2012 is upon us, and it will be a memorable year for MPA. The Mississippi Poultry Association turns 75 in 2012, and we are already getting that message out. Also, there will be new state leadership who need educating about Mississippi’s largest agricultural industry.

As MPA turns 75, we are looking for information you may have about the association’s and the industry’s history. We would like to find the family who has been growing chickens continuously for the longest time. We have a committee dedicated to making our 75th annual convention and other events this year even more special. We have adapted our logo slightly and added a tag line that reflects our history and contribution to the state (top left corner of page). The “growing chicken” logo used for decades is now bolder, and the tag line, “Growing Mississippi’s Economy since 1937,” communicates what the industry has meant to Mississippi.

Just think what East Central and South Mississippi would be like without the economic engine that is the poultry industry. Without thousands of jobs, millions in investments and billions in sales, cities, counties, school districts and the state lose millions in tax revenue annually. This homegrown industry that sprung from feed stores and family farms has funded thousands of college educations over the generations, which has added to the state’s human capital. The poultry industry truly has grown Mississippi’s economy. MPA will work to make sure this message gets to the public and to political leaders.

As a first step in that education, MPA partnered with Governor Haley Barbour in November in a donation from MPA member companies to the Mississippi Food Network (page 5). The 20,000 pounds of chicken and eggs provided more than 50,000 servings of protein to hungry Mississippians. The donation was a challenge to other Mississippians to remember those less fortunate during the holiday season.

For the first time since 1976, Mississippi will have a new governor, new lieutenant governor and a new Speaker of the House. For the first time in more than 140 years, Republicans are in charge of all of state government. The House of Representatives has a 64-58 Republican majority, and the Senate has a 31-21 GOP majority. Just as significantly, there are 47 new legislators. Thirty-two out of 122 in the house and 15 out of 52 in the Senate. This is the largest crop of freshman legislators in 20 years.

MPA worked to educate the current legislators about the impact of the poultry industry and will do the same with the new legislators. The new legislators include two who have a deep knowledge of the industry. John Polk of Polk Meats, a sausage processor in Magee, uses a lot of chicken in his product. It will be good to have a food processor in the legislature. On the house side, MPA grower member Michael Evans of Preston won election in House District 43.

The 2012 Legislative session, which begins January 3, is scheduled to last 125 days. The extra time after an election allows everyone to adapt to the changes, swear in new leadership and get down to the business of dealing with tight budgets again and return to the computers to draw new district maps.

MPA, on the other hand, will be working to keep growing Mississippi’s economy as we have for the past 75 years.
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This coming year, the Mississippi Poultry Association is celebrating 75 years of existence. It started under a different name, but it has been promoting our industry nonetheless for all these years. We all know what the industry has become – the largest industry in the State for the last decade and more. The numbers are mind boggling.

From a few feed stores and family farms, the poultry industry now employs about 45,000 people directly and indirectly. There are 22 poultry plants processing nearly 800 million broilers and 400 million eggs annually. Poultry is Mississippi’s largest agricultural industry, pumping an estimated $6 billion into the state’s economy. About 20 percent of the broiler production is exported around the world.

But what was it like in the early days? There are some really old-timers still around – Tom Sparks, Bill Smith, Don Reagan, Lloyd Chancellor, Frank Taylor, Norman Robinson, Reagan Sadler, Joe McGinty, Eddie Loftin, Bill Baker, Bob Keirs, Bud West, Van Bowman, Charley Claybrook, Elbert Day, Darryl and Norman Hendry, Joe Sanderson and a younger old-timer, yours truly, who experienced those early years. There are others, and each one has his/her own story to tell – some funny, some sad, some inspiring – but all interesting. As a matter of fact, many in the group named above meet about every six months and reminisce. If you would like to join us, give one of us a call, and we will let you know about the next meeting.

I remember in the early 1950’s helping my father and uncle tear down an old grist mill to salvage the lumber and tin to build some of the earlier breeder houses in Mississippi. The gentleman organizing the business was Cecil Payne. The two resulting houses were pretty small (30 x 100 maybe?) with homemade, wooden feeders. The wooden feed bins were located center-house so the feed was easier to distribute via wheelbarrow and hand scoop. The house was partitioned into four areas to help in management. Waterers were 8-foot, V-shaped troughs that almost always leaked. Eggs were picked up two to three times per day and held in a refrigerator for pickup. Later, after the broiler breeder venture went out, the houses were used as broiler houses. I remember catching the broilers. That was a great day for all the kids in the community, because we could make good money (about $1 each) for catching and loading the chickens into wooden coops and onto the trucks by hand. What has transpired at this time in the industry was that vertical integration had become the norm. Without this move – where a company paid for and owned the biddies and feed so farmers experienced minimal economic exposure during grow out and had a guaranteed payout when the birds were market age – the industry would have never survived.

