

TRENDS

A Newsletter of the Mississippi Poultry Association

HIGHLY PATHOGENIC AVIAN INFLUENZA FINALLY MADE ITS WAY TO MISSISSIPPI IN NOVEMBER

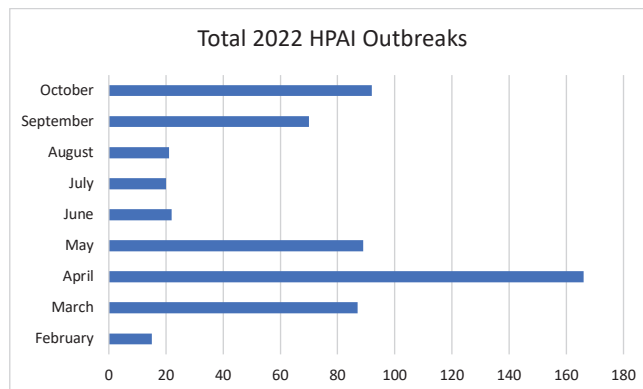
From February through October, Highly Pathogenic Avian Influenza (HPAI) kept appearing and reappearing in states all around the country, but Mississippi had avoided an outbreak. In early November, Mississippi became the 45th state to report an outbreak this year. It was the 605th outbreak nationally.

A commercial breeder farm in Lawrence County, near the Pearl River, was depopulated on Friday, Nov. 4 after testing positive.

Nationwide through October 31, there had been 582 outbreaks in commercial and backyard flocks. Of that number, 252 outbreaks have been confirmed in commercial poultry – broiler, egg, turkey or duck farms. Minnesota, which is a large turkey-producing state, had the most cases at 104, according to USDA data, while Iowa, the top egg-producing state, lost the most birds at 13.4 million.

During the 2015 HPAI wave, more than 50 million birds were lost to the disease. The 2022 outbreak is approaching that number. Normally, a cold-weather disease, this year HPAI began in February and has hung on all through the summer with infections rising again in the fall.

An outbreak in the United States has international trade implications. Some countries ban chicken from the nation or the whole state if there is an outbreak. Some US trading partners use a more regional approach, limiting importation of poultry products from a few counties.



HPAI Outbreaks in Commercial Flocks February - October 2022

Commercial Flocks	flocks	birds
Broiler Breeder flocks	7	293,200
Broiler Pullet	2	74,100
Broiler	11	2,266,300.00
Egg Breeder	2	99,000
Egg Layer	23	35,590,500
Egg Pullets	4	1,014,500
Total	49	39,337,600

WHAT'S INSIDE:

■ **MISSISSIPPI: AVIAN INFLUENZA AND VULTURES**

■ **SALES TAX EXEMPTION**

■ **THE ACCIDENTAL BEGINNING OF THE BROILER INDUSTRY 100 YEARS AGO**

■ **PIC BILLINGSLEY INDUCTED INTO MISSISSIPPI POULTRY HALL OF FAME**

■ **BOBBY JAMES TO LEAD MPA BOARD IN 2023**



continued from front cover

One of the largest impacts is on the export of paws which are banned by China once there is a confirmed outbreak in a state. China is the primary market for paws.

According to an estimate from the U.S. Poultry and Egg Export Council, with paws going to China for \$1,828 per metric ton in September, Mississippi could see losses of up to \$7.2 million per month from a Chinese ban on Mississippi shipments following the positive case of HPAI in Lawrence County.

In 2021, Mississippi's broiler industry produced 710 million broilers. In the Mississippi broiler industry producing meat chickens,

there are 1,581 farms, 1,242 raise broilers, 95 raise pullets and 244 are breeder farms.

USDA regulations require that once there is an outbreak a 10-kilometer (6.2 miles) circle be drawn around the infected farm and that transport in and out of that zone be only by permit and that farms within the zone be tested. The restrictions are lifted in about 45 days if there are no further outbreaks.

While new outbreaks continue, below are statistics from the U.S. Department of Agriculture through Oct. 31 ■

Top Flock Losses

State	Flock Size
Iowa	13,374,254
Nebraska	5,028,160
Colorado	4,716,880
Pennsylvania	4,270,480
Minnesota	3,834,736
Ohio	3,749,266
Wisconsin	3,117,370

Most Outbreaks

State	Case count
Minnesota	104
South Dakota	51
Washington	35
Idaho	28
Pennsylvania	26

The National Turkey Federation compared the 2014-2015 outbreak to the current one through November 18, 2022. The data shows this year has hit more commercial operations in more states.

2014-2015 v. 2022 HPAI Outbreak

Key Stats	2015	2022
Detections on commercial operations	211	267
Detections on commercial turkey premises	160	189
Detections on backyard premises	21	361
States with HPAI detections	21	46
First case (commercial):	January 23, 2015	(February 8, 2022)
Final case (commercial):	June 16, 2015	

DOUG MORGAN IS MPA ALLIED INDUSTRY LEADER OF 2022

The MPA Allied Industry Leader of the Year, announced at the 2022 MPA Convention, is Doug Morgan with Baader.

