The first newsletter of a new year is a good time to report on what your Mississippi Poultry Association staff and volunteers on the boards and committees have been doing to benefit growers. MPA represents all aspects of the poultry industry, and the more than 800 grower members are a vital part of the activities of your Association. We wanted everyone to know about the following activities from 2010:

- **More input into the Association.**
  The MPA Board voted in December to add the Chairman of the Grower Advisory Committee to the MPA Executive Committee starting January 1, 2011. The Executive Committee has the authority to act in place of the Association’s Board of Directors, which has included three grower members for many years.

- **More money for scholarships.**
  The Mississippi Poultry Foundation Board of Directors increased the number and amount of the scholarships from two $1,000 scholarships to four $1,500 scholarships. MPA members’ children and grandchildren are eligible.

- **Helping reduce costs.**
  MPA worked with USDA’s National Resource Conservation Service to get a portion of growers’ windrowing costs covered under the EQUIP program. Since some companies require windrowing of litter, the cost-sharing will help reduce expenses for growers who apply for and receive the funds.

- **More training.**
  Two MPA grower seminars in the fall drew 65 attendees to hear about cold weather issues. More seminars are being planned.

- **More loans.**
  The MPA Board voted to support legislative changes to the Emerging Crops loan program to allow existing growers to borrow an additional $200,000 from the state loan program. That change has been signed into law and will take effect July 1.

- **Promoting poultry farmers.**
  MPA contributed to the Mississippi Farm Bureau’s “Farm Families of Mississippi” advertising campaign, and a poultry farm is being featured in the current commercials running in Jackson and the Gulf Coast. The advertising on television, radio, and billboards promotes Mississippi farmers as good stewards of the land who care for their animals and provide affordable food for us all.

- **Strong industry.**
  MPA has worked to support the restoration of the faculty at the Mississippi State University Poultry Science Department which is vital to producing people to work in the industry and to do research to advance the poultry industry. Three faculty lost to retirements and budget cuts will be replaced, continuing MSU’s strong commitment to the poultry industry.
Introducing a new biological tool to fight coccidiosis - New HATCHPAK® Cocci III from Merial Select.

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\(^1\) Merial Study #00-126.
\(^2\) Merial Study #04-016, 07-032.
The Mississippi Legislature approved and Governor Haley Barbour has signed an expansion of the Emerging Crops program that would increase the amount of no-interest state funds that poultry growers can borrow through the program. Lawmakers sent House Bill 1148 to the governor recently for his signature. The MPA Grower Advisory Committee at their December meeting proposed the change in the program to allow growers to come back for a second $200,000 in interest-free money through the Mississippi Development Authority program. The MPA Board endorsed the idea, and MPA lobbied to pass the bill.

The Mississippi Farm Bureau Federation and MDA also supported the changes. After several amendments made during the legislative process, the bill makes the following changes:

- Divides the program into two parts for agribusiness loans: a $200,000 limit for an initial loan to an agribusiness enterprise with a limit of 20 percent of project cost as in current law. The second section allows $200,000, or up to 30 percent of the project cost “to existing agribusiness or greenhouse production horticulture enterprises for the purpose of assisting such enterprises to make upgrades, renovations, repairs and other improvements to their equipment, facilities and operations.”
- Removes specific mention of poultry, which is included under the heading of agribusiness.
- Takes effect July 1, 2011.
- Returns to the existing program on July 1, 2013. This in essence creates a two-year “window” in which growers can borrow a second $200,000. That window will close July 1, 2013 if lawmakers do not remove or extend the “reverter” language prior to that date.

The no-interest loans lower the interest rate for growers who have secured bank financing for new construction or retrofits. The program’s $200,000 limit was set in 1991 when the loans began.

House Agriculture Committee Chairman Greg Ward, D-Ripley, Senate Agriculture Committee Chairman Cindy Hyde-Smith, R-Brookhaven, and Senate Finance Committee Chairman Dean Kirby, R-Pearl, were instrumental in pushing the bill to final passage.
Net metering is a program that allows customers who install renewable energy systems to generate their own electricity and sell the excess to the utility company or be credited at an appropriate rate for each kilowatt-hour produced during an annualized period. In order to utilize net metering, the customer’s generation must be interconnected to the utility grid and safety protocols followed.

