AI OUTBREAK MAKES BIOSECURITY EVEN MORE IMPORTANT

by James A. Watson, D.V.M., State Veterinarian

As a result of the outbreaks of Avian Influenza (AI), or “Bird Flu,” it is important that our poultry producers practice good biosecurity. AI is caused by a virus that is naturally carried by wild birds, especially ducks and geese that will typically show no signs of the disease. AI is classified as Low Path or High Path depending on the strain of the virus. Low Path AI usually causes very mild disease or a decrease in egg production and resembles many other diseases of poultry. High Path AI usually causes severe disease and high mortality, often causing death without any signs of disease.

There have been several outbreaks of High Path AI across the US during the past few months. Originally the outbreaks were in backyard birds that were exposed to ducks and geese, but most recently, Minnesota, Missouri, and Arkansas have had outbreaks in commercial poultry.

Because we can’t prevent wild birds from spreading the virus, practicing good biosecurity is your only defense against this disease infecting your birds.

1. Always use clean or dedicated clothing and footwear prior to entry into poultry house.
2. Prompt and proper disposal of all mortality.
3. Do not enter your poultry house directly after hunting or after contact with ANY other birds, including those from other farms, backyard poultry, poultry exhibits, live bird markets, zoos, or pet shops.
4. If possible, do not share equipment or tolls with another poultry grower. Any equipment or tools should be thoroughly cleaned and disinfected prior to returning to your farm.
5. Authorized visitors should park as far away from the poultry house as practical.
6. Do not let waterfowl become residents on nearby ponds.
7. Do not come into contact with your poultry after visiting birds in another country for at least 10 days.

If you see any unusual respiratory signs, drop in egg production, or an increase in mortality, contact your service man. If you know of any large mortality events in backyard poultry, please contact the Board of Animal Health immediately. Our toll free number is 888-646-8731.
All live vaccines produce immunity by causing a mild form of disease. The challenge is to hit the target to produce strong immunity without causing excessive disease—miss the mark and your flock may not be protected, or your flock’s performance may be reduced. The precocious strains in HatchPak® Cocci III make it the ideal vaccine for coccidiosis. It’s on target to produce both strong immunity and minimal damage.¹

¹ Merial Study #05-017MS. Data on file. HatchPak® Cocci III is a registered trademark of Merial. ©2015 Merial, Inc. Duluth, Georgia. All rights reserved.
This is an election year and a good opportunity to remind those running for public office of the poultry industry’s economic impact on the state and certain legislative districts.

The US Poultry and Egg Association hired economists John Dunham and Associates to look at poultry impact in each state and to drill down to the level of House and Senate districts. The numbers are eye-popping.

Statewide “companies that produce and process chicken in Mississippi employ as many as 25,411 people across the state and generate an additional 49,124 jobs in supplier and ancillary industries,” according to the statewide report. “In 2014, the industry was responsible for as much as $20.44 billion in total economic activity throughout the state.” In addition, the industry and its employees generate about $594 million in state and local taxes.

In the 52-member Senate, there are 36 elections contested. In the 122-member House, the numbers are 78 elections. Many of these elections are in poultry and egg producing counties. But whether or not there is an election, every elected official or wannabe needs to know poultry is important to the local economy.

### HD Counties

<table>
<thead>
<tr>
<th>HD</th>
<th>Counties</th>
<th>Direct Jobs: Production and Processing</th>
<th>Total Jobs</th>
<th>Total Wages</th>
<th>Total Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>Scott</td>
<td>4,504</td>
<td>9,435</td>
<td>$591,859,900</td>
<td>$4,561,046,100</td>
</tr>
<tr>
<td>90</td>
<td>Covington, Forrest, Jefferson Davis, Marion, Simpson</td>
<td>3,134</td>
<td>6,676</td>
<td>$427,860,500</td>
<td>$3,223,651,300</td>
</tr>
<tr>
<td>48</td>
<td>Attala, Carroll, Choctaw, Holmes, Humphreys, Leake</td>
<td>3,072</td>
<td>6,510</td>
<td>$465,897,200</td>
<td>$3,261,452,700</td>
</tr>
<tr>
<td>53</td>
<td>Amite, Franklin, Lawrence, Lincoln, Pike</td>
<td>2,069</td>
<td>4,454</td>
<td>$164,380,100</td>
<td>$1,866,772,900</td>
</tr>
<tr>
<td>79</td>
<td>Covington, Jones, Smith</td>
<td>1,836</td>
<td>4,403</td>
<td>$248,318,700</td>
<td>$1,908,314,400</td>
</tr>
<tr>
<td>61</td>
<td>Rankin</td>
<td>1,518</td>
<td>3,452</td>
<td>$127,501,100</td>
<td>$1,392,087,700</td>
</tr>
<tr>
<td>89</td>
<td>Jones</td>
<td>849</td>
<td>2,259</td>
<td>$157,434,00</td>
<td>$993,458,400</td>
</tr>
<tr>
<td>76</td>
<td>Claiborne, Copiah, Hinds</td>
<td>825</td>
<td>2,100</td>
<td>$107,739,600</td>
<td>$878,625,300</td>
</tr>
<tr>
<td>80</td>
<td>Clarke, Jasper, Jones</td>
<td>782</td>
<td>2,088</td>
<td>$75,840,000</td>
<td>$764,706,500</td>
</tr>
<tr>
<td>103</td>
<td>Forrest</td>
<td>883</td>
<td>1,964</td>
<td>$71,855,300</td>
<td>$806,208,800</td>
</tr>
<tr>
<td>54</td>
<td>Issaquena, Sharkey, Warren</td>
<td>725</td>
<td>1,932</td>
<td>$70,453,000</td>
<td>$718,850,700</td>
</tr>
<tr>
<td>78</td>
<td>Neshoba, Newton, Scott</td>
<td>762</td>
<td>1,892</td>
<td>$79,533,100</td>
<td>$751,774,500</td>
</tr>
</tbody>
</table>