Can you remember when the Purnell brothers had the egg business in Tupelo, when Freddie Davis had the turkey operation near West Point (the first minority poultry man), when Mr. Ramsay and Mr. Reagan started R & R in Carthage, when the Sanderson brothers started Sanderson Farms, when Mr. Mac McCarty had his first week of business at the feed and seed store in Magee (when he had only 1 customer), when Dr. Walsh did teeth and operated Green Acres in Forest, and when the Haralson’s began in Forest, MS? Can you remember when Mr. Fred Adams was a youngster just of college going into the egg business? He declared his would become the biggest egg company ever – which he did.

There is just so much to remember, and as we get older, we also forget. That is why the old-timers are so important – to keep those and other memories alive. For example, do you remember when McCarthy Farms didn’t own State Pride Processors? They contracted with the owners (the Clement’s family) to do the processing. Do you remember when Mr. Clayton, Dr. West or Professor Hill were Poultry Department Head and whether Mississippi State was College or University? Well, if you can remember all of these, you have been around at least 60 years and perhaps even more, and you certainly qualify as an old-timer, too.

So much has been accomplished by the people in the poultry industry that volumes of books could be written regarding how it came about, why it was important to the growth of the industry and what it has meant to poultry farmers, business men and the economy in this State. I could list thousands of names of the guys and gals who have been involved, and you can certainly name a bunch, also. I challenge you to take just 30 minutes tonight before bedtime and think of as many of those folks as you can, and remember what they may have done to impact your life and career. After all, isn’t that what life and the chicken business is all about?

Wouldn’t it be nice if at an MPA event, a group of the old-timers could get together for a “sharing session” so we can hear these old codgers tell us their favorite stories about “the good old days” and to remind us just what a great experience it is working in the Mississippi poultry industry?
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Member companies of MPA provided 50,000 servings of protein to Governor Haley Barbour in November to feed hungry Mississippians.

Governor Barbour chose the Mississippi Food Network (MFN) to receive the donation in what MPA Chairman Sam LeNarz said is intended to be an annual event. The 10,000 pounds of chicken and 30 cases of eggs equal 50,000 servings of protein according to MFN.

Governor Barbour said in today’s economy, “Those who do well need to remember those who are struggling. I appreciate MPA making this generous contribution to the Mississippi Food Network which today is serving 120,000 people in Mississippi.” He also noted the billions of dollars the poultry industry pumps into the state’s economy, saying, “It supports a lot of communities.”

LeNarz, complex manager for Wayne Farm, LLC in Laurel, said MPA member companies have been feeding Mississippians and beyond for 75 years, and the Association is beginning a new tradition with this donation. He said Governor Barbour’s leadership in the aftermath of Hurricane Katrina and what has become known as the “Great Recession” has encouraged Mississippians to help one another.

“We thought this contribution just before the holiday season would bring attention to hunger in our state and spur other Mississipians to help in battling hunger,” said LeNarz, who was joined at the press conference with MPA past Chairman Dr. Ryn McDonald of Cal-Maine Foods and incoming-Chairman Ray Ables of Tyson.

Food pantries and shelters served by the Mississippi Food Network struggle to keep up, but “donations of poultry and other high-protein foods are especially valuable and allow us to provide our member agencies with more healthy and nutritious options,” said MFN Executive Director Walker Satterwhite.

The November 10th donation was reported in newspapers and television stations statewide.
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Governor-elect Phil Bryant said he wanted to “laser in on the potential in agribusiness” at his Agribusiness Summit in October.

Bryant conducted the Summit to get ideas about what issues agribusinesses are facing. He told the audience of about 150 that one of his goals as governor would be to make Mississippi “the best state for producing food, fiber and fuel.”

Bob Billingsley, director of development and engineering with Sanderson Farms, Inc., was one of speakers at the Summit. He said, “rising feed costs with 40 percent of the corn going to ethanol production has hit the industry. About 70 percent of the cost of raising a chicken is feed, and two thirds of the feed is corn. Sanderson’s McComb complex consumes 100,000 acres of corn per year.”