Mississippi Poultry Association was one of several agricultural associations and agricultural sector businesses that intervened in the Mississippi Public Service Commission’s docket on net metering and interconnection standards (Docket 2011-AD-2).

MPA’s comments noted that the potential for renewable energy the poultry industry in Mississippi has already shown could be expanded with fair net metering and interconnection standards. Some growers are producing methane from their poultry litter and using the gas to generate electricity on their farms. Also, Sanderson Farms, Inc. recently began capturing methane from its lagoon in Collins to burn in boilers at the plant, but could also use it to generate electricity.

Other interveners included the Mississippi Forestry Association, Weyerhaeuser, Georgia-Pacific, Plum Creek Timber Company, and the Mississippi Farm Bureau Federation. 25x25, a coalition of groups pushing for America’s farms, forests, and ranches to provide 25 percent of the total energy consumed in the United States by 2025, also filed comments.

Other groups participating are Entergy Mississippi, Mississippi Power Company, South Mississippi Electric Power Association, and various natural gas companies and oil refiners.

The National Federation of Independent Business of Mississippi, the Sierra Club, and the Interstate Renewable Energy Council (IREC) are also participating as are groups representing solar and biomass.

A total of 46 states and the District of Columbia have enacted net metering programs that can be accessed by its citizens. Mississippi, Alabama, Tennessee, and South Dakota do not have state net metering standards according to the IREC.

Phase I of the PSC proceeding will focus on identifying specific issues which should be addressed in a possible rule, what procedures to use to solicit input from interested parties, and a schedule for future action.
BEFORE ATTENDING, CHECK WITH YOUR INTEGRATOR, AND FOLLOW BIOSECURITY MEASURES CAREFULLY.
Are you on top of your game? With the impending grain crisis and increasing costs, poultry and egg producers need cutting-edge tools to maximize productivity and ramp up branding strategies. To thrive in these evolving times, we must listen to the experts and find The Game Changers for the poultry industry.

Alltech’s 27th Annual International Animal Health and Nutrition Symposium will be dedicated to just such a pursuit, exploring The Game Changers for the animal health and feed industries. The Alltech Symposium is an industry time-out, providing opportunities for professionals to huddle in specialized breakout sessions – including aquaculture, beef, dairy, equine, poultry, pig production, pet food, regulatory, and the new agriculture network.

The Poultry Session

- **The big shift** — How rising grain prices are impacting poultry production. Coping with ingredient quality issues
  P. Smith, Tyson Foods, Inc., Arkansas, USA

- **Building and maintaining a strong poultry brand** — Challenges faced by the technical team
  B. Stewart-Brown, Perdue Farms, Inc., Maryland, USA

- **Harnessing the power of genomics** — How it will change the way we feed broilers and address the consumer agenda
  J. Hardiman, Cobb-Vantress, Arkansas, USA

- **What is your salmonella strategy?** Lessons from the North American egg industry
  G. Cufer, Cufer Associates International, California, USA

- **The impending grain crisis** — Using SSF to avail of novel raw materials
  A. Genoz, Escuela Agricola El Zamorano, Tegucigalpa, Honduras

- **Systematic and intestinal challenges** — What does it cost the bird?
  T. Applegate, Purdue University, Indiana, USA

- **Closing the processing-nutritionist feedback loop** — The hidden cost of nutrition — Meat quality information gap
  F. Nunes, Poultry Processing Consultant, Parana, Brazil

- **Six things you did not know about the eggshell** — Game-changing approaches to feeding the hen
  S. Solomon, Vigonac, Brantome, France

- **The broiler chick paradox** — How in ovo feeding activates gene expression and shapes future poultry performance
  Z. Uri, Hebrew University, Tel Aviv, Israel

- **The egg comes first** — In ovo feeding and the promise of perinatal nutrition
  P. Ferket, North Carolina State University, North Carolina, USA

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Mississippi’s poultry industry has grown into the top commodity in the state of Mississippi and has become one of the leaders in feeding the world. Over the past 38 years, the membership of the Mississippi Poultry Association has inducted 27 members into the Poultry Hall of Fame. This past September, MPA was honored to have the late Dr. J. Paul Thaxton join this esteemed group.