Doug has been with Baader, which makes poultry processing equipment, for 25 years. He is the corporate account manager for the southern region. And at one time worked as interim vice president of sales for Baader which has its US headquarters in Kansas City.

Prior to joining Baader, Doug worked in processing for two poultry processors, Marshall Durbin in Tupelo and Leeds, Alabama and for Perdue in South Carolina.

He graduated from Starkville High School where he played football on a state championship football team and



worked for a tractor company for a time before graduating in poultry science from Mississippi State University.

Doug's parents are Dr. Wallace and Mary Martha Morgan. Dr. Morgan is Chairman Emeritus of the Poultry Science Department.

Doug and his wife Laura Ann, have two children, Amanda and Sean and a granddaughter, Emma Kate.

Doug and Baader are major supporters of the scholarship auction at the convention, donating a carload of gifts every year that help the Miss. Poultry Foundation provide scholarships to students. ■

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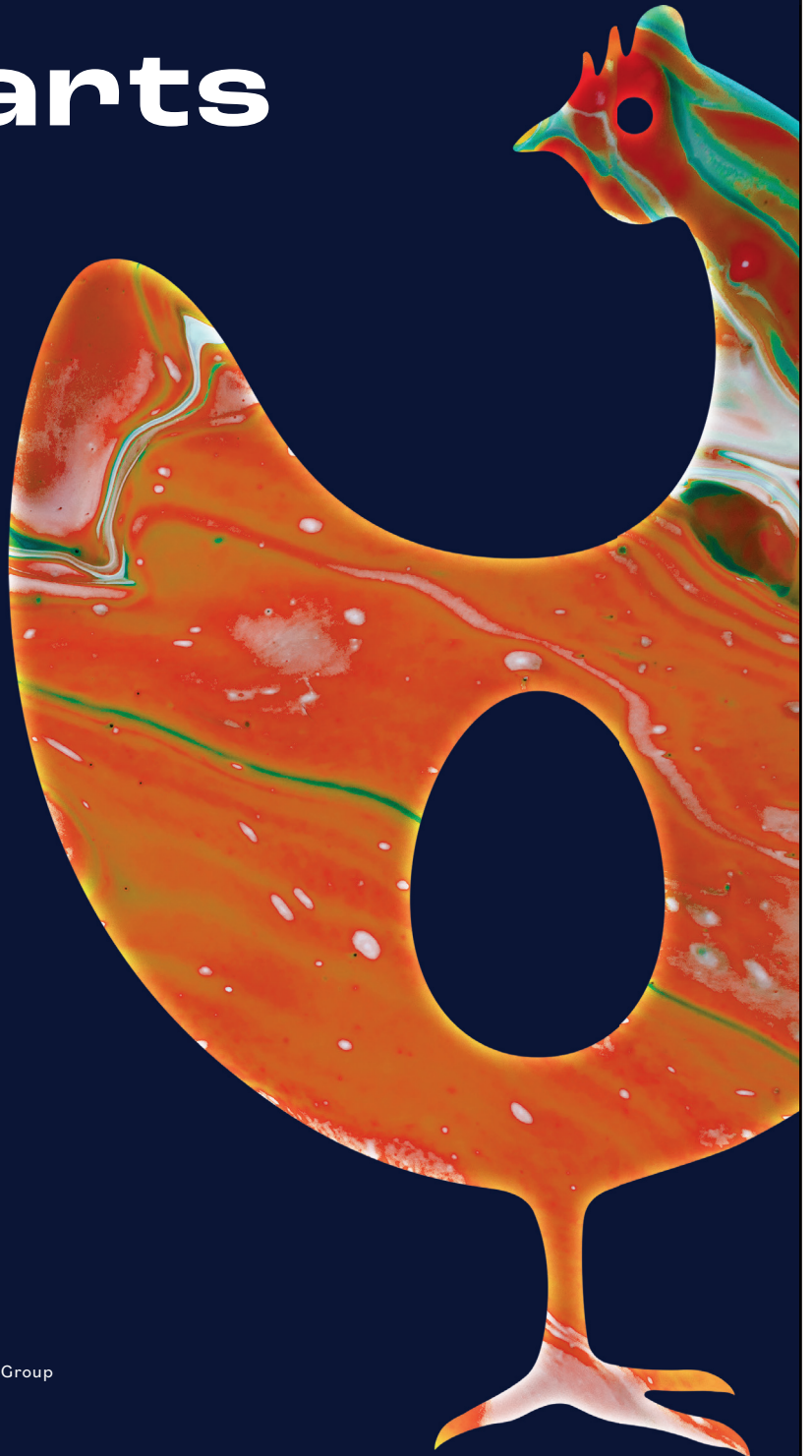
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AVIAN INFLUENZA FINALLY REACHED THE MISSISSIPPI POULTRY INDUSTRY. WHAT DO WE NEED TO KNOW ABOUT THE VIRUS TO ACHIEVE ADEQUATE CONTROL?