### SD Counties

<table>
<thead>
<tr>
<th>SD</th>
<th>Counties</th>
<th>Total Direct Jobs</th>
<th>Total Jobs</th>
<th>Total Wages</th>
<th>Total Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Lauderdale, Newton, Scott</td>
<td>5,049</td>
<td>5,773</td>
<td>$341,612,100</td>
<td>$2,620,936,800</td>
</tr>
<tr>
<td>34</td>
<td>Jasper, Jones, Scott, Smith</td>
<td>3,100</td>
<td>4,501</td>
<td>$225,799,700</td>
<td>$1,708,147,300</td>
</tr>
<tr>
<td>18</td>
<td>Leake, Neshoba, Winston</td>
<td>3,260</td>
<td>4,448</td>
<td>$276,910,300</td>
<td>$1,840,409,700</td>
</tr>
<tr>
<td>41</td>
<td>Covington, Forrest, Jeff Davis, Lamar, Marion</td>
<td>3,206</td>
<td>4,192</td>
<td>$249,785,800</td>
<td>$1,772,448,300</td>
</tr>
<tr>
<td>37</td>
<td>Adams, Amite, Franklin, Pike</td>
<td>2,096</td>
<td>2,882</td>
<td>$108,902,200</td>
<td>$1,062,404,600</td>
</tr>
<tr>
<td>30</td>
<td>Rankin</td>
<td>1,518</td>
<td>2,656</td>
<td>$107,882,000</td>
<td>$870,459,200</td>
</tr>
<tr>
<td>36</td>
<td>Claiborne, Copiah, Hinds, Jefferson</td>
<td>1,316</td>
<td>2,375</td>
<td>$104,159,900</td>
<td>$786,700,200</td>
</tr>
<tr>
<td>11</td>
<td>Coahoma, Quitman, Tate, Tunica</td>
<td>125</td>
<td>2,248</td>
<td>$62,174,400</td>
<td>$251,670,500</td>
</tr>
<tr>
<td>26</td>
<td>Hinds, Madison</td>
<td>177</td>
<td>2,039</td>
<td>$92,086,800</td>
<td>$378,607,900</td>
</tr>
<tr>
<td>23</td>
<td>Issaquena, Warren, Yazoo</td>
<td>735</td>
<td>2,004</td>
<td>$76,789,800</td>
<td>$541,687,700</td>
</tr>
<tr>
<td>45</td>
<td>Forrest, Lamar, Pearl River, Perry, Stone</td>
<td>763</td>
<td>2,000</td>
<td>$81,005,200</td>
<td>$548,071,900</td>
</tr>
<tr>
<td>42</td>
<td>Jones</td>
<td>1,079</td>
<td>1,916</td>
<td>$89,176,600</td>
<td>$637,761,800</td>
</tr>
</tbody>
</table>
Full Potential is Built on a Strong Foundation
The Tennessee Valley Authority is taking applications for their Energy Right Solutions Program. The program is designed to incentivize customers to use energy more efficiently by upgrading to energy efficient equipment. Incentive payments are capped at 70% of the project's actual material costs. Labor and tax costs are not included in total project cost. Incentive money can be used towards replacing incandescent lighting in poultry houses with LED lighting. LED lightbulbs have been proven to not only consume about 70% less energy than incandescent lamps but also reduce the amount of energy consumed per farm.

To be eligible to apply, the local power company in which the individual and/or business receives electricity must purchase their electricity from the Tennessee Valley Authority. Below is a list of local power companies that do so. To begin the application process, please go to http://www.energyright.com/business/how_to.html or contact your electrical provider.

4-County Electric Power Association
Aberdeen Electric Department
Alcorn County Electric Power Association
Amory Utilities, City of
Central Electric Power Association
Columbus Light & Water
East Mississippi Electric Power Association*
Holly Springs Electric Department
Louisville Utilities

City of Macon Electric Department
Monroe County Electric Power Association
Natchez Trace Electric Power Association
New Albany Light, Gas & Water
North East Mississippi Electric Power Association
Northcentral Mississippi Electric Power Association
City of Okolona Electric Department
City of Oxford Electric Department
Philadelphia Utilities
Pontotoc Electric Power Association
Prentiss County Electric Power Association
Starkville Electric System
Tallahatchie Valley Electric Power Association
Tippah Electric Power Association
Tishomingo County Electric Power Association
Tombigbee Electric Power Association
City of Tupelo Light & Water
City of Water Valley Electric Department
City of West Point Electric System

*Only parts of their service area is TVA served. Service area served by TVA is eligible, while the remaining service area is not.
Heat powerfully and efficiently
With nearly half a million available BTUs and 5,000 CFM airflow, the Lee Energy BIO holds up to the coldest conditions. And its calibrated computer system & uniform heat dispersion ensure industry-leading in-field efficiency.

Savings and reliability over propane
Fuel savings & healthier growing environment means money in your pocket. The BIO boasts an ultra-competitive ROI while providing positive cashflow. And wood pellets are sustainable, renewable, reliable and right in your own back yard.

Reduce moisture and fossil fuel byproducts
Wood pellet heat not only helps reduce ammonia during the critical time of brooding, CO2 is kept outside your house to start to finish.

Deliver better products to market
Studies prove what you already know: Cleaner, drier air means better products, livability, growth & improved health in the operating environment.

Protect the environment
Wood pellets are a carbon-neutral, sustainable, domestic fuel source that reduces dependency on foreign sources.

See how the Lee Energy BIO wood pellet-burning, forced air furnace can save you money, reduce your independence on traditional fuels and help you grow healthier birds. Get a savings estimate today!

LeeEnergySolutions.com • (855) 966-3432
Growing Mississippi’s Economy Since 1937

Poultry experienced some moderate increases in 2014, grabbing the No. 1 spot among Mississippi’s commodities for the 20th straight year.

The industry ended November with a preliminary estimated total production value of $3.1 billion, a 6.4 percent increase from 2013.

“Early in the year, there were less chickens available to put into broiler growing houses,” said John Michael Riley, agricultural economist with the Mississippi State University Extension Service. “So that drove prices up just a little bit, and, based on data from the U.S. Department of Agriculture, prices for the year were moderately higher.”

Table egg production was down 3.1 percent from 2013, but the total estimated value for eggs is $244 million, up 9.9 percent from last year. Consumer price for eggs is $2.18 per dozen.

The estimated value for chickens is $6.5 million, an increase of 3.6 percent. Estimated broiler value stands at almost $2.9 billion, an increase of about 6 percent.

Tom Tabler, Extension professor in the MSU Department of Poultry Science, said 2014 was an excellent year for poultry integrators in the state despite a slow start.

“The essentially level placement of chicks was because integrators had a difficult time getting their breeder hens to lay eggs,” Tabler said. “We have breeder hens that are good at producing chicks that grow well and convert feed efficiently. However, sometimes they do not lay as many eggs as we would like.”

Integrators choose the type of hens and roosters they want based on genetic traits and the desired broiler market size. Breeder hens that produce nine pound broilers do not lay as many eggs as breeder hens that produce four or six pound broilers. It is a compromise, Tabler said.

A rise in pork and beef prices led to a slight increase in consumer demand for poultry.

“The poultry industry is doing well,” Tabler said. “Beef cattle numbers are reduced nationwide and the pork industry has been fighting a virus this year, pushing those prices up at the grocery store.”

Tabler said he expects next year’s demand, production and prices to remain similar to 2014.

“Demand and consumer prices look like they will remain about the same for next year,” he said. “If feed prices stay comparable to this year, we’ll have another good year.

“But weather is the wild card. An extremely cold and wet spring could cause farmers to have a hard time getting corn and soybeans in the ground. A drought next summer could also change everything, based on what the markets do for corn and beans. These things would cause feed prices to rise, and that would affect industry profits.” Tabler said.