The efficiency of raising poultry – it takes two pounds of feed to produce one pound of meat – is one reason demand is increasing around the world for this source of protein. Exports from Mississippi have grown from 6 percent in 1990 to 20 percent of production today.

Others made presentations on catfish, timber, cattle, cotton and specialty crops such as sweet potatoes. Speakers called for continued funding for research, cooperation between federal and state governments to develop agriculture and to expand exports.

Mississippi State University President Dr. Mark Kenum reminded the audience and Lieutenant Governor Bryant that 29 percent of all jobs are tied to agriculture, and it is the source of 24 percent of all the income generated in the state.

At the conclusion, Bryant said he saw the need for another summit with more elected officials present to hear the concerns of agriculture.

Lieutenant Governor Phil Bryant introduces speakers at his Agribusiness Summit.

Bob Billingsley of Sanderson Farms outlines the Mississippi broiler industry for the audience.
Every year, our attendance continues to grow at our MPA Annual Convention. September 15-17 was the date we gathered to “Respect the Chicken” as our bright blue T-shirts stated. If you were in attendance, then you received this T-shirt, and the hotel and beach were covered with a wave of blue shirts letting the Emerald Coast know that Mississippi chickens are the best.

Allied, grower and company members – 315 in all – renewed their friendships in Destin, Florida. The weather was perfect for golfers, fishermen and sunbathers.

On Thursday evening, we were set to kick off the festivities with a pool-side reception, but light sprinkles earlier in the day ran us inside but did not dampen our spirits. The reception, sponsored by our Gold Star Sponsors, was so plentiful with food, drink and fun, that no one seemed to care that we were no longer outdoors.

The MPA Ladies went cruising on the bay onboard The Solaris for the annual Cobb-Vantress Ladies Program. We were more than happy to set up more tables to accommodate the extra attendees this year. The ladies’ gathering is the place to be on Friday morning (even better than the beach). Bud Holcomb and Charles Swain of Cobb-Vantress presented the group with many door prizes, and each lady left the boat with their arms full of goodies.

The Friday and Saturday morning business meetings were informative with a host of speakers including State Treasurer Tate Reeves, Senator Cindy Hyde-Smith, Representative Mark Formby and United Egg Producers President and CEO Gene Gregory.

In addition, over a hundred golfers enjoyed their golf outings at the Raven and Bayside Courses. The winners were awarded great prizes Saturday night at the awards presentation sponsored by Vendworks, LLC, McNeely Plastic Products and International Paper Company.

On Friday afternoon, the fishermen left the docks with six boats loaded with men and women anxious to catch the biggest fish. Fishing was good this year, with the largest fish, a red snapper, weighing over 25 pounds. The fishermen won gift certificates to the Viking Cooking School, Garmins, a barbeque grill and many other prizes sponsored by American Packaging Company and the Vincit Group. You should go fishing next year if you’ve never been. It is a guaranteed good time.

Saturday evening was the highlight of the meeting with the Diamond Star Sponsor Reception. Good food, drink and great prizes were plentiful. The mood was set with everyone browsing about bidding on the silent auction items and looking over the live items.

Our auctioneer, Joe Joe Brown, started the live auction with a loud banging of the gavel and his lively and friendly voice announcing the first item. The auctions raised more than $24,000 for the Mississippi Poultry Foundation which sponsors four $1,500 scholarships to growers’ children and grandchildren each year. Our hope is to keep our industry strong by helping future generations attend college.

The final highlight of the annual meeting was the induction of Coyt C. “Bud” West into the Mississippi Poultry Hall of Fame. Mr. West retired from Sanderson Farms, Inc. a few years ago after working 35 years at various Sanderson locations in several states. Bud, as he is known to the industry, was surprised by this award, and perhaps the biggest surprise was when he saw his two daughters with their families in the audience to help him celebrate. Joe Sanderson, Chairman of the Board of Sanderson Farms, Inc., also surprised Bud by reviewing their years at Sanderson Farms. There was much laughter and some tears as Bud and Gwen, along with their family, spoke to the group.

A reception was held in November at Mississippi State University’s Poultry Science Department Building where more of Bud’s family was on hand to celebrate and participate in the official hanging of his portrait. Bud’s portrait will hang alongside his 27 predecessors.

As always, we invite you and your family to join us for our 2012 annual convention where we will have a very large celebration as MPA celebrates its 75th year of operation. More information will follow as plans are made, but mark your calendar now to spend September 13-15 in Destin, Florida, to celebrate our 75 years of success.
Barry Fuller of Aviagen lines up a putt.