Martha Pulido Landinez, DVM, MS, PhD, DACPV. Associate Clinical Professor, Poultry Research and Diagnostic Laboratory, College of Veterinary Medicine, Mississippi State University



On November 3, 2022, the Mississippi Veterinary Research & Diagnostic Laboratory received a case of broiler breeders with a history of high mortality. Tracheal/oropharyngeal swabs were collected during the necropsy, and a highly pathogenic avian influenza (HPAI) virus was detected by the approved molecular test (AI RT-PCR).

This result was confirmed at the APHIS National Veterinary Services Laboratories in Ames, Iowa. On Nov 28, this was the first and only case of HPAI reported in commercial birds in Mississippi. In the US, forty-six states have been affected by this outbreak.

Avian Influenza is new for the Mississippi poultry industry that was not affected by the US 2015 HPAI outbreak. Knowing the characteristics of the virus causing this disease and understanding how important it is to understand when the virus is weak, when it is strong, and how it can survive or be eliminated could contribute to avoiding the presentation of more cases.

Avian Influenza Viruses

An Orthomyxovirus causes avian influenza. There are four types: A, B, C, and D. Influenza A viruses (AIV- A) are involved in bird diseases. These are enveloped viruses. (Figure 1).

AI viruses are also classified into low pathogenic (LPAI) and highly pathogenic (HPAI) viruses. Both HPAI and LPAI viruses can spread rapidly through poultry flocks. HPAI viruses are extremely infectious and often fatal to chickens. Most LPAI viruses cause either no signs of disease or mild disease in chickens and are naturally present in wild migratory waterfowl and shorebirds without causing illness. Still, they can mutate into highly pathogenic avian influenza viruses. The virus causing the current AI outbreak (AIV) in the US has been identified as an "A(H5N1)".

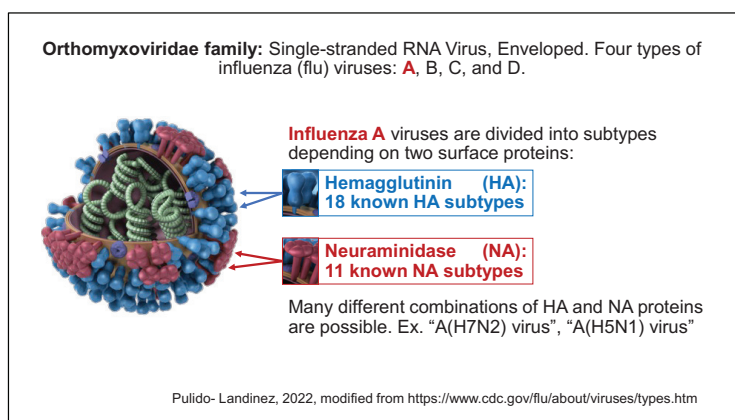


Figure 1: Classification of Avian Influenza viruses.

Strengths and weaknesses of AI viruses

Wide host range

HPAI viruses can infect commercial and backyard birds (chickens, turkeys, pheasants, quails, domestic ducks and geese, and guinea fowls). Wild birds, especially ducks and geese, can suffer from the disease or function as reservoirs. However, the virus has recently been found in other wild birds such as raptors that have been severely affected (bald eagles, great horned owls, red-tailed hawks, and black vultures), and other waterfowl such as swans and pelicans.

Mammals could also be susceptible to getting infected with HPAI viruses. In recent USDA reports, seventy-eight cases have been identified on red foxes, amur leopards, dolphins, harbor seals, skunks, grey seals, raccoons, fishers, striped skunks, coyotes, Virginia opossums, and bobcats; most of the detections (48/78) are related to red foxes. A high percentage of the cases have been detected in states in the North, except for the only case of dolphins identified in Florida. This information highlights the importance of wild animals in the ecology of HPAI, not only because they may suffer severe disease and death but because wild animals can be potential reservoirs of HPAI.

Protection by organic material

- HPAI virus replicates in respiratory, intestinal, renal, and/or reproductive organs (Figure 2). So, carcasses of dead birds can contain high levels of the virus.
- Avian influenza virus is shedding from infected birds through the nares, mouth, conjunctiva, and cloaca. Feces and nasal secretions can protect HPAI viruses. Feathers can get contaminated with feces and exudates (figure 2). Consequently, sick birds could spread HPAI virus.
- The presence of organic material increases resistance to physical and chemical inactivation.