Although this induction was done posthumously, Dr. Thaxton’s spirit was alive and cheerful on February 25th when his family and friends met at the Mississippi State University Hill Poultry Science Building for the installation ceremony and official hanging of his portrait in the Hall of Fame. His wife, Dr. Yvonne Vizzier-Thaxton; his daughter, Paige Burke; and three of his grandchildren – Sharkey, Lillian, and Bradley Yvonne Burke – were present. They enjoyed spending time swapping stories about their beloved husband, dad, and granddad with friends, colleagues, and other family members.

Dr. Ryn Laster McDonald, immediate past chairman of the board of MPA, spoke about Dr. Thaxton and his passion for teaching, research, and humanity in general. For all of you who had the pleasure of meeting or knowing him, you remember well that he had a larger-than-life personality and enjoyed life to the fullest. Dr. Thaxton searched for solutions to the problems in the poultry industry with the same enthusiasm as he did teaching numerous students that are now filling roles in the ongoing and ever-changing poultry industry.
The Mississippi Poultry Association and the Mississippi Egg Marketing Board Joint Legislative Luncheon, featuring “Eggspert” Howard Helmer, was held on February 24, 2011. The room was packed with legislators, legislative staff, and friends all trying to make the perfect omelet. Our industries, both chicken and eggs, were well represented. Also featured was Steve Bonasia, chef from Sanderson Farms, Inc., who served up hot chicken and biscuits and casseroles.

Guinness World Record Holder Howard Helmer puts on a lively show. Everyone got into the action lining up to make their own omelets. Some were good cooks and some not so good, but everyone had a good time trying. Coaches, some seen in the photos, were provided for those folks who were not so handy in the cooking department.

Howard Helmer helps the coaches make omelets.

MPA Allied Member Ken McGinnis with Jones-Hamilton Co. coached attendees.

Sanderson Farms, Inc. Chef Steve Bonasia and Paul Billingsley chat with a guest.

Senator Ezelle Lee, Representative Gary Staples, and Representative Bubba Carpenter make omelets.
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Biloxi Career and Technical Center won first place in both divisions of the Mississippi Restaurant Association’s 2nd Annual ProStart Invitational. The Mississippi Poultry Association and Sanderson Farms, Inc. helped sponsor the event. The Biloxi team will compete in the National ProStart Invitational 2011 competition on April 30 - May 1 in Overland Park, Kansas.

“These are sharp students,” said MPA Chairman Sam LeNarz, Laurel Complex manager for Wayne Farms, LLC, who was a judge for the management competition. “By sponsoring this event, MPA gains a closer relationship with the schools, and we get a platform to talk about our industry.”

The two divisions are a culinary competition and a restaurant management competition. The culinary competition challenges students to cut up a chicken and prepare a three-course meal in 60 minutes. Sanderson Farms, Inc. Chef Steve Bonasia was one of the judges for the culinary competition. The restaurant management competition challenges students to sell a concept to judges acting as investors. LeNarz was a judge on the management competition.

Though competitors had to cut up a chicken, they did not have to use chicken in their final meal; however, the 2012 ProStart Mississippi will require chicken from the fabrication portion of the competition to be utilized in the final meal.

Sanderson Farms, Inc. provided chicken for the competition. “I think it went well, and we look forward to participating next year,” said Bonasia, who wants to encourage more schools to participate.

The final ranking in the February 1 competition were:

**CULINARY**
1. Biloxi CTE
2. Clinton Career Complex
3. North Forrest HS #1
4. North Forrest HS #2
5. Greenville Technical Center
6. Poplarville HS #2
7. Poplarville HS #1
8. Hancock County VoTech
9. Meridian-Ross Collins VoTech
10. South Panola HS
11. New Albany HS

**MANAGEMENT**
1. Biloxi CTE
2. Greenville Technical Center
3. North Forrest HS

The students are competing for $1.3 million in scholarships nationally to post-secondary schools. After the Mississippi competition, over $750,000 in state scholarships was awarded. More than 1,000 students are enrolled in the ProStart program in Mississippi.

Last year, students from Kansas won the national culinary competition and students from Louisiana won the management competition.
Judges watch as students demonstrate their knife skills.

Sanderson Farms, Inc. Chef Steve Bonasia judges a team’s final product.
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INTRODUCTION

The Environmental Protection Agency is developing a method for estimating the volume of various pollutants coming out of poultry houses and other animal feeding operations. A draft method for broiler houses could be released this summer for public review and comment.