Grower Advisory Committee Member Ken Upon and his daughter at the Convention.

Sen. Cindy Hyde-Smith, now Commissioner of Agriculture and Commerce-elect, speaks with Malloy Annison of Griffin Industries.

MPA Chairman Sam LeNarz and the MSU Poultry Science Department students.

Gene Gregory, CEO of United Egg Producers, addresses the attendees.

MPA Chairman Sam LeNarz and the MSU Poultry Science Department students.

The newest generation of MPA members.

Golfer Advisory Committee Member Ken Upon and his daughter at the Convention.

Barry Fuller of Aviagen lines up a putt.

Gene Gregory, CEO of United Egg Producers, addresses the attendees.

Sam LeNarz (left) recognizes Fred Waggoner (right) as the Allied Industry Leader of the Year.

Van Bowman shows the guys how to hit the ball.

Joe Sanderson, Jr. (left) and Bud West (right) exchange handshakes.
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The Infectious Laryngotracheitis (LT) outbreak, which caused the 2011 Poultry Management School to move from May to October, may have helped draw a large crowd. The school, held at the College of Veterinary Medicine on the campus of Mississippi State University, drew 160 company personnel, allied industry leaders and some grower members. Analyzing the LT outbreak was a major focus of the event.

MPA Chairman Sam LeNarz kicked off the general session and introduced the first day’s speakers. Dr. Walter Taylor of Mississippi State University welcomed those in attendance. Dr. Tim Cummings with the MSU Poultry Diagnostic Lab discussed the antibiotics debate in the commercial poultry industry and the misconceptions the general public has towards antibiotics in chicken.

Also, Dr. Mark Burleson of Wayne Farms, Dr. Phil Stayer of Sanderson Farms, Dr. Danny Magee with the MSU Poultry Diagnostic Lab and Dr. Jim Watson, State Veterinarian with the Mississippi Board of Animal Health, fielded questions and comments about the LT breakout in the early part of the year.

Dr. Kelli Jones informed us on Mississippi’s other poultry industry, backyard flocks, and how it is being monitored and controlled.

Day two consisted of breakout sessions focused on dermatitis, the proposed GIPSA rule, salmonella and windrowing.

The 2011 Poultry Management School would not have been possible without the support of our Allied Sponsors. The Low Country Shrimp Boil and Barbecue was delicious and a huge hit. The members and staff of the Mississippi Poultry Association are very grateful for such a hard working and supportive group of folks.

We have not yet set a date for the 2012 Poultry Management School, but keep checking our newsletter and website, www.mspoultry.org, for updates. We hope to see YOU there next year!
On October 14, 2011, the U.S. Environmental Protection Agency (EPA) signed the proposed National Pollutant Discharge Elimination System (NPDES) concentrated animal feeding operation (CAFO) Reporting Rule that would require owners and operators of CAFOs to submit basic information to the EPA. On October 18, 2011, the EPA published the proposed rule in the Federal Register, inviting public comments on the proposed rule for 60 days. All public comments are due to the EPA by December 20, 2011, and EPA plans to take final action regarding the proposed rule by July 2012.

I. BACKGROUND

In 1972, Congress passed the Federal Water Pollution Control Act Amendments, also known as the Clean Water Act (CWA), to restore and maintain the chemical, physical and biological integrity of the nation’s waters. The CWA established the NPDES permit program. The NPDES permit program authorizes the EPA to regulate the discharge of pollutants from point sources to waters of the United States. Under Section 502(14) of the CWA, a CAFO is identified as a “point source.”

The term “point source” is defined as “any discernable, confined and discrete conveyance, including but not limited to any . . . concentrated animal feeding operation . . . from which pollutants are or may be discharged.”

Under Section 308 of the CWA, the EPA may require owners or operators of point sources to establish and maintain records, make reports, install and maintain monitoring equipment, sample effluent and provide any other information as the EPA may “reasonably require to carry out the objectives” of the CWA.

The EPA’s proposed NPDES CAFO Reporting Rule is in response to a lawsuit filed by the Natural Resources Defense Council, Sierra Club and Waterkeeper Alliance for judicial review of the EPA’s final rule under the CWA regarding effluent limitations for CAFOs with NPDES permits. In the settlement agreement, the EPA agreed to propose a rule under Section 308 of the CWA to require all owners or operators of CAFOs, as point sources under the CWA, regardless of whether they discharge or propose to discharge, to submit information to the EPA. The purpose of the proposed rule is to improve the EPA’s ability to effectively implement the NPDES program and to ensure that CAFOs are complying with the requirements of the CWA.