Final figures will be determined in May 2015.
With lots of insurance companies out there, only one can be the nation’s leading farmowners 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 2015 MPA Legislative Luncheon this year had a strong turnout with over 200 people present. MPA allied and company members were present to speak with legislators and promoted our industry to the many lawmakers and public officials present.

This year, Chef Dan Blumenthal, Executive Chef at Bravo, taught guests how to make nutritious omelets packed with chicken and vegetables. Alan Andrews, Director of Marketing at Cal-Maine as well as Chairman of the Egg Marketing Board, welcomed legislators and guests. To help ensure all the guests were taught how to make his delicious omelets, Dan trained over 10 lawmakers of both parties to assist the other guests.

The remainder of the event was a time for the lawmakers and public officials to enjoy their own omelet creations and witness firsthand the delicious and nutritious value that our commodity produces.

The event was co-sponsored by the Mississippi Egg Marketing Board, and Sanderson Farms provided chicken wings to go with the omelets.
For everyone at Cumberland, business is personal. We stake our reputation on everything we do. We deliver expertise that understands the industry inside and out and service that doesn’t punch a clock.
The 2015 International Production & Processing Expo (IPPE) broke several records with 30,350 poultry, meat, and feed industry leader attendees from all over the world. In addition, there were 1,284 exhibitors covering almost 500,000 net square feet. The Expo is the world’s largest annual poultry, meat, and feed industry event of its kind and is one of the 50 largest trade shows in the United States. IPPE is sponsored by the U.S. Poultry & Egg Association, American Feed Industry Association, and North American Meat Institute.

There were 7,245 international visitors from 103 countries represented at the Expo, setting another record for international attendance. The largest group from a single country outside the United States was Canada with 1,233 visitors. The largest region represented was Latin America/Caribbean with 2,811 visitors.

“This year’s record-breaking size and attendance numbers went way beyond our expectations. The turn-out was exceptional, and feedback from attendees has been extremely positive regarding the education programs and time spent on the trade show floor. We expect next year will be even more valuable for attendees and exhibitors alike,” the three organizations said.

A week-long schedule of education programs, which updated industry professionals on the latest issues and complemented the exhibit floor, helped drive attendance. The “largest-ever” education slate featured 32 programs, ranging from a conference on antibiotic use in the meat and poultry industry, to a program on how to export feed and feed ingredients to the United States, to a technical seminar on maximizing the efficiency of the poultry industry conducted entirely in Spanish.

Next year’s International Production & Processing Expo will be held January 26–28, 2016, at the Georgia World Congress Center in Atlanta, Georgia. Show updates and attendee and exhibitor information will be available at www.ippexpo.org.

Lending A Helping Hand

First Financial Bank makes poultry loans wherever poultry growers are located. Our commitment to customer service, our financial strength and our poultry loan specialists make choosing First Financial Bank a sound business decision. We are dedicated to providing the very best financial services. Call us today, we’ll come to you!

510 Hwy 35 South • Carthage, MS 39051
1-888-677-7703
carthage.ag@ffb1.com
Growing Mississippi's Economy Since 1937

~ 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

~ Heavy duty steel doors or lightweight corrosion resistant fiberglass doors.
~ Heavy duty extruded aluminum hinge.
~ All doors available in black or white.
February 23 marked the 6th Annual Pro Start Competition organized by the Mississippi Hospitality and Restaurant Association. Students from around Mississippi convened at the Jackson Convention Complex in Jackson, Mississippi, to compete for a share of over one million dollars in college and culinary scholarships.

Participants competed in two categories: Culinary and Management. Culinary teams were judged based on taste and presentation of their three-course meal, knife skills, and poultry fabrication. Management teams were graded on their original restaurant concept and ability to address and solve issues that arise from operating a restaurant on a day to day basis.

Pro Start is a two-year program designed to provide practical and hands-on education to aspiring high schools students interested in pursuing careers in the hospitality and restaurant industries. In Mississippi alone, there have been over 1,540 students and 43 schools that have participated. Of the 1,540 students, 90 of the top performing students from across the state qualified to compete in the competition in Jackson.

This year’s winners who will represent Mississippi in the National Pro Start Competition in Minneapolis, Minnesota, are Lamar County High School (management) and Wayne County High School (culinary).

The Mississippi Poultry Association has been a proud sponsor since Pro Start’s inception in Mississippi. We are proud to see our future culinary workforce choosing to prepare their competitive entrées with poultry, Mississippi’s number one agricultural commodity!
Having Condensation Issues?

Call Sunbelt Rentals for all of your temperature and condensation control needs. Our Industrial Climate Control team offers a diverse range of solutions for the poultry industry and designs them specifically to fit your project requirements, ensuring you get the results you need. For unmatched 24/7 service and support and guaranteed one-hour emergency response, contact the experts at Sunbelt Rentals.

888-379-7454 24/7

- Maintain Compliance With USDA Standards
- Reduce Risk Of Microbial Growth
- Decrease Labor Costs Associated With Wiper Crews
- Save Energy By Reducing Defrost Frequency
- Uphold Production Schedules And Avoid Shutdowns

sunbeltrentals.com
Magnolia
Beef & Poultry
Expo

Trade Show and Educational Seminars for Beef and Poultry Producers.

Educational seminars, trade show featuring agricultural equipment for beef and poultry producers, pharmaceuticals for cattle, and other valuable information.

Contact your local Extension office or Community Bank for an agenda of the event.

Thursday, April 9, 2015
9:00 a.m. – 4:00 p.m.

Sponsored by:
Mississippi State University Extension Service

Jasper, Newton, Rankin, Scott, Simpson & Smith Counties and Community Bank

See you at the Expo! Be sure to visit MPA’s booth.

SMITH COUNTY AG COMPLEX • Highway 35 South • Raleigh, Mississippi
Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, or veteran status.
“FOR ALL YOUR POULTRY FARM NEEDS”

COLUMBIA STORE: 601-731-2415
1329 HWY 13 N. COLUMBIA MS HOURS 8A.M.-4:30P.M. M-F

WAYNESBORO STORE 601-735-4371 M-F 8A.M. – 5P.M.
113 TURNER STREET WAYNESBORO MS

We do new houses and retrofits on existing houses for broiler, breeder and pullet farms. We also are a full service poultry supplier with 24 hour service.
The 2nd annual Poultry Health Seminar took place on February 26–27. A one-day meeting was held in both Brandon and Starkville to lessen the travel time for attendees who travelled throughout the state to attend. Attendees were able to listen and speak to eight experts concerning food safety and other health-related issues on the farm and in processing facilities.

Presenters travelled from around the country to speak at the seminar. Each presenter was generous in providing invaluable knowledge and practicality to meet the needs of those who participated in the seminar. Topics covered were Lessons Learned from Food Safety Consults (Dr. Al Yancey), CEVA’s TEK Vaccine (Dr. John El Attrache), Lohman’s Food Safety Vaccines, Autogenous and Otherwise (Dr. Jim Stockam), Epitopix SRP Vaccine (Dr. Jim Sandstrom), Elanco’s Food Solutions (Dr. Allen Byrd), MSU Poultry Science Live Side Studies (Dr. Aaron Kiess), MSU Poultry Science Processing Studies (Dr. Chander Sharma), and Food Safety Related Research at MSU (Dr. Hart Bailey).