On January 13, 2011 EPA made data available from the National Air Emissions Monitoring Study ("NAEMS"), a two-year examination of air emissions from poultry, swine, and dairy animal feeding operations (AFOs), which house large numbers of animals for production of meat, eggs, and dairy products. Data from a separate industry study that monitored emissions from a broiler chicken site in Kentucky was also released. EPA is now examining data from both studies and reviewing additional data from its “Call for Information,” published in the Federal Register on January 19. The “Call for Information” sought any additional peer-reviewed monitoring data to develop improved methods for estimating AFO emissions. EPA is expected to make draft emission estimation methodologies for broiler chickens available for public comment in early 2011, and, by June 2012, EPA anticipates issuing final methods for estimating air emissions from AFOs raising broiler chickens, swine, and for dairy and egg-laying operations.

The EPA’s “Call for Information” period ended March 7. The NAEMS only includes data from broiler chicken operations in California and Kentucky, and egg-laying operations in California, North Carolina, and Indiana. The agency was seeking additional data on AFOs and AFO emissions after industry stakeholders pointed out their importance to ensure the agency reviews the broadest range of available scientific data for operations that raise chickens, pigs, turkeys, and beef cattle, and for egg-laying and dairy operations.

BACKGROUND

As early as 2001, EPA and the U.S. Department of Agriculture asked the National Academy of Sciences to review and evaluate the scientific basis for estimating air emissions of various pollutants from AFOs. In 2002, at the recommendation of the National Academy of Sciences, EPA and industry representatives began discussion on a proposed agreement that would facilitate a scientifically credible methodology for estimating emissions from AFOs. The AFO Air Compliance Agreement (“Agreement”) was voluntarily entered into by a number of confined animal feeding operations (CAFOs) and EPA in January 2005. The primary goals of the Agreement are to reduce air pollution, ensure compliance with relevant statutes, monitor and evaluate AFO emissions, and promote a national consensus on methods for estimating emissions from AFOs. The Agreement requires monitoring of four pollutants likely to be emitted from AFOs: particulate matter, hydrogen sulfide, volatile organic compounds, and ammonia. The NAEMS is a result of this Agreement.

The NAEMS, funded by industry and conducted by Purdue University, involved 2,568 CAFOs that would be shielded from air pollution enforcement actions for potential past violations and possible ongoing violations that may occur during the two-year study period and evaluation. During the study, operations at 24 sites in nine states were monitored for particulate matter, hydrogen sulfide, volatile organic compounds, and ammonia. Greenhouse gas emissions, identified by the Supreme Court in 2007 as a pollutant under the Clean Air Act (CAA), were not measured. Researchers also gathered data on how animals are managed at the feeding operations, including numbers of animals, how they are housed, and how their waste is managed.

As previously stated, EPA is reviewing data on emission from AFOs to develop improved estimating methodologies for AFO emissions. The methodologies could have significant impact in Mississippi which ranks fourth in the nation in broiler chicken production and 13th in egg production. The National Chicken Council, the U.S. Poultry and Egg Association and the National Turkey Federation have been actively involved in the discussions with the EPA to ensure reliable scientific information is provided to EPA. MPA and Brunini law firm will continue to monitor the development of this process and keep members informed about the methods and the impact on your operations.

CONCLUSION

The EPA will begin making draft methodologies available for public review and comments on a rolling basis, beginning with methodologies for broiler chickens. Although AFOs currently have a full exemption from Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) reporting and partial exemption from Emergency Planning and Community Right-to-Know Act (EPCRA) reporting, EPA has vacated the rule which was finalized during the previous administration. EPA has signaled that the rule will be modified in some fashion or totally vacated and their intent is to use the data collected during the NAEMS to help shape their policy. EPA has indicated finalized emission estimation methodologies for all AFOs are anticipated in June 2012. It would be reasonable to assume EPA’s decision on the CERCLA and EPCRA reporting framework would follow shortly.
INCREASE IN MSU POULTRY SCIENCE STUDENTS MEANS MORE COMMUNITY OUTREACH

By Jessica Wells, Extension Instructor, Mississippi State University

The increase in the number of Mississippi State University Department of Poultry Science students has benefits statewide. This year has seen one of our largest entering freshman classes in department history, and because of this, we are able to reach out to our community, to future students, and to the industry more than in the past.