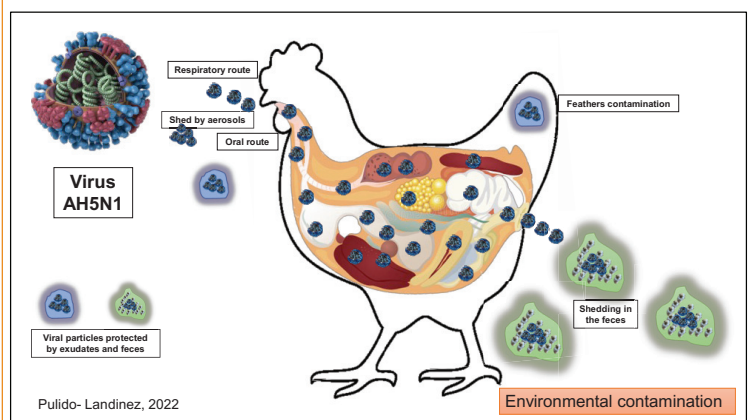


Figure 2: Routes of infection, shedding, and replication sites of HPAI viruses, A(H5N1). Nasal exudates and feces can protect viral particles. HPAI viruses can also be detected in the skin, including feathers, feather follicles, and the preen gland.

- When the virus is protected by organic material, low temperatures and moisture increase AI viruses' survival:
 - In liquid manure: 105 days in the winter
 - In feces: 30–35 days at 4°C, 7 days at 20°C, and 4 days at 25–32°C in the shade.
- **Naked AI viruses are weak.** Viruses without the protection of organic matter have shortened environmental survival times. Physical factors such as heat, pH extremes, hypertonic conditions, and dryness can inactivate these naked viruses. However, this characteristic depends also on the virus type; some HPAI viruses could have variations in survival times that can be longer than for other AI viruses.
- **Disinfection works better in the absence of organic material.** After correct cleaning, the next step is disinfection of the contaminated premises. Most disinfectants can work properly inactivating the virus. However, the interaction with organic material partially or totally inhibits the viricidal activity of many disinfectants, so correct decontamination procedures are essential.
- **AI viruses can be highly susceptible to disinfectants:** since AI viruses are enveloped (meaning they have a lipid envelope), they could be inactivated by disinfectants and detergents. However, as mentioned above, organic matter can act as a shield to protect the virus from adverse factors. In addition, when selecting a disinfectant, three factors must be considered:
 - Properties of the disinfectant
 - External factors that can influence the properties of the disinfectant
 - Characteristics of the premises to be decontaminated.

Other factors to consider when disinfecting poultry facilities are environmental temperature, disinfectant-required contact time, and water quality. Environmental temperature is a significant factor that influences the efficacy of disinfecting procedures. Most disinfectants work better at temperatures above 20°C (Ex. the optimum range for formaldehyde activity is from 24°C to 38°C). Also, appropriate contact times are required for detergents and disinfectants to be effective. This time is usually 10 to 30 minutes, depending on environmental conditions. Some authors mention that disinfectant contact time can never be less than 30 min. Finally, most of the time, hard water can affect the disinfectant stability.

Chemical disinfectants that can destroy AI viruses are phenolic compounds, ammonium ions (including quaternary ammonium disinfectants), sodium hypochlorite (5000 ppm or 0.5% concentration), Virkon, 2% sodium hydroxide (lye), acidified ionophore compounds, chlorine dioxide disinfectants, 4% sodium carbonate/0.1% sodium silicate, and hydroxylamine.

HPAI virus presence in the water:

- The survival of the AI virus in the water depends on the water temperature:
- In water at 28 °C, HPAI viruses had a decline in infectivity of 1 log in 4–5 days. The virus was not detected at this temperature after 26–30 days.

- In water at 17°C, the HPAI viruses can persist from 94 to 158 days.
- Water salinity: studies on the HPAI virus from wild birds established that viral survival in water depends on the waterfowl habitat conditions. According to these studies, the peak of infectivity in water devoid of salt was detected at the pH range of 7.4–7.8. Under saline conditions, the infectivity appears inversely related to salt content and optimum pH tolerance shifts to the acid range.

AI viruses are sensitive to acid pH levels: most viruses can't survive below pH 5. However, their infectivity retention depends on the degree of acidity obtained and the type of virus.

Virus survival at high temperatures is low:

- Heating the buildings to 90–100°F (32–38 °C) for two days to one week can help destroy the virus.
- Environmental conditions, such as the presence of organic matter, pH, or salinity of the medium, can also influence the effect of temperature on AIV survival. Experimental studies have demonstrated that there is a strong interaction between temperature, pH, and salinity of water on the survival of AIVs
- During composting, reaching temperatures greater than 140°F was effective at killing HPAI viruses within poultry carcasses in less than ten days.

In brief, it is well known that biosecurity is an essential tool to prevent and control AI. Biosecurity looks to keep the AI viruses out of the chickens and their environments and, in the case of detecting the virus, to prevent the virus from spreading. This is ensured by proper use of PPE and using foot baths by all individuals present at a farm. So, the knowledge about AIV's strengths and weaknesses and physical and chemical methods of inactivating these viruses could help prevent and control this disease.