MPA would like to graciously thank this year’s sponsors: CEVA, Elanco, Jones-Hamilton, Phibro, and Safe Foods. Their support made it possible to invite the leading academics and researchers who furthered the understanding of the participants.
POULTRY FACILITIES LOANS

Chicken Farming Has Never Been “Cooler”

BankPlus has a strong commitment to agriculture and to integrated poultry lending. For over 100 years BankPlus has built our success on providing Mississippi farmers with customized financial services, great products and support that promotes agricultural production.

Our loan officers understand the unique challenges that modern farming operations face and are equipped with the skills and expertise to craft flexible loan products to meet your individual needs.

For more information contact:
Kenny Williamson
First Vice President, Commercial Lending Group
601-607-4402
KennyWilliamson@BankPlus.net

FREE GIFT!

Retro Fit, Refinance or Purchase your poultry facility with a $500K+ loan from BankPlus and we’ll bring you a K2 Cooler at closing!

Promotion subject to change and/or may be cancelled at any time.
All loan applications subject to credit approval. Certain fees may apply.

© Copyright 2014 BankPlus
Member FDIC.

www.BankPlus.net

POULTRY FACILITIES LOANS

Chicken Farming Has Never Been “Cooler”

BankPlus has a strong commitment to agriculture and to integrated poultry lending. For over 100 years BankPlus has built our success on providing Mississippi farmers with customized financial services, great products and support that promotes agricultural production.

Our loan officers understand the unique challenges that modern farming operations face and are equipped with the skills and expertise to craft flexible loan products to meet your individual needs.

For more information contact:
Kenny Williamson
First Vice President, Commercial Lending Group
601-607-4402
KennyWilliamson@BankPlus.net

FREE GIFT!

Retro Fit, Refinance or Purchase your poultry facility with a $500K+ loan from BankPlus and we’ll bring you a K2 Cooler at closing!

Promotion subject to change and/or may be cancelled at any time.
All loan applications subject to credit approval. Certain fees may apply.

© Copyright 2014 BankPlus
Member FDIC.

www.BankPlus.net

POULTRY FACILITIES LOANS

Chicken Farming Has Never Been “Cooler”

BankPlus has a strong commitment to agriculture and to integrated poultry lending. For over 100 years BankPlus has built our success on providing Mississippi farmers with customized financial services, great products and support that promotes agricultural production.

Our loan officers understand the unique challenges that modern farming operations face and are equipped with the skills and expertise to craft flexible loan products to meet your individual needs.

For more information contact:
Kenny Williamson
First Vice President, Commercial Lending Group
601-607-4402
KennyWilliamson@BankPlus.net

FREE GIFT!

Retro Fit, Refinance or Purchase your poultry facility with a $500K+ loan from BankPlus and we’ll bring you a K2 Cooler at closing!

Promotion subject to change and/or may be cancelled at any time.
All loan applications subject to credit approval. Certain fees may apply.

© Copyright 2014 BankPlus
Member FDIC.

www.BankPlus.net

BUrnini
ATTORNEYS AT LAW
SERVING OUR CLIENTS FOR OVER A CENTURY

Environmental Law Group

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

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

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

R. Richard Cirilli, Jr. John E. Milner Gene Wasson

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

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 upon request.
On March 10, the Environmental Protection Agency updated its policy on the use of supplemental projects as negotiated elements of settlements in civil enforcement cases. EPA Assistant Administrator Cynthia Giles signed off on the “Supplemental Environmental Projects Policy 2015 Update” (“SEP Update” available at http://www2.epa.gov/sites/production/files/2015-03/documents/seupdatedpolicy15.pdf) to pull together all guidance and implementation decisions issued on the policy since a 1998 update. The new update superseded the 1998 update and took effect immediately.

Supplemental environmental projects (SEPs) are projects that are voluntary—they cannot be required by EPA. The SEP Update says that the projects can involve public health protection, pollution reduction and prevention, environmental restoration and protection, assessments and audits, compliance training and technical support, and emergency planning and preparedness. “The primary purpose of the SEP policy is to encourage and obtain environmental and public health protection and benefits that may not otherwise have occurred in the settlement of an enforcement action. A primary incentive for a defendant to propose a SEP is the potential mitigation of its civil penalty,” the SEP Update states.

PENALTY CALCULATIONS OUTLINED

A SEP cannot be allowed to go too far in reducing a civil penalty, the SEP Update clarifies. “Settlements that include a SEP must always include a settlement penalty that recoups the economic benefit a violator gained from noncompliance with the law, as well as an appropriate gravity-based penalty reflecting the environmental and regulatory harm caused.”

A key point made by the SEP Update is that, all else being equal, a settlement penalty will be lower for a violator who agrees to perform a supplemental project than for a violator who does not.

EPA has a formula for calculating the minimum penalty in a case when the settlement includes a SEP. The formula sets the minimum as the greater of either: (1) the economic benefit of noncompliance plus 10 percent of the gravity component (the “punishment” element of the penalty), or (2) 25 percent of the gravity component alone. The amount of penalty mitigation given for a SEP should be equivalent to a percentage of the estimated cost of the project and should not exceed 80 percent of that estimated cost, the SEP Update provides.

LEGAL GUIDELINES SPECIFIED

EPA has broad discretion to include SEPs in settlements of enforcement actions, but the SEP Update states that this discretion must follow a set of legal guidelines, notably including:

1. All projects must have a sufficient “nexus,” meaning a sufficient relationship between a violation and a project;
2. Projects may not be inconsistent with any provision of the underlying statutes that are the basis of the enforcement action, and the projects must advance at least one of the objectives of those statutes;
3. Projects must relate to an underlying violation in the case and must be designed to reduce the likelihood of similar violations, reduce the harmful impact of a violation at issue and reduce the overall risk of harm from a violation at issue; and
4. Projects may not be agreements to spend a certain amount of money on a project that will be defined later.

EXAMPLES OF WHAT NOT TO DO

The SEP Update also provided a dozen examples of projects that are not acceptable as SEP components of settlements. The examples of unacceptable SEPs include such things as:

1. Contributions to research at a college;
2. Cash donations to environmental organizations, community groups or government entities;
3. Projects involving federal financial assistance; projects not involving a commitment from the defendant to complete the projects; and
4. Projects that are not complete, discrete actions with environmental or public health benefits.

In a memorandum accompanying the SEP Update, EPA Assistant Administrator Giles clearly encouraged the use of SEPs in settlements: “My hope is that this update will enable case teams to more efficiently and effectively include SEPs in settlements of civil enforcement cases, and I continue to actively encourage all enforcement practitioners to consider SEPs wherever they may be appropriate.”