With our supportive faculty and staff, as well as students who are eager to get involved, our 4-H and FFA poultry programs are growing. We offer district cook offs, live and processed product judging, and egg prep competitions, as well as state competitions in all of these poultry categories. There is also a state 4-H competition held at the department.

This past year, we also tried something new during the 4-H Club Congress by offering a fun activity course where groups of 4-H members teamed up to build different types of egg holders and competed to see who could keep an egg from breaking when dropped out of a second-story window. This was a huge success, and we hope to offer it again this year. Our department also invites any of our 4-H’ers or FFA members to come to the department and learn judging techniques. This training is available to anyone and helps the students prepare for competition.

We also try to reach out to local schools from kindergarten to high school seniors and educate them about the poultry department and the importance of the poultry industry to our state. MSU students get the opportunity to hatch chicks and educate younger students about poultry. They also speak to older students about the many great advantages our department can offer and the poultry industry that supports our state. We try to take every opportunity possible to let students know that our department is one of only six in the nation, has 100% job placement after receiving a bachelor degree, offers lots of scholarship money, and provides a family atmosphere.

These are just a few of the many activities that our faculty and students can offer to the communities and groups around the state. We work hard to educate the public about our department and the wonderful industry we support. If you are interested in services our students offer or would like for us to speak to a group or organization, please contact Jessica Wells at (662) 325-9087 or email jlb572@poultry.msstate.edu.

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Shuqualak Lumber
Everyone involved in animal agriculture needs to see the battle against animal rights groups as a long-term battle that will determine whether a farmer can pass his farm down to his children, according to the Center for Consumer Freedom (CCF).

A representative from CCF spoke to the Mississippi Farm Bureau Federation’s annual Commodity Conference in January about the thinking, methods, and vulnerabilities of animal activist groups. CCF operates ConsumerFreedom.com and HumaneWatch.org. HumaneWatch keeps an eye on the Humane Society of the United States (HSUS). CCF also monitors People for the Ethical Treatment of Animals (PETA).

HumaneWatch’s editor said animal activists see the world differently from those in animal agriculture, because animal liberation is a “religion” to them. He summarized the tenets of the religion:

1. The purpose of life is to reduce suffering.
2. Animals and people are of the same moral value. (Man is just one kind of animal.)
3. Using animals for any purpose creates suffering.

Therefore:

1. Activists think they are more virtuous than you.
2. They believe anything you would do to save your child is justified to save an animal.
3. Their goal is to reduce the number of animals used by humans.

Animal activist groups turn philosophy into action with money. They believe in incrementalism – taking small steps to achieve their ultimate goal. Since they think chickens deserve rights, cage-free systems are just a step toward ending all animal agriculture.

One of their goals, he said, is to drive up the cost of production so that fewer people want to buy meat; this ultimately will reduce the number of animals raised for food. Even if activists don’t create millions of vegetarians, getting even 15 percent of the population to give up meat will affect supply and demand in unpredictable and unsustainable ways.

HSUS claims to represent 11 million people, HumaneWatch.org reports, but its tax return confirms that the group has just 450,000 members.

Farm and animal agriculture groups need to realize they are in an endless war for public opinion, CCF says. To win, animal agriculture groups must tell a better story and point out the animal rights groups’ negatives. HumaneWatch’s billboards and Facebook ads point out that HSUS gives less than $1 to pet shelters out of every $100 raised, with most funds going to lobbying, fundraising, and overhead.

“You have to get involved if you want to have a chicken farm to hand down to your kids,” the speaker said.

He added that animal agriculture must go on offense to create new “conventional wisdom” that the public believes. PETA cannot go unchallenged when it tries to “re-brand fish as ‘sea kittens.’ The same goes for HSUS and its PETA-like campaigns.”

Some of the Center for Consumer Freedom’s websites working to change public opinion include: Activists cash.com, AnimalScam.com, ConsumerFreedom.com, PETA kills Animals.com, and HumaneWatch.org.

The misinformation campaigns by animal rights groups to influence public opinion makes the MPAs involvement in the “Farm Families of Mississippi” advertising campaign even more important as a way to get the truth about animal agriculture to the public. The “Farm Families” commercials running now feature poultry farmers Brett and Scott Smith talking about how they care for their animals.
WHAT IS LT AND HOW IS IT SPREAD?

