SUPREME COURT ELECTIONS IMPORTANT TO MAINTAINING FAIR COURT SYSTEM

By Mark Leggett, President, Mississippi Poultry Association

Everybody knows we are electing a president this year. What you may not know is that on November 6, we are also electing one-third of the Mississippi Supreme Court.

Why does that matter? The reforms in 2002 and 2004 removed the stigma Mississippi’s judicial system had as one of the worst places in the nation to be sued – a “judicial hell-hole.” In other states, the courts have undone what the legislatures have passed.

The personal injury lawyers who gave Mississippi that reputation would like to return to those days of headline-grabbing jury awards. That doesn’t need to happen in Mississippi, and electing balanced judges is the way to keep it from happening.

On November 6, voters will be electing one judge in each of the three Supreme Court districts – Central, Southern, and Northern. The Business and Industry Political Education Committee (BIPEC) has recommended two incumbent justices and one of the two challengers in the open seat in the Northern district.

In Central Mississippi, Chief Justice William Waller, Jr. of Jackson is seeking a third term. Waller, son of former Governor Bill Waller, was elected in 1996 and re-elected in 2004. He is a retired brigadier general in the Mississippi National Guard. He is supported by BIPEC and the Mississippi Republican Party.

Chief Justice Waller faces Representative Earle Banks of Jackson who has earned an F rating from BIPEC for his voting record on jobs issues. He is a member of a personal injury law firm in Jackson.

In South Mississippi, Justice Michael Randolph of Hattiesburg is running his race for re-election to the Supreme Court with the endorsement of BIPEC and the Mississippi GOP. He was appointed to fill a vacancy by Governor Haley Barbour in 2004 and elected that November to a full eight-year term. He is a decorated Army veteran of the Vietnam War.

Talmadge Braddock graduated from the University of Mississippi Law School in 1995 when he began practicing law at his family’s personal injury law firm. He served as Chairman of the Mass Tort Section of the Mississippi Trial Lawyers Association.

In North Mississippi, two candidates are seeking an open seat. Josiah Coleman, a defense attorney in Oxford, is supported by BIPEC and the GOP. He is the grandson of former Governor J. P. Coleman and the son of former Mississippi Court of Appeals Judge Tom Coleman. He is a volunteer firefighter.

Richard “Flip” Phillips is an attorney at a personal injury law firm in Batesville and a former president of the Mississippi Trial Lawyers Association.

If you are not registered to vote, you can register at your Circuit Clerk’s office, your Municipal Clerk’s office, when you get your driver’s license at the Department of Public Safety or through the mail by downloading a voter registration form from the Secretary of State’s website (www.sos.ms.gov) and mailing it to your Circuit Clerk. Keep in mind that first-time, mail-in, unverified registrants must show identification the first time they go to the polls.

You have until October 5 to register in person at your Circuit Clerk’s office. If you mail the form, it must be postmarked no later than October 6 to be accepted for the General Election.
6 BENEFITS IN 1 SINGLE SHOT

1. INNOVATIVE: Utilizes modern vectored technology.
2. SAFE: Does not cause bursal damage.
3. EFFECTIVE: Provides broad-spectrum protection against IBD and MD.
4. EASY TO ADMINISTER: Administered in ovo or subcutaneously in the hatchery.
5. CONVENIENT: Single hatchery vaccination eliminates field vaccination.
6. RELIABLE: Highest quality product and support from the leading MD vaccine manufacturer.

Value Beyond The Label. Don’t Just Choose A Product, Choose A Company.

© 2008 Merial Limited Edition, Georgia, All rights reserved.
In our rapidly changing industry, we have a greater need to relay information and receive feedback from members in a timely manner. MPA wants to gauge grower members’ interest for an industry alert system and also look at ways of getting more industry personnel involved with the Association.

**GROWER MEMBER SURVEY**

In the wake of last year’s LT virus, the devastating tornado that ripped through north Mississippi and Tuscaloosa, Alabama, and more recently, the destruction caused by Hurricane Isaac, MPA saw a real need for a method of alerting grower members in the event of a disease outbreak, halt in litter movement, and natural disasters.

We would like to know whether you are interested in receiving alerts on your cell phone (text messages or phone calls), on your home phone, or on your business or personal email address. These methods of communication would allow us to quickly communicate messages from the Mississippi Board of Animal Health, Mississippi State University Poultry Lab, etc. You will also continue to be contacted by your integrator’s personnel.

Enrollment is voluntary. The information that you share with us will remain confidential and will never be used to advertise.

Please be looking in your mailbox for the information on the survey. We will be mailing it out in the next few months.

**INDUSTRY MEMBER SURVEY**

Upon a recommendation from the MPA Strategic Planning Committee, we have also decided to survey Industry Personnel. This will allow us to better serve the needs of the MPA company members, as well as gauge the interest and expertise of the people we serve.

We are always looking for ways to get more people involved with MPA. There are so many talented company personnel out there that may want to serve as a resource to MPA staff or join a committee.
!!POULTRY FARMERS!!

Jones • Jasper • Smith • Simpson

Could Save You Thousands – All On One Policy

1. One Million Dollar Liability
2. Tractors • Bailers • ATV’s
3. Homeowners • Auto
4. Single Deductible
5. Livestock
6. Loss of Income • Mechanical Breakdown
7. Generators • Wells
8. Life Insurance
9. Payment Plans
10. Full Replacement Costs

Wilks Insurance Agency
HWY. 11 SOUTH • LAUREL • 601-426-3350

We Know Poultry

Mississippi’s premier lender for poultry operations, land purchases and agribusiness loans.

First South Farm Credit’s staff understands the financing needs of poultry operations. Whether you’re expanding your current operation or just starting out, we are ready to help you grow.