If you have any questions or would like additional information, please contact John Milner, MPA Counsel, at jmilner@brunini.com, or (601) 291-4696.
Footpad dermatitis is a major welfare concern in broiler chickens and is used as an audit criterion in the U.S. and Europe during animal welfare audits. This should be as much of a concern to broiler growers as other audit issues, such as air quality, temperature control, feed conversion, and weight gain.

Growers may think they have no financial incentive to improve paw quality in the same manner that they have to improve weight gain or feed conversion. Growers are paid on good, sellable pounds of meat produced, excluding paws. Their check will be the same whether their flock has 90 percent Grade A paws or 10 percent Grade A paws.

Integrators, on the other hand, do have reason to be concerned about paw quality. Today, paws are a huge potential profit opportunity for integrators because of the increasing demand for paws from the overseas market. Therefore, growers may be looking at this paw situation all wrong. Let’s consider some of the reasons why this might be the case.

PAW INCENTIVE: YES OR NO?
While it is true that growers are not paid a “paw incentive” in the same manner they may be paid a “tunnel ventilation incentive” or “new house incentive,” they are paid for pounds of meat produced and for a better feed conversion. Broiler chickens make numerous trips to the feeders and drinkers each day, except during dark periods when the lights are off. They are constantly exposed to litter conditions that may not always be conducive to maintaining good paw quality.

Footpad dermatitis is often associated with wet litter or poor litter conditions. Severe footpad dermatitis is generally considered to be painful for the birds, which may limit the number of trips affected birds make to the feeders and drinkers each day. If it is painful to walk, birds may decrease their walking activities to limit the pain until the wound heals. Limited trips to feeders and drinkers is likely detrimental to weight gain, feed conversion, and overall flock performance.

In fact, de Jong et al. concluded that increased litter moisture not only caused severe footpad dermatitis, but also reduced broiler performance and carcass yield and had a negative effect on other welfare aspects. Anything that hurts weight gain and performance will likely decrease the amount of the check when the flock sells. Therefore, even though it doesn’t appear that growers are being paid a “paw incentive,” they may actually be receiving one that is cleverly disguised as better weight and improved feed conversion.

MAINTAIN LITTER QUALITY
Because footpad dermatitis is closely associated with litter quality, it likely affects other welfare aspects, as well, such as gait score, breast blisters, and hock burns. Litter quality has never been more important than it is today. It is causing integrators and growers to rethink how litter is managed.

There was a time when new bedding was thought to be the ideal situation in terms of litter. However, that no longer appears to be the case in some situations. In fact, in many cases today, a total cleanout and new bedding yields poor quality paws for the first two to three flocks grown on the litter, with the very first flock often producing the worst paw quality of all.

The bedding material itself is also a major concern today. Competing markets for commonly used bedding materials such as pine shavings, rice hulls, and others are driving up price and driving down availability and quality of these products. Poor-quality bedding that may be more chips, chunks, and splinters than shavings will only worsen paw quality.

More attention is likely focused on paw quality at the end of the flock near market age, but paw damage can begin early, even during the first week. A baby chick’s tender feet can be damaged easily by sharp edges, large chunks, and slivers of poor-quality bedding material.

In addition, the high cost of bedding material means growers may skimp on how much new bedding goes back in the house. Any fewer than 4 inches is likely not enough. Add to this the fact that growers tend to undertend to ventilate with new bedding because ammonia is usually not an issue with new bedding. Unfortunately, undertend to ventilating allows moisture and humidity levels to build rapidly in the house and in the litter, quickly leading to damp or wet litter, which is further detrimental to paw quality.

Furthermore, birds excrete uric acid in the manure, which may be converted to soluble ammonia through a series of enzymatic reactions. Soluble ammonia is corrosive and capable of “burning” the footpad. Ammonia burns appear to be a combination of moisture, high ammonia levels, contact with manure, and possibly other chemical compounds found in the litter.

Growing today’s large bird, this means birds may be on the farm longer, which can lead to wetter litter unless ventilation is closely monitored, maintained, and controlled.

While new bedding material may have its share of problems in terms of paw quality for the first couple of flocks, old litter is not without its faults, unless managed properly. Growers may sometimes take out too much litter between flocks, leaving fewer than 4 inches on the floor, which is not enough for adequate cushioning/insulation and moisture absorption. If this is the case and old litter becomes damp and caked, the same issues arise as with less-than-adequate new bedding. However, the problem is made worse by the fact that there is more potential ammonia to deal with because there is more manure on the floor with old litter than with new bedding.

But ammonia is not the sole cause of poor-quality paws. Wet litter alone can ulcerate footpads. Moisture can soften the footpads, making them more susceptible to damage, which can lead to the development of dermatitis. This is often seen with new bedding where inadequate ventilation allows relative humidity to remain high (even though ammonia levels are low) and litter to slick over.

A different problem can arise if you have too much litter on the floor. If litter is too deep—say more than 6 to 8 inches—it becomes difficult to adequately prevent a hardpan from forming near the dirt floor. This hardpan will be a source of moisture and may help generate huge amounts of ammonia as the house and litter are heated to prepare for baby chicks. This increased ammonia production will be a threat not only to the birds’ feet, but also to their eyes and respiratory systems. Strong
ammonia is also a threat to the eyes and respiratory systems of poultry growers. Many growers now try to windrow litter between flocks to help dry the litter and break up the hardpan. It is important to incorporate the hardpan into the windrow. Make sure you get all the way to the floor and are able to expose as much of the dirt as possible to the air to assist the drying process. However, be careful not to dig into the floor with your windrowing equipment and create a floor that is no longer level. Windrowing requires time and the proper equipment, but it does offer benefits over not windrowing, if done correctly and if windrow temperatures reach at least 130 degrees Fahrenheit. Many integrators now encourage their growers to windrow litter and work with them as best they can in terms of flock placement schedules to allow adequate time for windrowing.

An important point to consider is that litter conditions can vary greatly from one end of the house to the other. Migration fences often divide the house into four quadrants, and each quadrant may have a different quality of litter. Especially during warmer weather when cool cells are often in use, litter in the cool cell quadrant will usually be wetter and have more cake than in the other quadrants. The fan quadrant of the house may stay drier unless loggers are used. In that case, litter in the fan quadrant of the house may also become wet as part of the fog is pulled to the end of the house and discharged by the fans.

This difference in litter quality can result in varying degrees of paw quality throughout the house. In most cases, the drier the litter, the better the paw quality. However, there are times, such as during the hot summer with big birds, when dry litter is difficult to maintain. During these times, you must do what is necessary to keep the birds comfortable, knowing it may not be the best thing for the litter. This means that litter management between flocks becomes even more important. Drying litter between flocks will be critical to getting the new flock off to a good start. Excess litter moisture when a new flock starts will make it difficult to maintain quality litter as the flock ages.