Recommended literature:

- Influenza. David E. Swayne, David L. Suarez, and Leslie D. Sims. Diseases of Poultry, 14 ED. Wiley-Blackwell, Hoboken, NJ, 2020, pp. 210-257.
- Inactivation of Avian Influenza Viruses by Chemical Agents and Physical Conditions: A Review. P. De Benedictis, M. S. Beato, and I. Capua. Zoonoses Public Health. 54 (2007), pp 51–68.
- 2022 Detections of Highly Pathogenic Avian Influenza in Wild Birds. <https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/animal-disease-information/avian/avian-influenza/hpai-2022/2022-hpai-wild-birds>
- 2022 Detections of Highly Pathogenic Avian Influenza in Mammals. <https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/animal-disease-information/avian/avian-influenza/hpai-2022/2022-hpai-mammals> ■

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MPA CONVENTION ATTENDANCE BACK TO PRE-COVID LEVELS

Attendance at this year's MPA Convention topped the record from 2019. A total of 428 people attended the association's 85th annual convention, two more than the pre-covid peak.

"We are grateful to all our sponsors, donors of auction items, auction bidders and convention attendees who made this year's convention one of the best," said Mark Leggett, MPA President.

Keynote speakers were Mike Brown, president of the National Chicken Council on Friday morning and Mississippi Commissioner of Agriculture and Commerce Andy Gipson on Saturday morning. Brown explained the policies being pushed by the Biden Administration and Gipson spoke about state issues.

At the Past Chairman's breakfast on Friday, state Sen. Chuck Younger, R-Columbus, chair of the Senate Agriculture Committee spoke. Dr. Jim DelPrince, a horticulture specialist with MSU Extension and the leader of the Master Floral Designer program, designed several floral creations for the ladies' program and then contributed them to be auctioned off on Saturday.

The scholarship auction on Saturday night raised \$38,593 which was the second best since 2005 when the Mississippi Poultry Foundation was created. Since its creation, the auction has grossed \$408,500.

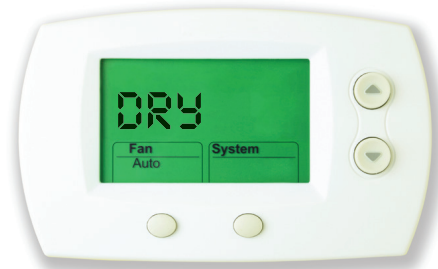
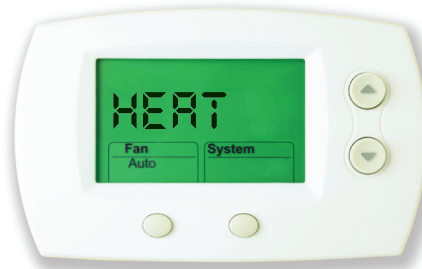
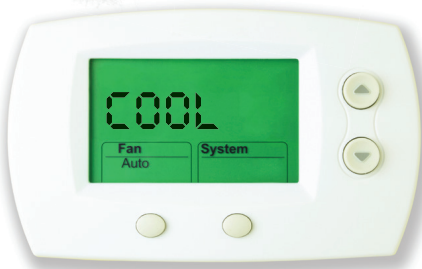
Everyone was glad to get back to the activities that have always been part of the convention: golf and fishing. Fifty-two golfers took to the Baytowne course this year. In 2021, rain cancelled the golf tournament. The winning foursome was Bob Billingsley and Paul Billingsley of Wayne-Sanderson Farms, and Clay Adkins and Kevin Pope of International Paper. Fifty-four people went deep-sea fishing.

A popular addition to the convention this year was a caricaturist, Caricatures by Tim on Saturday afternoon. We plan to have Tim back in 2023.

MPA appreciates the support of the 89 sponsors who helped make the 2022 convention successful. The convention is a major fundraiser for the association. We also appreciate all the companies and individuals who donated items for auction and those who bid and won items. ■



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BOBBY JAMES TO LEAD MPA BOARD IN 2023



Robert “Bobby” James takes over January 1 as the 2023 Chair of the Mississippi Poultry Association Board of Directors.

Bobby is the director of live operations for Amick Farms, LLC in Laurel. He has 27 years of experience in the poultry industry, having worked for Wayne Farms LLC as the live operations manager before his current position. Bobby replaces Dr. Ryn Laster as Board Chair.

“It is an honor and privilege to have the opportunity to serve in the MPA organization and to have a career in the poultry industry. This business has been good to me and my family, and it is just a pleasure to work with so many good people throughout the industry.”

The poultry industry is Mississippi’s largest agriculture commodity. The Mississippi Poultry Association represents growers, integrators, and allied members.

Bobby is a 1990 graduate of Raleigh High School. He graduated from Mississippi State University in 1995 where he received

his undergraduate degree in Poultry Science (B.S.).