First South
Farm Credit

Serving Rural America in Alabama, Louisiana & Mississippi

(800) 955-1722

FirstSouthLand.com
POULTRY SCHOLARSHIP AND AWARD NEWS

Mississippi Poultry Foundation Scholarships

The Mississippi Poultry Foundation (MPF) Board of Trustees is pleased to announce that four $1,500 scholarships have been awarded to four children of Mississippi Poultry Association (MPA) grower members. The Foundation scholarships are selected and awarded each year by the MPA Grower Advisory Committee (GAC). In the past two years, the GAC has seen a record number of applications from students applying for a scholarship. This year’s winners are Brandi James, Peter McKinley, Lynford Seibel and Kenan Upton.

The award money for the scholarships is raised from the annual auction at the MPA convention and through donations to the Foundation. The Grower Advisory Committee grades each application based on ACT scores, grade point average, essays, knowledge of the poultry industry and references.

Brandi James, an entering freshman at Jones County Junior College majoring in animal and poultry science, is the daughter of the late Donald “Don” and Lynn James who grow for sanderson Farms. She graduated in May with a 4.3 GPA and highest honors from South Jones High School. She is active in Jones County 4-H Club, Jones County Future Leaders and other groups. Her concentration is pre-poultry science with the intent to transfer to Mississippi State University. Brandi’s career goal is to run her family poultry and cattle farm.

Lynford Seibel is transferring to Mississippi State University from East Central Community College. He will major in poultry science at MSU. Seibel was on the Dean’s List while attending East Central Community College and an honor roll student at Lighthouse Christian Academy while in high school. He was Business Club president and very active in the Environmental Club and Phi Beta Lambda at East Central. He is the son of Stanley and Rachel Seibel, who grow chickens for Tyson Foods.

Peter McKinley, an agricultural engineering technology and business major from Hazlehurst, is a student at MSU. He is the son of Peter and Martha McKinley who grow broilers for Sanderson Farms, Inc. While at MSU, he has worked on a project to develop a mobile poultry laboratory that now travels the state demonstrating energy savings through new technology. After graduation from MSU, Peter plans to operate the broiler farm in the future as well as survey land.

Kenan Upton is studying nursing at Southwest Mississippi Community College to obtain his RN degree. Upon completion of his degree at Southwest, he plans to study at Louisiana State University to become a Certified Registered Nurse Anesthetist. Kenan has worked on his family’s farm for many years. He is the son of Kenneth and Angel Upton of Kokomo. The Upton family grows breeders for Sanderson Farms, Inc.

Mississippi Poultry Producers Apply for National Award

Wesley and Adam Bass, a father and son duo, from Columbia, Mississippi, have applied for the U.S. Poultry and Egg Association’s “Family Farm Environmental Excellence Award.” The purpose of the award is to recognize exemplary environmental stewardship by family farmers engaged in poultry production. The award finalists are selected from the five national regions: Northeast, Southeast, South Central, North Central and West. The Bass family farm will be entered into the Southeast region competition. The Bass family will be competing with several other farm families for the “Family Farm Environmental Excellence” Trophy, a cash prize of $1,000, as well as a trip to the 2013 International Poultry Expo in Atlanta, Georgia, where the winner will be recognized and announced. The application showcases the farm’s unique and innovative environmental practices.

The Bass family grows chickens for Sanderson Farms and operates a polyculture farm where they raise poultry and also operate a choose-and-cut Christmas tree farm. The chicken litter produced in the poultry houses is used as a natural fertilizer for the farm’s award winning Christmas trees.

“This is a very impressive application and I’m sure they will win an award,” said Randy Pettus, Director of Production for Sanderson Farms. “We’re proud of the Bass family and appreciate their hard work.”

Wesley and Adam Bass are members of the Mississippi Poultry Association.
Celebrating our 75th Anniversary!

TIP THE SCALES IN YOUR BATTLE TO MAKE WEIGHT

At just 25 PPM, ammonia denies you precious ounces of bird weight. With soaring grain prices, that’s a fight you can’t afford to lose.

PLT® can push the scale toward great profits by eliminating any ammonia problems that cost you feed conversion, performance and energy. Find answers at www.JonesHamiltonAg.com or contact your territory manager at (888) 858-4425.

Manufactured in the U.S.A. by Jones-Hamilton Co.
30354 Tracy Road, Walbridge, OH 43465
www.jones-hamilton.com

PLT® is a registered trademark of the Jones-Hamilton company in the U.S. and other countries.
In 2011, 9.635 billion pounds of feed were consumed by the broiler industry in Mississippi. Approximately 57% of this feed is made up of corn meaning 5.679 billion pounds per year or 473.25 million pounds per month.

Since mid-June, when the drought started to impact the corn market, corn prices have risen from $5.20/bu to over $8/bu. Assuming 2012’s production is on par with 2011, in the two month span from mid-June to now, this $2.80/bu increase implies an increase in feed corn costs of $100/ton, or $47.31 million for all broiler production over the two-month period.

If these prices are sustained, the added cost incurred by the industry could amount to $106.44 million over the next 4.5 months of 2012. And this does not include the egg industry and the impacts on it. As you know, Cal-Maine is the largest egg producer in the United States and so this magnifies the impact of higher feed costs specifically on the state of Mississippi.

The poultry industry is also a major economic engine in the state and cutbacks in poultry production due to increased costs has ripple effects throughout the state. Poultry is a major contributor to the Mississippi economy but feed costs will affect all livestock produced in Mississippi and the nation. Poultry will remain the best value for protein for consumers and demand worldwide for protein is not decreasing. Production will not be reduced significantly but more likely we will see increased costs passed on to consumers in increased prices for finished product.

Georgia is the nation’s leading poultry producer. The University of Georgia has estimated the Georgia broiler industry is seeing a $1.4 million per day impact from higher corn prices. Detrimental impacts on the poultry industry in Mississippi theoretically have a larger impact statewide than they do in a state like Georgia which has a larger, more diversified economy.