It is likely that greater attention will be placed on litter management in the future. There is no shortage of things to be concerned about on the farm, and in the past, litter has not always been at the top of every grower’s list of worrisome items. However, due to the importance of the paw market (which practically did not exist 20 years ago) and the increased emphasis being placed on animal welfare issues, litter quality has to be considered a high-priority item today. Chickens spend almost their entire lives in close association with litter material on the floor. The type, quantity, and quality of that litter has a huge impact on bird performance. And bird performance determines how big the chicken check will be when the flock sells. Therefore, perhaps broiler growers are paid, to some extent, on paw quality and aren’t actually aware of it.

**MANAGEMENT IS CRITICAL**

Preventing damaging lesions to the tender footpad area depends on how well you manage 1) relative humidity in the house to prevent moisture and cake buildup in the litter, 2) drinker lines to minimize leaks and spills, and to maintain the correct height and pressure, and 3) the pH of the litter early in the flock by use of one of several acidifying agents. Humidity should be kept in the 50–70 percent range, if possible. Humidity levels of 75 percent or greater for an extended period will result in damp, caked litter and increased paw problems.

Pay special attention to seasonal effects. **Winter is a time of increased incidence of footpad issues.** Ventilation rates are usually reduced in an effort to save fuel. However, as mentioned previously, decreased ventilation leads to increased humidity and rapid moisture buildup. Consider using stir fans to move air around in the house and promote litter drying. The proper amount of ventilation coupled with adequate litter depth (at least 4 inches) will help maintain low levels of ammonia and moisture.

Excess water from the drinkers due to spills, leaks, or improper pressure may add to the wet litter problem. Closely manage flow rates and water pressure to match the age of the birds. Nipple height is critical to avoid water waste and caked litter under the drinker lines. It is also tied closely to bird age. Keep in mind that birds can’t swallow the same way humans can, and they require gravity to help them drink. Therefore, nipple height must be such that water can easily run down their throats and not onto the litter.

Take immediate action to repair or replace leaking nipples. Follow a routine maintenance program on your water system that includes regular line flushing and sanitation to prevent biofilm buildup, which can cause nipples to leak. If you suspect a problem with your water, collect a sample and send it off for a microbial and/or mineral analysis. MSU Extension Service personnel can help you collect a sample, provide information on where to send it, and help you interpret the results.

**LITTER TREATMENTS**

Acidifying agents that lower the pH of the litter seem to be the most effective of the litter amendment products. Treating litter chemically to lower the pH usually yields varying degrees of success. Most products only work for a short time, in most cases fewer than 3 weeks. While this does have advantages during the brooding period—helping control ammonia and, thereby, save on fuel usage—it does little to help control ammonia levels later in the flock.

Be aware that damp or wet litter may decrease effectiveness of litter amendments. Therefore, litter with a high moisture content when a new flock starts or litter that has sricked over by the time chicks are only 1 week old may not see 3 weeks of protection from the litter amendment. Also, using a litter amendment is not a free pass to reduce ventilation rates. You must maintain adequate ventilation to take full advantage of litter amendments.

**SUMMARY**

Paw quality has become a major issue in the poultry industry in recent years due to the overseas paw market and the financial opportunities associated with it. Often, it seems that growers are less concerned with paw quality than are integrators. This is due, in part, because growers do not think they see financial incentive to improve paw quality. However, this may not actually be the case. If poor paw quality results in slower growth rates, lighter bird weights, poorer performance, and less financial compensation, then there actually is financial incentive for growers to improve paw quality. It may be disguised in the form of heavier bird weight and better feed conversion, but it is most certainly there. Litter quality, to a large extent, determines paw quality. Litter is not the only factor affecting paw quality, but it is likely the biggest factor. Efforts to properly manage relative humidity, drinker systems, and litter pH will go a long way to maintaining litter quality, improving paw quality, and optimizing flock performance.

References available upon request.
SOUTHERN ACREDIT
The original Land Bank

Financing for: Farms & Ranches • Agribusiness
Loans Country Homes • Recreational Property

SouthernAgCredit.com 1-800-449-5742

Part of the Farm Credit System

!!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
Ventilation of chicken houses can be a difficult subject to comprehend. Air flows are not readily observable and the environmental needs of your birds may be very different than what your perception of comfort is. We cannot depend on natural ventilation, due to frequent and rapid changes in the weather, so we must use technology to create an environment that is conducive to the welfare and productivity of the bird. There are basically six reasons for ventilation:

**To Remove Heat:** A commercial broiler chicken will emit 12 BTU’s of heat per hour per pound of chicken (5 BTU’s from the body surface and 7 BTU’s through respiration or breathing). Therefore, a commercial broiler house containing 20,000 ten-pound broilers would need to remove approximately 2,400,000 BTU’s of heat per hour! We remove heat from a broiler house by using evaporation of water and wind chill. Water is evaporated from the lungs of the birds, cool cell pads and sprinkler systems to cool the birds and the air around them. The process works well when the humidity is low but not as well when the air is already saturated with moisture. We also cool birds by wind chill. Target wind speeds of up to 800–1,000 feet per minute are desired for maximum cooling. A chicken house is basically a long tube with air coming into one end and going out the other, creating a negative pressure. If this tube has a bunch of holes in it, then the negative or static pressure will be reduced. A good analogy would be if you had a milkshake or a soda on a hot summer day and someone unmercifully poked a bunch of holes in your straw. You probably won’t get much flow through your straw due to this reduction in static pressure, which is the difference in pressures between the outside and the inside of your structure.

**To Distribute Heat:** We ventilate to distribute heat throughout the house, which is a significant cost. Unfortunately, heated air rises towards the ceiling and away from our baby chicks who need the heat the most. A chick may be 3–4 inches tall, but the bulk of our precious heat is 8–10 feet above the birds. This phenomenon is called stratification, where hot air rises and cold air sinks. We use stir fans to reduce stratification and side air inlets to bring in fresh air. Side air inlets direct cold outside air toward the center of the ceiling, mixing cold air with warm air and allowing this tempered air to gradually fall on the chicks. Poor static pressure and lack of side air inlets will not direct the air as it should, and incoming cold air will instantly drop to the floor and chill your chicks.

**To Remove Moisture:** We ventilate a chicken house to remove moisture. A broiler typically consumes twice as much water as feed by weight. Therefore, a broiler who consumes 1 pound of feed will consume 2 pounds of water or about a quart of water. For illustration purposes, here are some simplified calculations:

- 20,000 broilers * 10 pound live weight per each broiler * 2 pounds of feed per pound of gain * 2 pounds of water per pound of feed
- = 800,000 pounds of water per flock at 70°F
- = 800,000 pounds of water / 8.34 pounds per gallon of water
- = 95,923 gallons per flock
- = approximately 12 semi-tractor trailer tankers of water is pumped into each house per flock!