Infectious Laryngotracheitis, or LT, is a highly contagious viral disease of chickens. It does not affect humans. It can be spread through the air or direct contact.

HAVE YOU BEEN ABLE TO TRACE THE SOURCE OF THIS LATEST OUTBREAK OF LT?

In spite of an intensive investigation, we do not yet know the source of the current infection. Typically LT virus is brought onto a poultry farm by someone who has been in contact with infected poultry in the form of contaminated clothing or equipment. This may be a family member, off-farm worker, visitor, or someone with a work crew performing repairs on the poultry house. Equipment that has been in contact with infected chickens or products, such as litter, can also transport the virus onto a farm. As you can see, when investigating an outbreak, it is important to see who has been on the farm in the past two weeks, to try to learn where they may have been, or to see if there is a link between this farm and other farms with outbreaks. For this reason, it is important to limit people onto any farm, and if it is necessary to have folks in the houses, to make it a habit to keep a log of everyone that comes onto your poultry farm.

HOW EFFECTIVE WERE EFFORTS TO CONTROL LT?

The outbreak is still ongoing. The measures we take to control the disease include placing a quarantine on the farm to limit people or equipment from coming onto the farm. Vehicles leaving the farm are to be disinfected. One measure we have taken that has gotten a lot of attention is the control of the spreading of poultry litter. As stated earlier, movement of equipment and vehicles onto multiple poultry farms poses a high degree of risk for spread of disease, and litter-moving equipment was noted to go on at least two of the infected farms eight days prior to seeing LT on the farm. Measures are also taken to inactivate the virus, which is inside the chicken house on the walls, ceilings, and in the litter. Litter is windrowed and the house heated to 100 degrees for 100 hours to inactivate the LT virus. Feed from inside the house is buried in a pit, and the farm is left empty for 21 days before being allowed to get chicks again.

WHAT CAN GROWERS DO TO PREVENT LT?

The best way to keep LT off of your farm is to practice good biosecurity measures. During the outbreak, do not leave your farm unless absolutely necessary, and limit visitors to essential personnel. Make sure that everyone changes clothing after work, school, church, or any social activity prior to entering a poultry house. Keep footbaths at the entrance to each house, and make sure they are kept filled and fresh. Anyone coming onto your farm not entering a poultry house should at least be wearing disposable boots and parking their vehicles as far away from the poultry houses as possible.

WHAT ARE THE EARLY SIGNS OF LT?

Although the disease can affect chickens of any age, the respiratory signs and mortality are usually most evident after three weeks of age. As with other diseases of poultry, decreases in water consumption by 150-200 gallons per day usually occurs two to four days prior to the onset of respiratory signs and mortality of the birds. Mortality may begin with twice the normal number of birds found dead on the first day. Mortality usually doubles each day until it peaks on the fourth to sixth day with as many as 2,000 birds in the infected house. After mortality peaks, it generally drops just as fast as it came up.

WHAT PRECAUTIONS SHOULD GROWERS TAKE ONCE THEY HAVE INFECTED CHICKENS?

Once a farm has been found infected, it is important to follow all directions with regard to the quarantine, cleaning, and disinfection and other Biosecurity protocols. Call your neighbors and other contacts to warn them of potential contamination. It is also important to sit down and list all of the visitors that have been on your farm as far back as you can remember if you do not have a farm visitor logbook. It is also important to identify any contact you have had with other poultry growers during that same time period. This will help to establish common links that may identify the source of the infection.

WHAT WERE SOME EXAMPLES OF EVERYONE WORKING TOGETHER?

The only way to control the outbreak is for everyone to work together as a team. With multiple integrators overlapping in an area, open communication and agreement on procedures is critical to success for any individual integrator. It is important that all of the components of the response plan be followed.
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Mississippi’s ability to attract more competitive markets for the growers.

Call one of our experienced agents today at our Waynesboro Office at 601-735-2871 or
at our Laurel Office at 601-649-1121. We have agents standing by to give you a quote today.
The Mississippi Poultry Science Club is selling Departmental T-shirts for $10! If you are interested in purchasing one of these shirts, please contact the MPA office at (601) 932-7560 or mpaoffice@bellsouth.net, or contact Jessica Wells at the MSU Poultry Science Department at (662) 325-9087 or email jlb572@poultry.msstate.edu.
The 2011 “Farm Families of Mississippi” Ag Image Campaign debuted its second major media effort on February 16th. The Jackson metro area and the Mississippi Gulf Coast media markets are the targeted areas of this year’s campaign.