Since the poultry industry in Mississippi is so economically important, any influence on feed price affects us more than most states.
A Cat® Skid Steer Loader proves its value day in and day out. It delivers lower owning and operating costs thanks to a standard foot throttle pedal and on demand cooling fan. The Intelligent Leveling™ system provides industry leading features such as dual direction self leveling, return to dig and work tool positioner. Combine these with a sealed, pressurized cab and your operators are more productive and comfortable. And of course, the field proven Cat durability means that you’ll have this machine for a long, long time.

0.9% for 60 months*

Plus up to $750 off when you add a second work tool attachment.
This article presents a brief history of the development of diagnostic tools in improving poultry and human health.

A wonder of the medical world. The chicken embryo has been on the front line in vaccine research. Everything started with the use of the chicken embryo as a system for the isolation and propagation of animal viruses including those viruses that affect commercial poultry.

The chicken embryo has a long and very distinguished history as a biological model system. Before this system was established, no viruses had been cultivated in the laboratory. In 1931, chicken embryos were used for replicating the virus that causes fowlpox. For the first time in medical history, pure cultures of this virus were produced in high volumes, which was a major accomplishment at that time. Later, chicken embryos became the ideal system for mass production of vaccines.

Several vaccines for the prevention of diseases of humans and animals have been developed in chicken embryos. In our laboratory, we use chicken embryos for the diagnosis of poultry diseases such as infectious bronchitis and Newcastle disease.

Living cells growing on glass! The cell culture methodology, which involves making cells grow in Petri dishes, achieved an important point at the end of the 1940s. This technique is useful for identifying and growing an assortment of viruses that cause some of the common diseases of poultry.

Serological techniques: May I see your ID please? Techniques using blood serum have been used in poultry diagnostics since the mid 1940s. These techniques help to identify microorganisms and to measure the birds’ level of protection against infections caused by these microorganisms. These techniques are based on the interaction between the microorganisms (or “antigens”) and the immune status of the poultry (or “antibodies”). Antigens are proteins of the microorganisms that are so unique and specific that they serve as the “ID” of the microorganism. On the other hand, the antibodies are proteins that circulate in the blood of the birds; their purpose is to confer protection against the microorganisms. These antibodies can “block” and inactivate viruses, bacteria, parasites and even toxins. The interaction between antigen and antibody is very specific, like a lock and key interaction. In the laboratory, we use these techniques to identify the microorganisms, like “checking their IDs.”

ELISA: More than just a lovely name. The ELISA test opened a new chapter in medical diagnostics, poultry medicine included. Although this test has a delicate sounding name, it has become a workhorse in the diagnostic laboratory. After 40 years, it is still very popular. ELISA stands for enzyme-linked-immuno-sorbent assay. This test method is used to measure the antibodies in the blood of poultry flocks, which gives veterinarians a way to assess their level of protection against certain diseases. With ELISA, we can analyze hundreds of samples at the same time, which has been very helpful in the development of the modern poultry industry.

The discovery of DNA structure, and the beginning of the molecular age. With the interpretation of the DNA structure, the molecular age came to the scene. DNA (deoxyribonucleic acid) contains the genetic information of all living organisms. Let us say that DNA is the “instruction manual” of living organisms. With the development of molecular tools, we can study the microorganisms more deeply; we can take a good look into their “genomes” or genetic material, in much the same way you can read the manual of your new iPad or iPhone.

PCR: A very important achievement in science. Polymerase chain reaction or PCR is regarded as one of the monumental scientific techniques of the twentieth century. With the PCR methodology we can produce billions of copies of a segment of DNA in a couple of hours. With such a number of DNA copies, it is very easy to analyze the genome (genetic material) of microorganisms. In our laboratory, we use PCR to detect poultry diseases such as infectious bronchitis, infectious bursal disease, infectious laryngotracheitis, and others.

“Greetings from The Genome.” Maybe during your vacation trips you have sent some greeting cards to your friends. We can do the same thing in the lab, but our “greeting cards” are somewhat different. These cards contain some chemicals that preserve DNA from organic samples such as blood or tissues. With these cards, DNA samples can be preserved at room temperature for long periods of time. These cards are small and they are easily packaged, shipped, or stored. They have been a great invention because we can receive samples from any part of the world, or we can ship DNA samples to other laboratories overseas, as easily as mailing a greeting postcard.

Real time PCR: The secrets of the genome broadcasted live and in HD. For this coming Super Bowl, which would you prefer: following the complete game in a live broadcast or checking the final score on the nightly news? Of course, live is better! Our preferences are the same in the laboratory. With the real time PCR technology, we can make copies of DNA but, we can monitor this process as it is occurring. This methodology is so powerful that we can detect the genetic information of an organism from a very small sample. This is like watching a football game live and in high definition. During the 2011 infectious laryngotracheitis outbreak in Mississippi, this methodology was extremely helpful, since it allowed us to produce accurate results in a couple of hours.

The future is already part of our present. New technologies are already being developed that will allow us to detect avian pathogens more accurately and in shorter time frames. For instance, portable biosensor systems will be available in the near future. These devices will be able to detect very dangerous viruses such as avian influenza virus in less than one hour, and at very low cost.
Lighting technologies are advancing rapidly in the poultry industry. As energy costs continue to rise, growers are looking for ways to reduce energy use while maintaining bird performance. Solid sidewall housing and blackout curtains mean lighting is now a major cost area (perhaps 30-40% of total electrical cost when incandescent bulbs are used). Currently, the Tennessee Valley Authority (TVA) has a rebate program in effect for growers who upgrade incandescent or fluorescent lights to more energy efficient LED lights. This link has information about the program and how to apply: http://www.energyright.com/business/incentives.html

As mentioned on the website, the TVA provides a one-time incentive based on $0.10 per kWh that is saved annually. This can be handled a couple of ways. The first is a Standard Rebate. A standard rebate application can be found on the website at the “Getting Started” page. In the application, the TVA provides an incentive per fixture that is replaced. For example, replacing a 100 watt incandescent light with a 12 watt LED would be eligible for a $25.50 incentive. If there are opportunities that don’t exist in the standard rebate application then growers may be able to go through one of TVA’s Trade Allies. They have access to a program called a Lighting Workbook. This program allows them to build the existing conditions and the proposed lighting fixtures and supply the hours of operation of the customer. This allows them to provide a more accurate calculation of the incentive, which in some cases, could be more than the standard rebate. There is a cap on the incentive at 70% of the install cost, which includes fixture cost and labor cost. To qualify for eligible rebates, projects must receive written approval before equipment is purchased or installed. Projects may require pre- and post-installation inspection. So do not start removal of existing equipment until after pre-measurement requirements are met and pre-installation approval notification has been received.