Water consumption can be much greater than a 2:1 ratio as temperatures increase, and cool cells may use upwards of 40,000 gallons per flock. Some of this moisture goes into the bird itself (less than a gallon of water per bird), but the rest is absorbed by the litter and respired into the air. Air that is saturated with water must be removed and replaced with tempered air. We can improve the moisture holding capacity of air by heating it. A 20°F increase in air temperature will double its moisture holding capacity. However, we have to be careful not to dry the litter excessively. While dry litter is thought to have less disease potential, dust problems which would be bad for the respiratory health of the bird. Conversely, litter moisture above 35% can increase ammonia production and pathogen growth resulting in respiratory distress, blindness and paw burns.

**To Provide Oxygen:** We ventilate a chicken house to provide oxygen for the chickens to breathe, respiration by litter microflora and the heaters to use for combustion. The actual oxygen requirement is quite minimal at 16,845 cubic feet of air per hour; whereas, a 36” minimum ventilation fan can move 633,720 cubic feet of air per hour.

**To Remove Waste Gases:** We ventilate a chicken house to remove waste gases such as carbon dioxide and carbon monoxide which are produced by combustion of fuel by the heaters, respiration by the birds and the microbes in the litter. It’s estimated that 20% of the carbon dioxide produced in a chicken house is produced by bacteria in the litter! While small amounts of carbon dioxide are harmless, levels as low as 1% can cause drowsiness and 10% can cause unconsciousness in humans. Carbon monoxide is much more dangerous as it can bind to hemoglobin in your red blood cells preventing them from effectively transporting oxygen throughout your body. Ventilate to remove these waste gases and maintain your heaters so that they burn efficiently and don’t produce excessive amounts of waste gases.

**To Remove Ammonia:** We also ventilate to remove ammonia which is produced when uric acid, voided by the chicken, is broken down by litter bacteria into ammonia. The suggested upper limit for ammonia exposure in humans is 50 parts per million (ppm) and 25 ppm, per OSHA and NIOSH recommendations respectively. The suggested upper limit for exposure for chickens is also set at 25 ppm; however, an upper limit of 10 ppm has been suggested as optimal for growth. Ammonia is a problem because it can damage cilia in the respiratory tract. These cilia are small hairs that are responsible for transporting dust and germs, trapped within the mucus, out of the respiratory tract. If these cilia are damaged then the bird may be more susceptible to a respiratory infection. Additionally, high ammonia levels in the litter may also cause blindness and paw damage. Ventilating to control ammonia may not be practical, but ventilating to reduce moisture in the litter breaking the ammonia cycle is an obtainable goal. Litter amendments may also be used during brood to reduce heating and ventilation costs by reducing litter pH to decrease nitrogen loss by ammonia volatilization.

In summary, it’s important to spend time and money on ventilation as it will yield greater dividends by improving bird welfare, reducing mortality, improving feed conversion, and ultimately making the grower more money.

Much of the information in this article has been summarized from the efforts of Poultry Housing specialists at Mississippi State University, the University of Georgia, and Auburn University. To learn more about poultry housing and ventilation, you may wish to visit their websites:

- Mississippi State University: mstcure.com
- Auburn University: aces.edu/poultryventilation
- University of Georgia: poultryventilation.com
Retrofit Your Poultry House TODAY & Start Saving Money. We Can Help!

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

**IMPROVED HOUSE PERFORMANCE**
- Greater Static Pressure & Insulation Values

**IMPROVED BIRD PERFORMANCE**
- Better Feed Conversion & Lower Mortality Rates

**IMPROVED BOTTOM LINE**
- Substantial Energy Savings & More Competitive Flocks

601.854.6880 | insulproplus.com
MEMBER SPOTLIGHT:
Insul-Pro Plus

What’s in a name? At Insulation Professionals Plus (Insul-Pro Plus), there is a lot. They have been installing insulation to help people with energy-efficiency needs for over 20 years. Originally, Insul-Pro Plus began operating as a residential and commercial insulator until the business was approached by a friend in Pelahatchie who asked them to treat a broiler house on his farm. Prior to installation, an initial static-pressure test was conducted which resulted in a .14 reading. Insul-Pro Plus then applied the limited insulation treatment according to his wishes and retested. The resulting reading of .23, while it was still somewhat unfamiliar to us, seemed to satisfy our friend very much.

Since that time, Insul-Pro Plus staff has strived to educate themselves about every facet of agricultural energy efficiency and cost-effective measures of treatment. They believe that a vital part of professionalism is the commitment to always search for ways to better their employees and company. Insul-Pro Plus has devoted extensive resources of time, manpower, and assets to become the premier poultry-house insulator in Mississippi. It is because they call Mississippi home they go the extra mile. Insul-Pro Plus is located in Pelahatchie, Mississippi, which allows for great access and availability to the vast majority of poultry growers in Mississippi. Whether working with friends and neighbors in Mississippi or their out-of-state customers, they strive which are profitable and sustainable. It brings Insul-Pro Plus great satisfaction to know their efforts are promoting an environment for continued success in agriculture throughout their state, Mississippi. Insul-Pro Plus is proud to be a home-grown Mississippi business that is making a meaningful and positive contribution for their friends’ and neighbors’ businesses. For them, that is a Plus!

Since their introduction into the broiler-house installation in Pelahatchie several years ago, Insul-Pro Plus has served hundreds of farms across the state and helped their friends and neighbors realize the benefits of energy efficiency. For many, this bottom-line difference has been the most substantial improvement ever made to their business. What a Plus! Insul-Pro Plus enjoys the opportunity to serve their customers and the added reward of helping their customers who they esteem as friends and neighbors.

Insul-Pro Plus can be found daily at their business in Pelahatchie. It is from Pelahatchie that one of their owners’ families has been involved in the poultry industry for three generations. Insul-Pro Plus can also be found on the web at www.insulproplus.com or at many of the events and expos associated with the Mississippi Poultry Association. It is their sincere desire to promote the industry so that generations to come may engage in, what they believe, is an industry that will lead to a great future for Mississippi and the nation.

Would you like to advertise in Emerging Trends?
Call 601-932-7560 for more information!
PA's Poultry Management School 2015 will occur in Starkville, and you can register now.

Our school will be May 12–13 and is being held at the MSU College of Veterinary Medicine in Starkville, MS. We will begin on May 12 at 1:00 p.m., finish up around 5:00 p.m., and then head out the VFW for some hospitality time. As usual, we will have Bones come over from Alabama and cook crawfish. Of course, we will have other foods for those who don’t like crawfish.

The next morning, May 13, we will begin at 8:00 a.m. and finish up around noon with a great lunch sponsored by First South Farm Credit.

We have lined up a very informative school with excellent speakers. Please take a look at the schedule below.

Also, for your convenience, I have reserved blocks of rooms for those who want to spend the night. Hilton Garden Inn (662-615-9664) has rooms at the rate of $119 for king or doubles, and the Holiday Inn Express (662-324-0076) has rooms at the rate of $98 for king or double. Please mention MPA when you are reserving rooms. Reservations must be made by April 29 to receive the room rate.

To register for the MPA Poultry Management School, please use the registration form on the next page.