II. TWO REGULATORY OPTIONS UNDER THE PROPOSED NPDES CAFO REPORTING RULE

In the proposed NPDES CAFO Reporting Rule, the EPA is co-proposing two regulatory options regarding which CAFOs would be required to submit information to the EPA. Under the first option, all CAFOs would be required to report information to the EPA, unless states with authorized NPDES programs choose to provide the information on behalf of CAFOs within the state. Under the second option, only CAFOs in focus watersheds that have water quality concerns associated with CAFOs would be required to report information to the EPA. Both options will require CAFOs to provide the answers to five questions, which include: 1) contact information, 2) latitude/longitude of the production area, 3) NPDES permit status, 4) number and type of animals and 5) number of acres available for land application. CAFOs affected by the proposed rule would be required to submit the above information to the EPA electronically or by completing and mailing to EPA a hard copy of the proposed survey form.

A. The First Option

Under the first option, all CAFOs would be required to report the information listed above to the EPA, regardless of the size of the CAFO or the permit status of the CAFO. However, if a CAFO is in a state with an authorized NPDES program, the state may choose to provide the information on behalf of CAFOs within the state. Where a state provides all the information to the EPA, the CAFO would not be required to submit information. If a state does not voluntarily provide the information on behalf of a CAFO, an owner or operator of a CAFO would be required to provide the EPA with a completed survey form.

CAFOs with NPDES permit coverage would be required to submit information to the EPA once because the EPA expects to obtain detailed information from these operations subsequently from annual reports during resubmission of their NPDES permit applications. CAFOs without NPDES permit coverage would be required to submit or update information every ten years. The EPA estimates that approximately 20,000 out of the approximate 212,000 animal feeding operations in the United States will be subject to requirements under the proposed rule.

B. The Second Option

Under the second option, the EPA would first identify focus watersheds with water quality problems likely attributable to CAFOs. The EPA would use existing data sources to determine which geographic areas would be identified as a focus watershed for collecting information about CAFOs and attempt to obtain the necessary data before collecting it directly from CAFOs. Then, only CAFOs in focus watersheds that have water quality concerns associated with CAFOs would be required to report information to the EPA.

Additional criteria for identifying focus watersheds include the following: high priority watersheds, patterns of vulnerable soils, high densities of animals and other relevant information such as proximity to environmental justice communities. The EPA would determine on a case-by-case basis which areas meet the proposed criteria. State agencies would not be allowed to report information on behalf of CAFOs under this option. CAFOs located within a focus watershed would be required to submit the information one time.
III. CONCLUSION

Both regulatory options that the EPA is co-proposing would apply to unpermitted and permitted CAFOs. The first option focuses specifically on individual CAFOs and provides for voluntary reporting by states authorized to issue NPDES permits, while the second option focuses on effected watersheds to determine which CAFOs would be required to submit information to the EPA. There are certainly pros and cons under each option. For example, in Mississippi, much of the information required in the proposed NPDES CAFO Reporting Rule is already provided in any permit application submitted to Mississippi Department of Environmental Quality. Nevertheless, unknown factors, including the position of state agencies to voluntarily report the required information under the first option of the proposed NPDES CAFO Reporting Rule, encourage active participation by growers during the public comment period, which ends on December 20, 2011.
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1) COMMUNICATION
As State Veterinarian, my goal is to keep growers updated on the specifics of an outbreak. However, due to the large number of growers, and the fact that there is no organization to which all growers belong, it is very difficult to get the message out to the growers in a timely fashion. Our primary vehicle for information is to send it to the companies and have it distributed to each grower. Information is also distributed through our website, the MPA, the Farm Bulletin and other news outlets. I will continue to try to improve the distribution of information to growers in future outbreaks.

2) LITTER
The control of litter is a vital part of controlling an outbreak. The size of the area affected is determined by how many farms are affected, location of the farms and evidence that the spread of litter is involved in contributing to the outbreak. There are two issues of importance regarding litter. One is that the LT virus (and CEO Vaccine Virus) can live in poultry litter, especially during the cool, wet months of the winter and spring. Therefore, the litter must go through a heat treatment to kill the virus. The second issue is the problem of the movement of litter-handling equipment onto and off of farms. The virus can live on organic matter on the equipment and can spread disease from farm to farm.