LED lights have recently entered the poultry production market and there are several companies manufacturing LEDs suitable for poultry houses. Bird performance with LEDs is proving as good as or better than traditional light sources. In most cases, LEDs are only used for the grow period and something brighter used for brooding. However, some LED manufacturers are coming out with brighter bulbs that may be sufficient for the brood period also. Energy savings with LEDs over incandescent and CFL bulbs are impressive (Figures 1 and 2). However, LEDs are expensive compared to other bulbs and there are several factors to consider and numerous questions to ask before making a decision.
The LED you choose should have been tested in an agricultural setting and be able to withstand harsh poultry house environments and wash down procedures. Also, verify that bulbs will work with your current light dimmer. LEDs dim in a non-linear fashion as opposed to incandescent bulbs that dim in a linear fashion. Make sure that you have enough footcandles of light at bird level. Different integrators require different footcandles of light during both the brood and grow periods. Check with your service technician if you are unsure what the requirements are. Find out the angle of light output for the LEDs you are considering. LED lights for poultry houses are different than other LEDs in order to get uniform light coverage throughout the house. Verify that light angle output is in the range of 110° to 160° to prevent dark spots in the house. Also know the lumens on the bulb. Lumens are the total light output of the bulb; the higher the lumens, the brighter the light. Lumens tend to drop as the bulb ages so lumens when the bulb is a year old will likely be less than when it was new. LEDs often have a 50,000 hour life expectancy and will last for several years so lumen depreciation over time will be important. Your integrator may require a specific Kelvin rating of the light. Many poultry house LEDs have around a 4000 Kelvin temperature which is a soft white light similar to moonlight. Kelvin temperatures in the 2700-3000 range are similar in color to incandescent light while temperatures in the 5000-6000 range are more of a blue-white light. These bulb specifications and other information can be found on the manufacturer’s web site. Growers in the TVA service area should investigate the current lighting rebate program. Check into what various LED providers offer and be sure your integrator is on board before making any final decisions. Contact us if we can help answer any questions or provide additional information.
Brunini’s Environmental Group 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. Chambers USA: Leading Lawyers has ranked Brunini as a Level One Environmental Law Firm.

John Milner serves as counsel to the Mississippi Poultry Association. John Brunini, Gene Wasson and Susan King round out this leading Environmental Law Group.

Environmental Law Attorneys

John Brunini  John Milner  Gene Wasson

Susan King

Biloxi  Jackson  Columbus
228-435-1198  601-948-3101  662-240-9744

www.brunini.com

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.
On July 16, 2012, a federal court issued an order to allow a group of ten states (Alabama, Arkansas, Iowa, Kansas, Kentucky, Missouri, Nebraska, North Dakota, Oklahoma, and South Dakota) to intervene on behalf of the U.S. Environmental Protection Agency (EPA) in a lawsuit over the agency’s failure to establish water quality criteria to reduce nutrient pollution in the Mississippi River Basin and the northern Gulf of Mexico (Gulf Restoration Network v. Jackson, E.D. La., No. 2:12-cv-00677). The lawsuit was filed on March 2012 by several environmental groups alleging that EPA failed to develop numerical water quality criteria and total maximum daily loads for nitrogen and phosphorus in the states located in the Mississippi River basin and northern Gulf of Mexico region. In the motion, the states argue that forcing EPA to establish water quality criteria and total maximum daily loads for nutrients would take from the states the discretion given to them by Congress. The states contend that Congress intended for the states to establish standards based on the use and value of an individual state’s waters for agricultural, industrial, and other purposes. Although Mississippi has not yet intervened in this lawsuit, the state is already beginning to feel the impact of potential new numeric nutrient criteria standards for state waters.

**The History of Numeric Nutrient Standards**

A state water quality standard for nutrients is actually one of the oldest and most basic tools for managing fresh water ecosystems. Since 1996, the EPA has encouraged all states to adopt numeric nutrient criteria for surface waters to support restoration and protection efforts addressed in the Clean Water Act (CWA). Section 303(c) of the CWA, 33 U.S.C. § 1313(c), mandates that states adopt water quality standards for all navigable waters within their jurisdiction. These standards must be approved by EPA. States are also required to categorize their navigable waters by intended uses, such as drinking water supplies, recreation or other defined uses. Once these designated uses are established, states must then set standards to ensure that the designated uses are protected. The CWA allows states to establish narrative or numeric standards.

In 1998, EPA announced that states would be required to adopt numeric nutrient water quality standards in lieu of narrative standards based on the belief that nutrient loading may be the leading cause of impairment of the nation’s waters. As a component of President Clinton’s Clean Water Action Plan, which mandated that EPA achieve the development of numeric nutrient standards as a part of state water quality standards, EPA formalized the requirement for numeric nutrient standards in the National Strategy for the Development of Regional Nutrient Criteria. In connection with this strategy, in 2001, EPA requested that each state develop a nutrient criteria plan outlining how each state planned to develop and adopt numeric nutrient criteria, including milestones and schedules. Today, nutrient pollution is a priority issue for EPA and establishment of numeric nutrient criteria across the country is EPA’s goal.

**Mississippi Department of Environmental Quality’s Current Position**

The Mississippi Department of Environmental Quality (MDEQ) is working to develop numeric nutrient criteria for the state before EPA steps in to issue its own standards. Consequently, the MDEQ Water Quality Standards program has been created to develop scientifically defensible numeric nutrient criteria that are appropriate for Mississippi’s surface waters.