**Tuesday, May 12, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 A.M.</td>
<td>REGISTRATION – COLLEGE OF VETERINARY MEDICINE LOBBY</td>
</tr>
<tr>
<td>1:00–4:30 P.M.</td>
<td>GENERAL SESSION – MAIN AUDITORIUM</td>
</tr>
<tr>
<td></td>
<td>Steve McLaurin, MPA Chairman of the Board, Presiding</td>
</tr>
<tr>
<td>1:00–1:30</td>
<td>INTESTINAL DISEASE</td>
</tr>
<tr>
<td></td>
<td>Dr. Tim Cummings, Zoetis</td>
</tr>
<tr>
<td>1:30–2:15</td>
<td>ANTIBIOTIC FREE, WHAT DOES I MEAN, HOW DO WE HANDLE</td>
</tr>
<tr>
<td></td>
<td>Dr. Suzanne Dougherty, Aviagen</td>
</tr>
<tr>
<td>2:15–2:35</td>
<td>BREAK</td>
</tr>
<tr>
<td></td>
<td>Sponsored by Cobb-Vantress, Inc.</td>
</tr>
<tr>
<td>2:35–3:10</td>
<td>DISEASE UPDATE AND PROPER LAB SUBMISSION</td>
</tr>
<tr>
<td></td>
<td>Dr. Danny Magee, Poultry Research &amp; Diagnostic Laboratory</td>
</tr>
<tr>
<td>3:10–3:45</td>
<td>ANIMAL WELFARE, CHALLENGES AND RESPONSIBILITIES</td>
</tr>
<tr>
<td></td>
<td>Shelley Harless, Wayne Farms LLC</td>
</tr>
<tr>
<td>3:45–4:40</td>
<td>BIOSECURITY</td>
</tr>
<tr>
<td></td>
<td>Dr. Joe Cline, ELBA LABS</td>
</tr>
<tr>
<td>4:40–5:10</td>
<td>BOARD BUSES GO TO VFW</td>
</tr>
<tr>
<td>5:10–5:40</td>
<td>HOSPITALITY TIME</td>
</tr>
<tr>
<td></td>
<td>Sponsored by Allied Industry</td>
</tr>
<tr>
<td>5:40–8:10</td>
<td>DINNER &amp; ENTERTAINMENT</td>
</tr>
<tr>
<td></td>
<td>Sponsored by The Allied Industry</td>
</tr>
<tr>
<td></td>
<td>VFW of Starkville, Old Highway 25</td>
</tr>
<tr>
<td></td>
<td>Crawfish Boil &amp; Door Prizes (must be present to win)</td>
</tr>
</tbody>
</table>

**Wednesday, May 13, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30–11:00 A.M.</td>
<td>REGISTRATION – COLLEGE OF VETERINARY MEDICINE</td>
</tr>
<tr>
<td></td>
<td>Assorted pastries and biscuits will be served.</td>
</tr>
<tr>
<td>8:00 - 8:30</td>
<td>GENERATOR CHECKLIST</td>
</tr>
<tr>
<td></td>
<td>Grant McDonnieal, Taylor Power Systems</td>
</tr>
<tr>
<td>8:30–9:20</td>
<td>VENTILATION</td>
</tr>
<tr>
<td></td>
<td>Dr. Jody Purswell, USDA-ARS</td>
</tr>
<tr>
<td>9:20–9:40</td>
<td>BREAK</td>
</tr>
<tr>
<td></td>
<td>Sponsored by Cobb-Vantress, Inc.</td>
</tr>
<tr>
<td>9:40–10:15</td>
<td>7 DAY/HOUSE PREP TO OPTIMIZE RESULTS</td>
</tr>
<tr>
<td></td>
<td>Dr. Sue Ann Hubbard, Merck Animal Health</td>
</tr>
<tr>
<td>10:15–10:55</td>
<td>TROUBLE SHOOTING/ INVESTIGATING – PERFORMANCE/RESULTS</td>
</tr>
<tr>
<td></td>
<td>Dr. Travis Cigainero, Ceva</td>
</tr>
<tr>
<td>10:55–11:35</td>
<td>LITTER AND COMPOSTING MANAGEMENT</td>
</tr>
<tr>
<td></td>
<td>Dr. Tom Tabler, MSU Poultry Science</td>
</tr>
<tr>
<td>11:35 A.M.</td>
<td>LUNCH</td>
</tr>
<tr>
<td></td>
<td>Sponsored by First South PCA</td>
</tr>
</tbody>
</table>
It’s a new day at Mississippi Ag with locations to cover all of south and central Mississippi. Now Mississippi Ag has the best equipment for any job on your poultry farm. John Deere tractors are the workhorse tractor you want. Poultry House Cleaners from Kelly Manufacturing and Poultry Housekeepers from Lewis Brothers Manufacturing give you the quality you expect. Visit your nearest Mississippi Ag location to get the best equipment for your poultry business.

John Deere 5085E tractor

Dump Body # 1 Housekeeper

4200LP Poultry House Cleaner

POULTRY MANAGEMENT SCHOOL REGISTRATION
Tuesday, May 12 & Wednesday, May 13 • MSU College of Veterinary Medicine • Starkville, MS

Name ____________________________________________________________

Company __________________________________________________________

Address __________________________________________________________

City __________________________________ State ______________________ Zip __________

Phone ____________________________ Email __________________________

☐ I will be riding the bus to the crawfish boil.

Registration Fee:  ☐ $125.00 per person for members
☐ $150.00 per person for non-members
☐ Free to MPA Grower Members

Due to Congratuiual obligations, MPA cannot refund registration fees after May 1, 2015.

Make checks payable to the Mississippi Poultry Association or call the MPA office at (601) 932-7560 with credit card info. Checks must accompany your registration forms.
UPCOMING EVENTS

MAGNOLIA BEEF & POULTRY EXPO
Thursday, April 9, 2015
9:00 a.m.–4:00 p.m.
Smith County Ag Complex
Raleigh, Mississippi
See page 15 for details.

MPA POULTRY MANAGEMENT SCHOOL
Tuesday, May 12–Wednesday, May 13, 2015
Mississippi State University
College of Veterinary Medicine
Starkville, MS
See page 26 for details.

GROWER ADVISORY COMMITTEE

Kim Caldwell
Peco Foods

Lee McCollough
Marshall Durbin

Cindy Tucker
Peco Foods

Richard Carter
Marshall Durbin

Peter McKinley
Sanderson Farms

Kenneth Upton
Sanderson Farms

Ronnie Ingram
Tyson Foods

Matt Owen
Wayne Farms

Jon Wilson
Peco Foods

Michael Magee
Tyson Foods

Robert Smith
Wayne Farms

Danny Thornton
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

Steve McLaurin, Chairman

Dr. Ryn Divine, Vice Chairman

Danny Thornton, Grower Advisory Committee Chairman

Bill Rosenblatt, Grower Relations Coordinator
bill@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