The concept is to start with a large-area “Stop Litter Movement” order and then to try to rapidly reduce it to a smaller area. The hope is that for future outbreaks, we would limit the movement bans to much smaller areas than we had this year.

During an outbreak, it is necessary to call the State Veterinarians’ Office at (601) 359-1170 prior to litter movements to see if a permit is required.

3) CEO VACCINE
CEO Vaccine is an important tool in the control of LT, and it is especially critical when LT affects large broilers. It is anticipated that we will use CEO Vaccine more quickly in the future, and it will be customized by each company depending on the size of the bird being grown. CEO will probably be used quickly in smaller zones in the future.

It is important to remember that CEO Vaccine is a live vaccine; therefore, the farm has to be treated like a positive farm until the last flock has been vaccinated. The houses have to be closed up to allow the heat to inactivate the virus, and the litter must be stacked to allow further heating to destroy the virus before spread of the litter can be allowed.

4) BIOSECURITY
There are many avenues for the LT virus to get onto your farm and infect your chickens. It is very important that you practice good biosecurity on a daily basis, such as:
- Only use dedicated clothing when entering your chicken houses. Public gatherings increase the potential that the virus can get on clothing and be carried into the poultry house if clothes and boots aren’t changed.
- Clean vehicles and equipment if they have been on another poultry farm prior to bringing onto your farm.
- Be especially careful during outbreaks at gatherings or visits if family or friends also grow chickens, as this was one documented way the disease was spread during the 2011 outbreak. Again, using dedicated farm clothing and boots can break this cycle.
- Keep footbaths fresh, and only disinfect the bottom of your boots.

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Energy-efficiency improvements topped the agenda at the 2011 Poultry Housing Short Course hosted by the National Poultry Technology Center at Auburn University. The three-day event focused on poultry house construction, retrofitting and energy consumption issues and solutions. The short course was coordinated and hosted by Auburn University’s Biosystems Engineering, Agricultural Economics and Poultry Science departments.

The audience was primarily poultry production personnel, building contractors, equipment manufacturers and lenders that finance poultry housing. Along with Auburn faculty, professionals from the University of Georgia, the University of Arkansas and the Mississippi State USDA–ARS poultry research unit made presentations at the short course. Some of the topics covered this year were building structures, performing energy audits on poultry houses, solar heating of poultry houses, energy-efficient lighting and alternative fuel sources for heating poultry houses.

The biggest piece of information that I left with was the information on the energy-efficiency improvements. This has become a hot topic in the State of Mississippi. Our office has been in contact with the USDA-Natural Resource Conservation Service concerning their EQIP program, specifically the cost sharing Practice 374, and the USDA-Rural Development agency in regards to their REAP program. Both agencies offer cost sharing for different energy-efficiency improvements.

According to the experts at the Auburn course, upgrading to energy-efficient lighting is the easiest and most cost effective way to make an energy upgrade. Traditional incandescent bulbs produce much more heat energy than light energy. The energy-efficient bulbs produce more light energy, require less power and have the potential to significantly reduce annual lighting costs in poultry house applications.

For more information on poultry housing or poultry housing energy-related information, please visit www.poultryhouse.com. You can also contact me at (601) 932-7560 for more information from the seminar.
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Dr. Mary Beck takes over in February as the new head of Mississippi State University’s Department of Poultry Science.

Dr. Beck, a professor at Clemson University since 2007, currently serves as the chair of the Department of Animal and Veterinary Sciences. Prior to her position as chair, Dr. Beck held various roles with Clemson’s College of Agriculture, Forestry and Life Sciences.

Gary Jackson, MSU Extension Service director, noted Beck’s impact on professional organizations, the poultry industry and the public.

“Throughout her career, Dr. Beck has shown the ability to lead a department in service, including her work with commodity boards and associations,” Jackson said. “She will be instrumental in leading the poultry science department into the future.”

She has extensive experience working with commodity boards and associations within the poultry industry. Dr. Beck currently serves as the executive secretary of the Southern Poultry Science Association and is a section editor of the Journal of Poultry Science. She is also a past president of the Poultry Science Association.

“In meeting with Dr. Beck earlier, she expressed a strong interest for the Department to reach out to the poultry industry for support and collaboration,” said Mark Leggett, president of MPA. “We look forward to working with Dr. Beck to continue to advance the poultry industry in Mississippi.”

Dr. Beck holds a bachelor’s degree in English from the University of Richmond and earned her master’s and doctoral degrees in poultry physiology from the University of Maryland.