On July 30, 2012, MDEQ held a stakeholders meeting to discuss the development of Mississippi’s numeric nutrient criteria and to provide an opportunity for stakeholders to ask questions and make comments about the Water Quality Standards program. Mike Freiman, Chief of MDEQ’s Surface Water Division, stated that the plan is to have numeric nutrient criteria developed for all waters, excluding the Delta, by June 30, 2013. The numeric nutrient criteria for the Delta should be developed by November 30, 2014. Freiman stated that the focus is on total nitrogen and total phosphorous as the two major sources and that the final numeric nutrient standards will be a “weighted average.”

Kim Caviness, with MDEQ’s Water Quality Standards and Special Projects Branch, explained that MDEQ is looking at “what is protective” rather than “what is achievable.” The result of the new standards will likely be that most streams will have numeric values. The new numeric nutrient standards will be “worked into permits” as they come up for renewal and permittees will be allowed a “reasonable time frame” to come into compliance with the new standards.

The MDEQ plans to schedule the next stakeholders’ meeting in early 2013. Nevertheless, the Mississippi Poultry Association (MPA) continues to have conversations with the MDEQ staff to address any concerns of our members. Should you have any questions, please feel free to contact the MPA office or John Milner, legal counsel for MPA.

---

**G90 Steel Roofing**

29Ga x 36” Cover

$1.19/Linear Foot

Cut to Length

Goldin Metals, Inc.

228-575-7736 • www.goldinmetals.com

Celebrating our 75th Anniversary!
The wood pellet-burning poultry furnace
that improves your flock, your finances and our country.

The furnace you’ve waited for has finally arrived.

**BTU COMPARISON**
- 1 ton of pellets generates 16,400,000 BTU’s
- It takes 178.32 gallons of propane to generate 16,400,000 BTU’s of heat

**THE FUEL: WOOD PELLETS**
- Significant reduction in fuel cost with same BTU performance
- Application of heat is dryer and more uniform.
- Sustainable, low-cost fuel with multi-year contracted pricing

**THE FURNACE**
- Produced by HHT the oldest and largest wood burning manufacturer in the world.

Better for bird health
Save more than 50% on heating
More efficient
Dry heat = less ammonia
Made in U.S.A.
Renewable source

Call now for a
FREE propane vs. pellets savings estimate!
(855) 966-3432

LeeEnergySolutions.com
Amonia is the most common cause of performance loss on broiler farms in terms of body weight gain and feed conversion. Extensive research has shown that ammonia levels as low as 25 parts per million (PPM) can cost growers 19 points of weight per bird which equates to a loss of $209 per house. Interior ammonia levels are rarely below 50 PPM, so the costs of ammonia quickly add up. The ammonia levels that cause a loss of weight and feed conversion are much lower than the ammonia levels necessary to cause visual changes in a bird. Performance is greatly reduced by exposure to 50 PPM, but birds do not show signs of blindness until ammonia exceeds 100 PPM. Unfortunately, many growers and live production personnel do not respond to ammonia until they see blind birds. However, by the time blind birds are present, the damage has already been done in terms of performance. Proper litter management, as outlined by your integrator, is the best way to prevent ammonia losses.

THE SOURCE OF AMMONIA TROUBLES

Ammonia is readily released from the litter as a gas at a rate determined by the surface area and litter temperature. Aggressive litter handling during down-time increases surface area which releases more ammonia. This is why houses with fine, dusty litter can have such high ammonia concentrations at bird level. It is important to keep litter moisture and other litter characteristics in the middle of the bell curve (not too dry and not too wet) in order to reduce the speed at which ammonia is released from the litter surface. Ammonia levels an inch beneath the litter surface are an indicator of what the litter will release over the next few days. Very fine, dusty litter often has deep litter ammonia concentrations over 600 PPM, whereas properly de-caked litter with a larger particles rarely exceeds 150-200 PPM of deep ammonia. Excessive moisture within a house or improper de-caking and litter handling will encourage ammonia production and release. Proper litter management, litter amendment use and ventilation to maintain ammonia levels below 25 PPM should be followed at all times to prevent performance losses.

AMMONIA’S IMPACT ON BIRD PERFORMANCE

While high levels of ammonia can be detrimental to bird performance at any stage, poultry are most susceptible to ammonia impacts during the first four weeks of life. Several studies in Mississippi showed the costly impact of ammonia exposure on broiler performance.

In one study (Table 1), birds exposed to 50 PPM of ammonia for the first four weeks and no ammonia thereafter were 6.4% lighter, and birds exposed to 75 PPM were 9% lighter than birds exposed to only 25 PPM. Ammonia levels of 75 PPM or greater during the first four weeks of life are quite common (even in the summertime) in houses not using a litter amendment at the beginning of each flock.

CONTROLLING AMMONIA WITH LITTER MANAGEMENT

Prevention of ammonia release is the key to maximizing bird performance. This is done through proper litter management during the down time and proper usage of a litter amendment to lower litter pH and convert volatile ammonia into a stable fertilizer: ammonium sulfate. Using an acidic litter amendment just prior to bird placement brings ammonia levels down below 25 PPM for the first two weeks allowing houses to be minimally ventilated for relative humidity control. On farms where birds are released from the brood chamber before they are 14 days old, the litter amendment should be applied in the whole house to prevent production losses from ammonia.

TAKING ACTION AGAINST AMMONIA

Twenty years of research in Mississippi has shown the effects of ammonia on bird weight (Figure 1). At 50 PPM, birds lost ½ lb in weight causing a substantial production loss for any grower or integrator. Using that Mississippi data, birds challenged with ammonia lose 8 points of feed conversion. With feed at $325+/ton, the loss of feed conversion on 20,000 birds will cost $1,690. The loss can reach as high as $84,500 per week for a million bird complex.

