize by month.
5. **Mileage** – If you track mileage instead of actual expenses, make sure your mileage is written down or you have an app on your smartphone that easily tracks this expense. Please note the mileage rate changes yearly and is published in December. The mileage rate for 2016 is \$0.54 (or 54 cents) per mile.
6. **Estimated Taxes** – If you have made estimated tax payments, they should be recorded and filed together.
7. **Review of Assets** – Have any of your assets been disposed of, sold or added? Now is the time to make a list and note any changes that occurred in 2016.
8. **Budget Review** – Look at expenditures for the current year and begin to plan for next year.
9. **Life event changes** – Report the birth of a child or death of a dependent or spouse to your CPA. It's important to add these events to your taxes because they will cause changes to your records moving forward.
10. **Charitable donations** – Most agencies will provide a statement of contributions for cash/check donations. If donations are non-cash items like clothes or assets, [itsdeductible.com](http://itsdeductible.com) is a website that allows you to assign a value to items. This detailed report will be beneficial to your CPA.
11. **Retirement Contributions** – Provide your CPA with any contributions you have made to your retirement fund.

Now is the time to make sure you have your assets on a depreciation schedule. Update your depreciation schedule throughout the year when business assets are purchased or sold. Once January rolls around, you will lose any expenses that needed to be purchased or deducted in 2016.

You may have overlooked expenses because you paid in cash or out of a personal bank account. On a monthly or bi-monthly basis, be sure to carve out time to record these expenses. These small ticket items may seem minimal, but when you spend \$20.00 here and there, it adds up. Non-reported expenses equal lost deductions.

Being proactive during tax season will help you be financially successful throughout the year. It's never too early to start thinking about how to manage your business and increase savings in 2017. □

## Expanding market for slow-growing broilers

Sept. 13, 2016, from [WattAgNet.com](http://WattAgNet.com)

Slow-growing Label Rouge broilers are entrenched in France, and the UK's welfare-approved flocks are gaining market share, but the Netherlands slower-growing chickens dominate the fresh retail market.

Slow-growing broilers will hold 90 percent of the fresh retail market for chicken in the Netherlands by the end of 2016, and the switch from conventional broilers to slower-growing chickens has been dramatic and swift – occurring in less than three years.

Speaking at the 2016 National Chicken Council Chicken Marketing Summit, Claude Toudic, technical manager, **Hubbard France**, said that by 2020 all chicken meat sold in retail grocery stores in the Netherlands will be from slower-growing production schemes.

To read more, go [here](#) □



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## NEWS FROM AROUND THE COMPLEXES

**Tyson Foods, Inc.** Tom Hayes, president of Tyson Foods, will succeed **Donnie Smith** as chief executive officer on Dec. 31. Hayes will continue to serve as president and has been appointed to the board of directors, effective immediately. Smith, who has been CEO of Tyson Foods since November 2009, will be available to consult with the company for a three-year period.

**Hubbard LLC** - Kim Lawrence has accepted the position of Domestic Sales Coordinator effective November 28, 2016. Kim will be training with **Sue Clayberg** until Sue's retirement on December 23<sup>rd</sup>. Kim will report directly to Greg Carter and will be based out of Pikeville's front office.

Kim joined Hubbard in 2014 as an Administrative Assistant in the production department. She earned her Bachelor of Business Administration degree from MTSU before working as a Staffing Coordinator at Ascension Health Care in Nashville, TN and a Data Specialist at Bledsoe County Schools.

Kim will be responsible for sales and logistics coordination for the U.S. and Canada. In addition, Kim will be involved in marketing projects including the International Production & Processing Expo in February.



**Cobb-Vantress**, Lafayette, TN. **Matthew Butler** will begin working as a service tech for the Lafayette complex on Jan. 3<sup>rd</sup>. Matt graduated from TN Tech University this December with a degree in Ag engineering technology and he completed an internship with Cobb this past summer. While a student at TTU, Matt attended IPPE and was offered his internship a result of interviewing with the Lafayette complex during the TPA career fair in March. Matt is from Henderson, TN and Dr. Jim Baier was his major professor while attending TTU.

**Cobb-Vantress**, Dry Creek Pedigree Farm. **David Kraft** will begin working as a management associate on Jan. 2<sup>nd</sup> at Dry Creek. David graduated from MTSU in December with a degree in animal science and he completed an internship with Cobb this past summer. David obtained his internship opportunity with Cobb as a result of interviewing during the TPA career fair in March. David is from Franklin, TN and his major professor at MTSU was Dr. Kevin Downs.



**Tyson Foods - Shelbyville.** **Chris West**, a recent December graduate from MTSU with a major in animal science has joined the live production team and started Dec. 12<sup>th</sup>. Chris is from Bedford Co. and Dr. Kevin Downs was his advisor while at MTSU. **Peyton Jones** starts Jan. 2<sup>nd</sup> as an operations assistant in live production. Peyton is a Dec. 2016 graduate from TN Tech University in animal science, and she completed an internship with the Shelbyville complex this past summer as a management trainee. Peyton is from Scott Co., TN and Dr. Dennis Fennwald was her major professor while at Tech.

## 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 us at [info@tnpoultry.org](mailto:info@tnpoultry.org).