The campaign’s messages are geared to inform the consumer: 1) about the affordability of food in America, 2) that farmers take care of their animals, 3) to buy local and read labels, and 4) that farmers are good stewards of our land and water resources.

“Farm Families of Mississippi” is a collaborative effort of over 70 agricultural organizations, industry partners, and individuals dedicated to educating those who are not actively engaged in farming of the real benefits we all share from agriculture. The Mississippi Poultry Association is proud to be a part of this important effort which features poultry growers in one of the ads.

Brunini’s environmental team is “one of the premier practices in the state” and represents major manufacturers and private industry clients.

Brunini has considerable expertise in environmental litigation, regulatory permitting and compliance issues as well as due diligence and transactional matters. John Milner was noted by Chambers USA as being “instrumental in developing Brunini’s environmental practice” into the leadership position it holds today.

John serves as counsel to the Mississippi Poultry Association and has special expertise in poultry-related environmental issues. Partners John Brunini and Gene Wasson also have impressive abilities in the environmental sector.

**Environmental Law Attorneys**

**Brunini**

**Environmental Law Group**

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**Environmental Law Attorneys**

- John Brunini
- John Milner
- Gene Wasson

**Biloxi**

228-435-1198

**Jackson**

601-948-3101

**Columbus**

662-240-9744

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Listing of areas of practice does not indicate any certification of expertise. Any decision with respect to legal service should not be based solely on this or any other advertisement. Free background information available upon request.

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**John Dear**

601-953-0931

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**Interest rates vary and are obtained through First HSA, a worldwide HSA administrator.**

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For Information Contact:
The 2011 MPA Poultry Management School will be held May 19-20 at the Mississippi State University College of Veterinary Medicine in Starkville, MS. This year’s program will feature a panel on the LT outbreak and address bio-security among other important issues. Activities will begin on a Thursday of this year.

MPA will kick off at 1:00 p.m. at the College of Veterinary Medicine Auditorium. At 4:45 p.m., buses will be available to take those who want to ride to the crawfish boil and hospitality time being held at the VFW on old Highway 25. Don’t worry – other types of food will be available for those of you who don’t or can’t eat crawfish.

On Friday morning, we will all meet again at the vet school for four breakout sessions. A continental breakfast will be served. After the breakout sessions before you head home, lunch will be sponsored by First South Farm Credit and served in the Hill Poultry Science Building on the MSU campus.

To best utilize time at registration, we appreciate your support in pre-registering your personnel on the attached form and mailing it back to the Association as soon as possible. If you have pre-registered, you may pick up your name badge and program between noon and 1:00 p.m. on May 19.

For those who do not pre-register, you will need to be at the registration desk in the lobby of the vet school by noon on Thursday. The cost of registration is $100.00 per person for members, $150.00 per person for non-members, free to MPA growers members, and $30.00 for growers who are not MPA members.

For more information, call Becky Beard at 601-932-7560 or email mpaoffice@bellsouth.net.

HOTEL ARRANGEMENTS

This year MPA has made arrangements with four hotels. Please mention MPA when calling and book your rooms early!

Reservations made after cut-off dates are subject to availability and regular room rates.

HAMPTON INN is holding 10 double rooms at the rate of $109.00 per night and 5 king rooms at the rate of $109.00. Please call 662-324-1333 for reservations. Last date to reserve is May 1, 2011.

COMFORT INN & SUITES is holding 25 double rooms (each room has 1 king and a sofa sleeper) at the rate of $119.00 per night. Please call 662-324-9595 for reservations. Last date to reserve is May 1, 2011.

HILTON GARDEN INN is holding 30 double rooms at the rate of $109.00. Please call 662-615-9664 for reservations. Last date to reserve is May 5, 2011.

HOLIDAY INN EXPRESS is holding 25 double rooms for our group. Please call 662-324-0076 for reservations. The room block identification is 146244. Last date to reserve is May 5, 2011.