In addition to applying a litter acidifier according to manufacturer’s directions, simple steps have been defined to avoid ammonia-induced performance losses:

- Take ammonia readings no more than one inch above litter.
- Remove all cake between flocks, but do not till.
- Pre-heat properly before bird placement to complete the ammonia purge from the litter.
- Maintain relative humidity between 50-70% during minimum ventilation.
- Properly manage water lines to avoid wet litter.

Table 1. Performance Losses due to Ammonia Exposure the First Four Weeks of Grow-Out, Miles et al. 2004

![Table 1](image1)

Figure 1. Miles et al 2002. Quantified detriment of ammonia to broilers. Poultry Sci. Vol. 81 (Suppl. 1).
With lots of insurance companies out there, only one can be the nation’s leading farm owners insurer – Nationwide® Agribusiness.

We understand your risks and your needs. That’s why we offer AgriChoice® farm insurance products that are tailored to meet your needs.

- Coverages designed specifically for your agribusiness operation
- Local, experienced farm insurance professionals
- Farm-specific claims service, 24/7
- Convenient billing options

Owning a farm takes hard work, and AgriChoice® will work hard for you. Give us the chance to earn your business today.

AgriChoice®
America’s Choice for Farm Insurance

Call one of our “Farm Certified” agents today!

THE NOWELL AGENCY, INC.

<table>
<thead>
<tr>
<th>Address</th>
<th>Phone</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Oak Grove Rd, Hattiesburg, MS 39402</td>
<td>(601) 268-8838</td>
<td>1500 Old Fannin Rd, Brandon, MS 39047</td>
<td>(601) 992-4444</td>
</tr>
<tr>
<td>6645 Hwy 98 West, Hattiesburg, MS 39402</td>
<td>(601) 264-8494</td>
<td>105 Katherine Dr, Flowood, MS 39232</td>
<td>(601) 939-7700</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1913 Hwy 82 West, Greenwood, MS 38930</td>
<td>(662) 455-9900</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2270 McCullough Blvd, Tupelo, MS 38801</td>
<td>(662) 844-1944</td>
</tr>
</tbody>
</table>

Underwritten by Nationwide Agribusiness Insurance Company and its affiliates, 1100 Locust Street, Des Moines, Iowa 50391-3000. Customers will be placed with a company based on their location and product requested. Products and discounts not available to all persons in all states and products are subject to deductibles, exclusions, and conditions. Nationwide, the Nationwide framemark, and On Your Side are federally registered service marks of Nationwide Mutual Insurance Company. AgriChoice is a federally registered service mark of Allied Group, Inc. © 2009 Nationwide Mutual Insurance Company. All rights reserved. ADP7052a (0609) 00
After a whirlwind summer, things are settling into a new academic year in Starkville. One of our two new faculty members, Dr. Tom Tabler, is already making the rounds of the Mississippi poultry industry. He, Jessica Wells and Wei Zhai, our three Extension folks, are working on a vision for a more concerted and visible outreach program as we move forward. The 4-H Poultry Chain Project, developed by Jessica Wells and Danny Thornton, is going very well, with 20-some counties and over 100 youth involved. Dr. Kelley Wamsley will soon join us and both she and Dr. Tabler will be introduced at the MPA convention in Destin, Florida. We appreciate all the industry input and support in the two searches that resulted in these two new and dynamic additions to the department.

In the department, student-wise, our enrollment is up from last year. Eleven new freshmen entered this fall, from Mississippi, Delaware and Tennessee; and 8 transfers from colleges in Mississippi and Georgia. We have two new graduate students, one with Dr. McDaniel and one with Dr. Sharma. We're in the process of developing formal articulation agreements with several junior colleges so that students can transfer more easily and seamlessly into MSU without losing time.

We continue to make small improvements in the building here at Mississippi State and also on the poultry farm. One of our farm crew, Richard Hill, has great artistic ability and has livened up the farm with ‘Dawgs’ and ‘paws’ on various doors. A major improvement is being made to the Mississippi Poultry Hall of Fame gallery. Next time you come for a visit, the gallery will be in its new and much improved location. Age and wear and tear on the building are requiring us to replace the front doors. A necessary, but unfortunate repair, hopefully it is the last major issue to be addressed in this location. The vision of a new building, to be shared with USDA ARS Poultry Unit, is being reconsidered at several levels.

Meanwhile, we’re involved in representing MSU and Mississippi poultry at several upcoming events: Arkansas Nutrition Conference (Beck, Tabler, Zhai), USPEA Ford Foundation/Poultry department heads meeting (Beck), MPA Convention (Beck, Tabler, Wamsley, Wells, Wooten, students), INNOVATE 2012 (Beck; conference on strategies to enhance funding support for research across all animals species) and several Mississippi grower meetings (Beck, Tabler, Wamsley, Zhai).

As always, we’re here to serve and support the Mississippi poultry industry and the citizens of Mississippi. We want to hear from you, so please let us know what’s on your minds!

Studies Show Poultry House Energy Retrofits Save Money

A study conducted in 2009 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

USDA CERTIFIED BIODEGRADABLE PRODUCT 100%
Plasson’s Water on Demand (WOD) allows you to easily control and manage the water pressure in all the drinker lines in your poultry house according to your birds’ changing demands. By changing only two parts of the Plasson Line Pressure Regulator, you can convert all the pressure regulators into pressure reducers, ensuring uniform pressure through all of the nipple lines (Plasson’s or its competitors’). Our tests have shown exciting results from this new product.

The WOD increases the water pressure and availability at times of high consumption. During times of low consumption, the water pressure is reduced to a level below the average pressure to ensure drier floors. As a result of the higher water consumption, our tests have shown the birds were heavier when brought to the processing plant.

Certain conditions in a chicken house have proven to grow a healthier chicken; the drier the floor is, the less ammonia there is. Chickens are then more likely to be healthy and have fewer bacteria when coming to market. Tests of the WOD have found that on average, the floor is drier, but the water consumption is higher than when using a regular water system.