Bobby and his wife, Felicia, have been married for 26 years and are active members of Salem Heights Baptist Church in Laurel. They have three children: Rob, Allie, and Bailey.

Other members of the MPA Executive Committee for 2023 will be: Mack Walker, Tyson Foods, vice chairman; Ed Fletcher, Koch Foods, treasurer, Dr. Laster, immediate past chair, Steve McLaurin, past chair; Paul Billingsley, Wayne-Sanderson Farms, and Jon Pearce, Mar-Jac Poultry MS, at-large members. The chair of the Grower Advisory Committee also serves on the MPA Executive Committee. The 2023 chair will be elected in December. ■

DR. DANNY MAGEE RETIRES AS DIRECTOR OF THE POULTRY RESEARCH AND DIAGNOSTIC LABORATORY

Dr. Danny Magee retired this year as a full-time MSU professor, but he is still helping MPA plan seminars. We missed marking this milestone during the summer but wanted to let everyone who has come to rely on Dr. Magee’s work over 41 years in the poultry industry know of the change. If you don’t see him at the MSU Poultry Research and Diagnostic Lab, it is because he has taken emeritus status.

A graduate of Brookhaven High School (1972), he completed a BS degree in Poultry Science at Mississippi State University (1977). After completion of his DVM degree (Auburn, 1979), he earned his Master of Avian Medicine degree (University of GA, 1981).

Dr. Magee’s career has been centered on positions that allowed him to make a huge positive impact on the poultry industry and CVM students. During his career he worked in the state diagnostic laboratory, for a primary breeder/broiler production company, a pharmaceutical company, a broiler production company, and the College of Veterinary Medicine.

In 1981 he started working as an avian pathologist at the state Veterinary Diagnostic Laboratory in Jackson when the lab was part of the Department of Agriculture and Commerce. From 1982 to 1985 he was Manager, then Director, of Quality Assurance and Technical Service for Peterson



Industries, Inc., Decatur, Ark,. In 1986-87 he was a Technical Services Veterinarian for American Cyanamid Company, Wayne, NJ. From 1990 to 1995 he was Director of Health and Quality Assurance for McCarty Farms, Inc., Forest, Mississippi

Dr. Magee may hold the distinction of being the only CVM faculty member who has held faculty positions three separate times, according to the university. The three appointments total over 30 years as a CVM faculty member. The longest appointment, as a Clinical Professor, began in 1995 and ended with his retirement this year. During that time, he also held the position of Director of the Poultry Research & Diagnostic Laboratory (PRDL) from November 2000, when the laboratory was established as part of MSU, until his retirement.

Two major milestones in his tenure at CVM under his leadership were the establishment of the PRDL and the establishment of a post-DVM poultry graduate program/residency which qualifies the graduate students/residents for the American College of Poultry Veterinarians board certification examination.

You will be able to see Dr. Magee at the MPA Poultry Health Seminar, February 15 where he will be moderating. ■

SPECIAL DISCOUNT OFFERED TO POULTRY GROWERS TO ATTEND IPPE 2023

Poultry growers are invited to attend the 2023 International Production & Processing Expo (IPPE) with a special registration fee of only \$5 (onsite only), a terrific savings of \$120! This program is open to U.S. residents only.

"We strongly encourage poultry growers to take advantage of this opportunity to attend IPPE at such a great price. With more than 520,000 square feet of exhibit space, they will have an opportunity to create new experiences, discover innovative technology and meet their learning goals. Join us in Atlanta to experience it all at the 2023 IPPE!" said IPPE show organizers.

IPPE will be held at the Georgia World Congress Center in Atlanta from Jan. 24-26, 2023. Poultry growers can attend the IPPE on Tuesday, Wednesday and Thursday. Registration

will begin each morning at 7 a.m. at the Georgia World Congress Center, 285 Andrew Young International Blvd., in downtown Atlanta. A completed registration form and a 2023 Grower Days coupon are required. Registration forms will be located at the Expo and should be completed onsite. Coupons are available through state poultry organizations.

ABOUT IPPE – The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

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DR. KENNETH MACKLIN TO HEAD MSU POULTRY SCIENCE DEPARTMENT

Dr. Kenneth Macklin is the new head of the Mississippi State University Poultry Science Department, the university announced in the fall after a nationwide search.

Dr. Macklin comes to MSU from the Auburn University Department of Poultry Science where he had a 50/50 research/extension appointment. He will begin his new position in Starkville on February 1.

According to the Auburn website, his “extension programs are geared towards helping both the commercial poultry industry as well as the small flock producer in areas of biosecurity, poultry health, food safety and environmental issues. Ken’s background in genetics, immunology and bacteriology gives him a solid foundation on how to control these issues.”