The MSU Department of Poultry Science has also filled two other positions. Dr. Chander S. Sharma has been hired as the associate professor of poultry processing, products and food safety. Dr. Wei Zhei was hired as the assistant research/extension professor of poultry nutrition and management.

These positions are crucial to the success of the university’s poultry research.
We invite you to join us as we take a look at the breakthrough technologies that are shaping tomorrow's world.

Steve Jobs once said, “We’re just in the beginning stages of what will be a truly remarkable breakthrough for most people — as remarkable as the telephone.”

Friday, February 3rd, 2012
The Hotel at Auburn Univeristy
241 South College Street

There is NO CHARGE for this event - It is offered as an interactive session open to the agriculture industry.

Registration Opens at 2:15
Event: 3:00 - 6:00
Dinner will be served after the event
RSVP erachal@alltech.com or 229-225-1212

Studies Show Poultry House Energy Retrofits Save Money
A study conducted in 2000 by Auburn University documents the costs and returns of retrofitting a poultry house with spray foam sealants.

Six Alabama test houses had curtain sidewalls treated with a 1-inch sprayed polyurethane sealant manufactured by BioBased Technologies®:

- These houses realized a 35% savings in fuel costs in comparison to identical untreated houses
- Annual fuel savings were 1.850 gallons per house after treatment
- Static pressure of the houses increased from 0.12 before treatment to an average of 0.27 after treatment
- High-to-low temperature differences in the treated houses are only 3 – 4 degrees compared to untreated houses that experience 7 – 8 degree differences
- Further advantages of this retrofit application were seen in slight improvements in bird performance data over a 7 flock, one year period
- The R-value of the sidewalls increased from approximately R-1 to R-8 at the curtains. Above and below the curtains the R-values increased from R-2 to R-9.
- At prevailing propane prices for the time ($1.39 per gallon) and grower pay rate ($0.05 per pound) the cost of retrofitting the structures was paid back within 10 – 12 flocks.

Insul-Pro Plus uses Soy Seal® HD and Soy Seal® XD sealants that are USDA Certified Biobased Products with 15% soy-based content in the finished foam.

Let Insul-Pro Plus reduce your energy costs and help you grow healthier birds.

601.854.6880 | insulproplus.com
Ray Ables, live complex manager for Tyson Foods in Forest, was elected chairman of the Mississippi Poultry Association Board of Directors for 2012. He follows Sam LeNarz, complex manager for Wayne Farms, LLC, in Laurel, who will become immediate past chairman.

Able’s election is one of several changes to the Association’s top leadership taking effect in 2012.

Todd Grisham, Marshall Durbin’s Waynesboro complex manager, is the new vice chairman. Bob Billingsley, director of development and engineering with Sanderson Farms in Laurel, is the treasurer, and Dr. Ryn McDonald of Cal-Maine Foods is past chairman. Steve McLaurin, Peco Foods’ Sebastapol live operations manager, is the at-large member of the Executive Committee.

Bo Duvall, a Marshall Durbin grower, was elected chairman of the MPA Grower Advisory Committee replacing Tyson grower Ronnie Ingram of Carthage. The MPA membership changed its bylaws last year to provide a seat on the Executive Committee for the Grower Advisory Committee chairman. The seven-member Executive Committee now includes one representative from each of the broiler and egg companies.

Duvall of Waynesboro has served on the Grower Advisory Committee for four years. The Grower Advisory Committee vice chairman is Ken Upton, a Sanderson Farms breeder grower from Kokomo.

Ray Ables and his wife, Jennifer, live in Brandon with their two children, ages 10 and 14. Ray, who was raised in Ft. Payne, Alabama, graduated from Auburn University with a major in poultry science and a minor in business. He began working at various positions in a processing plant before moving to broiler service. Ray bought and operated his own broiler farm during this time. In 1998, he became broiler manager in Albertville, Alabama, spending three years as broiler manager and three as breeder hatchery manager. In 2004, he took a position as live production manager at Tyson’s Springdale, Arkansas, complex before moving to his current job in 2007.

The Grower Advisory Committee was expanded this year with the addition of three growers from Wayne Farms, LLC.
2012 Mississippi Poultry Foundation Scholarship

The MPA Grower Advisory Committee, through the Mississippi Poultry Foundation, will be awarding four scholarships to students who are either pursuing careers in the poultry industry or to those whose families are grower members of the Mississippi Poultry Association. The scholarships will be awarded to deserving applicants.