We have observed the drier floor in two ways. When the house is cleaned at the end of the flock, there is noticeably less wet litter removed in the WOD house than in the regular house. Also, if there are humidity sensors installed, and placed at the chicken’s level, the relative humidity is 10 to 20% lower in the WOD house than a regular house.

The advantages of the WOD system are greater in the winter season, when moisture problems are more prominent. The percentage of grade A paws is significantly higher, which is a big economic advantage for the integrator. Also, drier floors mean less usage of electricity, especially in the winter months. There is less need to ventilate a drier house which converts to substantial savings.

The WOD allows the grower greater control over water flow, resulting in heavier chickens and a drier floor. There is no question that this combination is economically beneficial to the integrator and the grower. The WOD is a simple product which could revolutionize the entire poultry industry and elevate it to a higher standard.
Summer heat is associated with barbeques, swimming, cold tea and laughing children. It is also associated with poultry loss. The Mississippi Board of Animal Health (MBAH) realizes that disposal of poultry can be a challenging issue. The following information is provided to help increase understanding about what procedures to follow when the loss of a large number of poultry needs to be addressed quickly.

Most importantly, poultry must be properly disposed of in an approved incinerator, compost system, or freezer approved by the MBAH. They cannot be disposed of by throwing them along public roads, in fields or in woods. The MBAH has a brochure that provides a complete summary of all the poultry disposal regulations. The brochure also gives information on how to obtain approval for the incinerator, compost and/or freezer systems. In the case of catastrophic loss that we may see during extremely hot situations or during hurricanes, emergency permits for burial pits can be granted by the MBAH.

To obtain a “Poultry Disposal Regulations” brochure or for more information on poultry disposal options and permitting, contact the MBAH poultry program personnel listed below, visit our website at www.mbah.ms.gov or you may visit the MPA website at www.mspoultry.org. You may also call:

- Betty Roberts 601-832-3351
- Marty Bergin 601-832-3354
- Jeffrey Graham 601-832-3353

We would love to hear from you at our Jackson office as well. We can be reached at 601-359-1170. We also have a Facebook site where we post the latest information on disease outbreaks, training opportunities, changes in regulations and other useful stuff. “Like” us on Facebook at www.facebook.com/msboardofanimalhealth.

Here’s to a calm and cool fall!
Celebrating our 75th Anniversary!

Multiple layouts to meet your specific cooling needs.
~ Highest quality at lowest price.
~ Best Service, GUARANTEED!

REEVES RS SUPPLY
1-888-854-5221
reevessupply.com
For a dealer near you

~ Heavy duty steel doors or lightweight corrosion resistant fiberglass doors.
~ Heavy duty extruded aluminum hinge.
~ All doors available in black or white.
FALL GROWER SEMINARS

NOVEMBER 1, 2012
Philadelphia, MS – Neshoba County Coliseum

NOVEMBER 16, 2012
Magee, MS – People’s Bank

M
PA will host two grower seminars developed by staff and MPA Grower Advisory Committee. The seminars will run from 9:00 a.m. to 12:00 noon with lunch sponsored by MPA and several allied members. Be sure to check your mailboxes in October for more information.

If you are an allied member and are interested in being a seminar sponsor, contact Ben Chandler at 601-932-7560 for more information.

Topics this year will include:
• Winter Time Ventilation and House Heating by Scott Black, Cobb-Vantress and David Swysgood, Aviagen
• Environmental Regulation and Compliance: Tips for Poultry Producers by MS Department of Environmental Quality staff
• Insulation Opportunities and Emerging Farm Technology by Dr. Jeremiah Davis with the MSU Agricultural and Biological Engineering Department and Dr. Jody Purswell with the USDA’s Agricultural Research Service branch at MSU

For more information, contact:
Jill at 1-800-327-9761

For more information, contact:
Steve Adkison
Oasis/Southern Pride Farms
New Brockton, AL
Satisfied REGAL System User Since 2004

The REGAL™ system helped our farm win Grower of the Year.

BENEFITS OF REGAL GAS CHLORINATORS FOR POULTRY FARMS:

■ Lowers feed conversion
■ Increases animal body weight
■ Reduces animal mortality
■ Reduces medication use

REGAL GAS CHLORINATORS:
PURE WATER. PURE & SIMPEL.
The annual MPA Poultry Management School has been scheduled. We are looking forward to our annual event on October 23 and 24, 2012. The Mississippi State University College of Veterinary Medicine in Starkville will be the location for the October 23rd General Session, and we will kick off the General Session at 1:00 p.m. in the Vet School and auditorium.

At 4:45 p.m., we will travel to the VFW of Starkville on Old Highway 25 for the Low Country Boil/Barbeque sponsored by the Allied Industry, Casco and Cobb-Vantress. Buses will be provided to and from the VFW for your comfort and safety.

On Wednesday, October 24 at 7:45 a.m., we will move over to the Hill Poultry Science Building for our breakout sessions. At 11:30 a.m., lunch, sponsored by First South Farm Credit, will be served at the MAFES Conference Center, located at 601 Highway 182 East in Starkville. Most of you may remember this as the Bull Barn location.

To best utilize time at registration, we ask that you pre-register your personnel on the form provided on page 23 and mail the completed form to the MPA office at 110 Airport Road, suite C, Pearl, Ms 39208, or you may call the office at (601) 932-7560. If you have pre-registered, all you have to do is pick up your name badge and program between noon and 1:00 p.m. in the lobby of the vet school.

The cost of registration is $100.00 per person for MPA allied and company members and $150.00 per person for non-members. Our school is free to all MPA GROWER MEMBERS and $30.00 for growers who are not MPA members.

ACCOMMODATIONS

For convenience, two hotels will be holding rooms if you want to spend the night in Starkville. Please mention MPA when calling to reserve your rooms.