His research has focused on farm food safety; Bacterial disease control and prevention; Parasite control and prevention in poultry. His lab research involves determining the effect of various feed additives (pre- and probiotics, competitive exclusion, feed ingredients and pharmaceutical) on foodborne bacteria (*Salmonella* spp, *Campylobacter* spp, *Clostridium* perfringens) and pathogens (*Clostridium* spp, *Escherichia coli*, *Eimeria* spp) in poultry. He is also interested in management practices that will reduce both poultry and food pathogens in

poultry houses. A reduction of pathogens in the poultry house should increase bird live performance as well as reduce the incidence of these pathogens entering the human food chain.

A native of Illinois, he earned his Ph.D. in Poultry Science from Auburn in 2003; and both his M.S. in Biology,; and his B.S. in Biology from Northern Illinois University.

He is a member of Alabama Poultry & Egg Association, Southern Poultry Science Society, Poultry Science Association, is on the board of the Southern Conference of Avian Disease.

“We also want to thank Dr. Wes Schilling for serving as the Interim Head for an extended period of time until we fill this position, and we appreciate his service to the Department, the College and MSU in this role,” said Dr. Scott Willard. ■



POULTRY INDUSTRY HAS A \$23.5 BILLION IMPACT ON MISSISSIPPI'S ECONOMY

The poultry industry's impact on Mississippi's economy is like ripples on a pond and the ripples reach out further than they did in 2020, according to a report from four different national poultry industry associations.

Every couple of years, the National Chicken Council, the U.S. Poultry & Egg Association, the United Egg Producers, and the National Turkey Federation release a report on the industry's economic impact. The report estimates the impact for the nation, the states, Congressional and legislative districts, and counties.

Nationally, the U.S. poultry industry provides 2,012,269 jobs, \$125.6 billion in wages, \$555.9 billion in economic activity and \$33.7 billion in government revenue. The figures include direct jobs, wages, and economic activity as well as those for suppliers to the industry and the induced income.

In Mississippi, the poultry and egg industry create or support 99,644 jobs, resulting in \$4.8 billion in total wages, \$23.5 billion in economic activity and more than \$1 billion in in government revenue. These numbers include direct impact from the industry, the suppliers to the industry and induced impact or the impact of the first two in the wider economy. The 2022 Mississippi impact is an increase of about \$300 million from 2020.

The impact includes the farmgate or what growers are paid, what the plants pay in wages as well as what they buy and where that income is spent in the state's economy. Spending on everything, from housing, to food, to educational services and medical care makes up what is traditionally called the

induced impact or multiplier effect of the industry. So, think of the combined impact as how big the loss to Mississippi's economy would be if the poultry industry did not exist.

The Mississippi numbers above breakdown as follows:

- 31,776 people work (full time equivalent jobs) directly in the poultry industry while another 67,868 jobs are from suppliers or are jobs created by the economic impact of the poultry industry.
- \$1.18 billion in direct wages and \$3.6 billion from suppliers and induced income.
- \$11 million in direct economic impact and \$12.5 billion in supplier and induced impact.
- The industry and its employees pay \$1.07 billion in federal taxes and \$19.3 million in state and local taxes

The data is hosted on interactive websites that can be viewed collectively or by individual product, and then sorted nationally by state, congressional district, state house district or state senate district, and county. For more information about the U.S. poultry industry's economic impact, visit: www.poultryfeedsamerica.org www.chickenfeedsamerica.org
www.turkeyfeedsamerica.org www.eggfeedsamerica.org

The economic impact study was funded by USPOULTRY. The study, conducted by New York City based John Dunham & Associates, was updated using the most current methodology available and uses data from 2022. ■



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MISSISSIPPI EGG MARKETING BOARD, MISSISSIPPI POULTRY ASSOCIATION AND MISSISSIPPI BEEF COUNCIL ANNOUNCE THE WINNERS OF THE 2022 MISSISSIPPI STATE FAIR OMELET COOKOFF

The Miss. Poultry Association provided prizes for the winners of the Mississippi Egg Marketing Board's 2022 Mississippi State Fair Omelet Cookoff.

Placing first was Lilyanne White, a student at Indianola Academy and a member of the Sunflower County 4-H. Lilyanne prepared a spinach and feta omelet. Placing second with a Southwest omelet was Kye Webb, a student at Pontotoc High School and a member of the Pontotoc County 4-H. Kylee Tomlinson, a student at Armstrong Junior High School and a member of Oktibbeha County 4-H, took home third place with an "Om-a-let-it-slide" omelet. Taking the prize for best beef omelet with "The Rancher's Special," was Abbye Buchanan, a student at Florence High School and a member of the Rankin County 4-H.

The contestants placing first, second and third were awarded cash prizes by MPA in amounts of \$75.00, \$50.00 and \$25.00 respectively, and the Best Beef omelet was awarded a \$25.00 cash prize from the Miss. Cattlemen's Association. In addition, all contestants received an omelet toolkit, that included an apron, omelet pan, whisk and spatula.