TENTATIVE SCHEDULE

MAY 19, 2011

11:00 a.m. REGISTRATION – College of Veterinary Medicine Lobby
1:00-4:30 p.m. GENERAL SESSION – Main Auditorium
1:00-1:10 Ray Ables – MPA Vice Chairman of Board, Presiding
1:10-1:20 WELCOME – Dr. George Hopper, Mississippi State University, Interim Dean, College of Life Sciences
1:20-1:50 ANTIBIOTICS – Dr. Tim Cummings, Mississippi State Diagnostic Laboratory
1:50-2:45 ILT PANEL DISCUSSION – Panel members:
Dr. Mark Burleson – Wayne Farms, LLC
Dr. Phil Stayer – Sanderson Farms, Inc.
Dr. Danny Magee – MS Diagnostic Lab.
Dr. Jim Watson – MS State Veterinarian
2:45-3:00 BREAK
3:00-3:30 BACKYARD FLOCKS – Dr. Kelli Jones, Assistant Clinical Professor, MS Veterinary Research Diagnostic Laboratory
4:00-4:30 BIO-SECURITY – Dr. Scott McKenzie – IVESCO, Inc., Director of R&D Technology, Development and Manager of Technical Services

4:45 p.m. Buses leave for the VFW, Old Highway 25, Starkville
5:00 p.m. HOSPITALITY TIME, DINNER & ENTERTAINMENT
SPONSOR: The Allied Industry
PLACE: VFW, Old Highway 25, Starkville
DINNER: Cooked by Bones Crawfish & Other Fixin’s sponsored by John Autry & CASCO

MAY 20, 2011

7:30-11:30 a.m. REGISTRATION – MSU College of Veterinary Medicine
Assorted pastries and biscuits will be served.
8:00-11:30 a.m. DERMATITIS – Dr. Jack McReynolds, Elanco Animal Health
GIPSA – Richard Lobb, National Chicken Council
SALMONELLA ENTERITIS – Al Yancy, US Poultry
WINDROWING – Dr. Jeremiah Davis, MS State University
11:30 a.m. LUNCH – MSU Hill Poultry Science Department
SPONSOR: First South Farm Credit – John Barnard, Allen Sparks, Chuck Rimes, Pendleton Stovall, Jay Greer
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POULTRY MANAGEMENT SCHOOL REGISTRATION FORM

Send form and registration fee to: Mississippi Poultry Association • 110 Airport Road South, Suite C • Pearl, Mississippi 39208

PLEASE SUBMIT YOUR LT QUESTIONS TO THE MPA OFFICE BEFORE THE SCHOOL BEGINS

NAME__________________________________________________________

COMPANY _______________________________________________________________________________________________________

ADDRESS ________________________________________________________________________________________________________

CITY, STATE, ZIP __________________________________________________________________________________________________

PHONE _______________________________________________ E-MAIL _________________________________________________

_________ YES, I AM RIDING THE BUS TO THE CRAWFISH BOIL.

Registration fee is $100.00 per person for members, $150.00 per person for non-members free for MPA grower members, and $30.00 for non-grower members. Due to contractual obligations, MPA cannot refund registrations after April 22, 2011.

PAYMENT: Make checks payable to MPA, Inc. Checks MUST accompany this registration form. MPA now accepts all major credit cards;

Name on Card_________________________________________ Account #___________________________

Type of Card_________________________________ Expiration Date___________________

CONTACT THE MPA OFFICE AT (601) 932-7560 OR EMAIL MPAOFFICE@BELLSOUTH.NET FOR ADDITIONAL INFORMATION.
UPCOMING EVENTS

APRIL, 7TH 2011
Magnolia Beef and Poultry Expo
Smith County Ag Complex
Raleigh, MS
See page 5 for details

MAY 19 & 20, 2011
MPA Poultry Management School
College of Veterinary Medicine
Starkville, MS
See pages 22-23 for details

SEPTEMBER 15-18, 2011
MPA Annual Meeting
Hilton Sandestin
Destin, FL

GROWER ADVISORY COMMITTEE

Richard Carter
Marshall Durbin

Steve Holloway
Peco Foods

Peter McKinley
Sanderson Farms

James Cochran
Marshall Durbin

Paul R. Ingram
Tyson Foods

Danny Thornton
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Michael Magee
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Sanderson Farms

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Lee McCollough
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Jon Wilson
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If you want to join the Mississippi Poultry Association as a Grower Member, call the MPA office at 601-932-7560 for more information!