Hampton Inn – $104.00 per night, double or king, please call 662-324-1333 for reservations.
Hilton Garden Inn – $119.00 per night, double rooms only, please call 662-615-9664 for reservations. The last date to reserve a room at the hotels is October 1, 2012.

AGENDA

OCTOBER 23, 2012
11:00 a.m. REGISTRATION - College of Veterinary Medicine Lobby
1 - 4:30 p.m. GENERAL SESSION - Main Auditorium
1 - 1:10 MPA CHAIRMAN OF BOARD - Ray Ables
1:10 - 1:20 75th ANNIVERSARY VIDEO
1:20 - 2:20 HOT LEGAL ISSUES IMPACTING THE POULTRY INDUSTRY
Clayton E. Bailey, Esquire, Baker & Mckenzie Law Firm
2:20 - 2:30 BREAK
2:30- 3:30 HATCHERY TRENDS - Scott Martin, Cobb-Vantress, Inc.
3:30 - 4:00 MISSISSIPPI DEPARTMENT OF ENVIRONMENTAL QUALITY
4:30 BOARD BUSES TO GO TO THE VFW
5:00 p.m. HOSPITALITY TIME
Sponsored by Allied Industry
5:30 p.m. DINNER & ENTERTAINMENT
Sponsored by Allied Industry
Place: VFW of Starkville, Old Highway 25
LOW COUNTRY BOIL & DOOR PRIZES
(You must be present to win.)

OCTOBER 24, 2012
7:30 - 11 a.m. REGISTRATION - Hill Poultry Science Building Lobby
Assorted pastries and biscuits will be served.

Broiler Breakout
8:00 - 9:00 TITLE TO BE DETERMINED
Dr. Jim Donald, Auburn University
9:00 - 9:30 BREAK
9:30 - 10:35 GUT HEALTH, 3 NITRO REPLACEMENT
Dr. Tim Cummings, Pfizer Animal Health
11:00 LUNCH - Sponsored by First South Farm Credit

Breeder & Pullet Breakout
8:00 - 9:00 UPDATE ON WORMS
Dr. Kelli Jones, MS Veterinary Research Diagnostic Laboratory
9:00 - 9:30 BREAK
9:30 - 10:30 VENTILATION - Dr. Jim Donald, Auburn University
11:00 LUNCH - Sponsored by First South Farm Credit

Hatchery Breakout
8:00 - 9:30 CHICK DEHYDRATION - Scott Martin, Cobb-Vantress, Inc.
9:00 - 9:30 BREAK
9:30 - 10:30 BREAKOUT INTERPRETATION - Dr. Sue Ann Hubbard, MS Veterinary Research Diagnostic Laboratory
11:30 a.m. LUNCH – MAFES Conference Center
601 Highway 182 East, Starkville, MS
ADJOURN

Please note that all topics and speakers are tentative pending notification.
Southern Tractor Can Supply the Best Equipment for Your Poultry Farm

John Deere M series tractors are perfect for any job on a poultry farm. Poultry House Cleaners from Kelly Manufacturing are designed for efficient litter management in poultry houses. All models can be used to remove caked material and to sift smaller particles back to the floor. Poultry Housekeepers are from Lewis Brothers Manufacturing are the long time, trusted solution for poultry house cleanout. Visit your nearest Southern Tractor location to get the best equipment for your poultry business.

www.southerntractor.com

REGISTRATION

Please return the following information, along with your payment, to:
Mississippi Poultry Association • 110 Airport Road South, Suite C • Pearl, Mississippi 39208

NAME__________________________________________________COMPANY _______________________________________________
ADDRESS ______________________________________________________________________________________________________
CITY, STATE, ZIP __________________________________________________________________________________________________
PHONE____________________________________ e-MAIL _______________________________________________________________

_____  Yes, I WILL BE RIDING the BUS tO the LOW COuntRY 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 October 1, 2012. Payment MUST accompany this registration form. MPA now accepts all major credit cards.

_____ CHECK: Enclosed is a check, made payable to MPA, Inc., in the amount of $ _________________________________________.

_____ CREDIT CARD: I authorize MPA to charge my credit card in the amount of $ _________________________________________.

Name of Card ___________________________________________ Account # ____________________________________________
Type of Card ___________________________________________ expiration Date ___________________________________________

IF YOU WOULD LIKE TO ATTEND, CONTACT THE MPA OFFICE AT (601) 932-7560 OR EMAIL BEARD@MSPOULTRY.ORG FOR ADDITIONAL INFORMATION
UPCOMING EVENTS

MPA POULTRY MANAGEMENT SCHOOL
October 23-24, 2012
Mississippi Poultry Association
Starkville, MS
See page 22 for details!

FALL GROWER SEMINARS
November 1, 2012
Neshoba County Coliseum
Philadelphia, MS

November 16, 2012
People's Bank
Magee, MS
See page 21 for details!

ELECTION DAY
November 6, 2012
See front cover for details!

GROWER ADVISORY COMMITTEE

Kim Caldwell
Peco Foods

Ronnie Ingram
Tyson Foods

Matt Owen
Wayne Farms

Richard Carter
Marshall Durbin

Michael Magee
Tyson Foods

Robert Smith
Wayne Farms

James Cochran
Marshall Durbin

Ted Mangum
Wayne Farms

Danny Thornton
Peco Foods

Bo Duvall
Marshall Durbin

Lee McCollough
Marshall Durbin

Kenneth Upton
Sanderson Farms

Steve Holloway
Peco Foods

Peter McKinley
Sanderson Farms

Jon Wilson
Peco Foods

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

Ray Ables, Chairman

Todd Grisham, Vice Chairman

Bob Billingsley, Treasurer

Bo Duvall, Grower Advisory Committee Chairman

Ben Chandler, Grower Relations Coordinator
chandler@mspoultry.org

Becky Beard, Administrative Assistant
beard@mspoultry.org

CONTACT INFORMATION

110 Airport Road South, Suite C
Pearl, Mississippi 39208
Phone: 601-932-7560
Fax: 601-932-7568
www.mspoultry.org