Children and grandchildren of MPA members are eligible to compete for the four scholarships. If you have a child or grandchild who is a high school senior or a student in a Mississippi university or community college, urge them to fill out an application at www.mspoultry.org.

Grade point average, an essay, community involvement, knowledge of the poultry industry and references are among the factors considered by the Grower Advisory Committee as directed by the Foundation in awarding scholarships.

The deadline for applications has been set to February 29, 2012, to ensure that the scholarship can be announced in time for the high school class of 2012 graduation ceremonies.

First Financial Bank/Mississippi Poultry Association Scholarship Winners Chosen

First Financial Bank in Carthage provides funding for the Mississippi Poultry Association to award four scholarships totaling $1,500 per year to poultry science students at Mississippi State University. A faculty committee chooses the recipients.

The winners of the 2011 fall scholarships are Josh Nichols and Weston Thomas. The presentation was made by MPA President Mark Leggett, Brad Ogletree of First Financial Bank and Dr. David Peebles, Interim Head of MSU's Poultry Science Department.

Josh is a poultry science major from Laurel, Mississippi. He is the vice president of the MSU Poultry Science Club.

Weston of Madden, Mississippi, is a junior poultry science major. He is passionate about agriculture and looks forward to working in the poultry industry.

First Financial Bank also awards two scholarships during the spring semester at Mississippi State University. This is the third year of the FFB-MPA scholarship program.

U.S. Poultry and Egg Association Awards Grant to MSU Poultry Science Department

Mississippi State University’s Poultry Science Department recently received a grant from the U.S. Poultry and Egg Association’s (USPEA) Ford Foundation to further enhance their ability to train future industry leaders. MSU was one of six universities nationwide to receive the grant funds which are to be used to further a student’s ability to gain important skills through activities outside the classroom, such as:

- Support FFA and 4-H state poultry judging contestants
- Develop a poultry educational team to talk with consumers about poultry
- Sponsor a poultry leadership conference for teens
- Talk to Farm Bureau about their Ag in the Classroom program
- Judge poultry shows at county fairs
More Mississippians in 2012 will receive the message that Mississippi poultry farmers take care of their animals.

The Farm Families of Mississippi advertising campaign will expand to the Greenwood and Tupelo markets, and the commercial featuring the Smith Brothers poultry farm near Brookhaven will be one of those played on radio and television. The poultry commercial shows the day baby chicks arrive at the farm of Brett and Scott Smith.

The commercials ran in the Jackson market in 2010 and expanded to the Gulf Coast in 2011. The target audience is urban females who buy most of the food for their families.

Goals of the Farm Families campaign include informing the public that farmers take care of their animals, that they are good stewards of the land and that food in the U.S. is more affordable than in other countries around the world. The campaign uses billboards, radio, television and internet advertising.

MPA, Sanderson Farms and Tyson Foods are sponsors of the campaign. Other agricultural associations include those soybeans, rice, cattle and sweet potatoes. The Mississippi Farm Bureau Federation began the ad campaign with the support of 70 companies and organizations as sponsors.
UPCOMING EVENTS

Remember to sign a 2012 affidavit for the sales tax exemption on farm equipment!

January 3
Legislature convenes for 125-day session

January 10
Inauguration of Governor Phil Bryant

February 20
Deadline for introduction of general bills

February 29
Mississippi Poultry Foundation scholarship application deadline

March 6
Deadline for committees to act on general bills

March 13
Grower Advisory Committee meeting

April 12
Magnolia Beef and Poultry Expo in Raleigh, MS

September 13-15
MPA 75th Annual Convention

GROWER ADVISORY COMMITTEE

| Richard Carter       | Michael Magee     | Robert Smith      |
| Marshall Durbin     | Tyson Foods       | Wayne Farms       |
| James Cochran       | Ted Mangum        | Wayne Farms       |
| Marshall Durbin     | Lee McCollough    | Marshall Durbin   |
| Bo Duvall           | Peter McKinley    | Sanderson Farms   |
| Peco Foods          |                    |                  |
| Steve Holloway      | Ronnie Ingram     | Matt Owen         |
| Peco Foods          | Tyson Foods       | Wayne Farms       |
|                  |                   |                  |

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

MISSISSIPPI POULTRY ASSOCIATION

Mark Leggett, President
leggett@mspoultry.org

Sam LeNarz, Chairman

Ray Ables, Vice Chairman

Todd Grisham, Treasurer

Ronnie Ingram, Grower Advisory Committee Chairman

Ben Chandler, Grower Relations Coordinator
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Becky Beard, Administrative Assistant
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