Twelve 4-H youth competed in the event as part of Mississippi 4-H Day during the 2022 State Fair. All finalists competing at the State Fair were the winners of their district competitions held earlier this year. Finalists from the four Mississippi 4-H districts competed in the omelet cookoff, presenting their entry to a panel of judges within 60 minutes. Contestants were provided the necessary tools to prepare their omelets but brought "unusual" or "unique" ingredients from home.



The Mississippi Egg Marketing Board, Mississippi Poultry Association and Mississippi Beef Council are pleased to announce the winners of the 2022 Mississippi State Fair Omelet Cookoff. Pictured (L-R): 1st Place Winner, Lilyanne White of Sunflower County; MS Egg Marketing Board President Ryn Laster; 3rd Place Winner, Kylee Tomlinson of Oktibbeha County; 2nd Place Winner, Kye Webb of Pontotoc County; and Best Beef Omelet Winner, Abbye Buchanan of Rankin County.

MPA Board Chair and Mississippi Egg Marketing Board President Ryn Laster, one of the judges, said, "It's heartwarming to see the creativity of these young people and the excitement and interest in cooking with and using eggs."

Also serving as judges for the cookoff were Mrs. Misha McK, co-founder of Suicide Watch and Wellness Foundation and host of "We Care Mississippi with Misha," as well as Mrs. Leslie Gipson. Serving as the Mistress of Ceremonies was Deborah Hunter, author of "My Delicious Mississippi Life," a collection of stories and recipes. ■

MISSISSIPPI DEVELOPMENT AUTHORITY OFFERS ENERGY AUDIT PROGRAM FOR POULTRY FARMS

If you want to know where your energy is going and what your equipment is costing you, the Mississippi Development Authority (MDA) may be able to help.

MDA is offering to cover 75% of the cost of a full-farm energy audit for poultry farms, leaving the farm responsible for only 25% of the cost. Certified energy auditors will review your operation's energy consumption, facilities equipment, and run-times in an on-site visit to determine opportunities for bottom line energy savings. Audit findings could qualify your operation for various grant and/or loan opportunities to move forward with implementation.

As an example, you could pay \$750 to receive \$3,000 in audit services and then qualify for grants to cover the costs of any recommended improvements that will save on your future energy bills.

An energy audit takes a detailed look at the energy-consuming equipment on the farm and breaks down how much energy is being consumed by each on an annual basis. The energy audit will also provide recommendations for improvements that the farm could make in order to decrease energy use, and thus save the farm energy. In addition, energy audits include information on where you find potential incentives (such as rebates and various

grants and low interest loans) available for the various improvements. At the end of the day, audits assist in finding ways to save energy and money, improving your bottom line.

If you are interested in learning more, please call Bethany Reinholtz, with GDS Associates at 1-800-441-8525 or submit a request online at: <https://info.gdsassociates.com/agricultural-energy-audit>. GDS is working with MDA to administer the program and will discuss your operation to ensure the energy audit will be a good opportunity for your farm. ■

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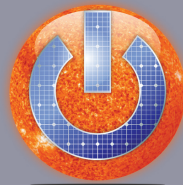
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MISSISSIPPI: AVIAN INFLUENZA AND VULTURES

HPAI virus survived the summer in the US. It is in the environment and in over 50 species of wild birds. In May 2022, Georgia's Toombs County HPAI event in a large backyard non-poultry operation was preceded by a black vulture die-off on the same property. The vultures were later confirmed as having highly pathogenic avian influenza (HPAI). In August 2022, Georgia's Henry County event on an animal rehabilitation premises was also preceded by a black vulture die-off on the same property. Those vultures too were confirmed as having HPAI. Alabama has also seen vultures dying.

Black vultures are a protected bird species and very helpful to the natural balance of wildlife as they feed on carrion. They live in roosts and are visually attracted to dead and decaying animals. They likely get infected by feeding on dead waterfowl or other dead birds infected with the virus. They also feed on one another when a roost is infected with HPAI, perpetuating the infection in that wild bird species.



*Black vulture photo credit:
Jane Parish, MSU Extension Service*

In the poultry industry, it is well known that daily mortality disposal, when not done properly, attracts vultures: dead poultry that lay by the chicken houses waiting to be disposed of, dead poultry left just outside of the compost, compost that is not covered or properly balanced with organic matter and moisture, and non-functioning incinerators. Any exposed dead animal or animal product, including eggs, can attract vultures. It is critical that no poultry farm in MS act as a vulture attractant, as vultures just may bring HPAI virus with them as they likely did twice this year in Georgia and other states. If you raise cattle or other animals, those carcasses may also attract vultures to the farm. Make sure they are found and buried or disposed of by an approved method.

WHAT TO DO: BIOSECURITY

1. Make sure every person that enters the poultry houses uses a strong functioning line of separation on your farm 100% of the time.
2. Control farm visitors to only those who needs to be there.
3. Control access to the inside of the houses by any birds, rodents, small mammals and pets.
4. Make sure your MORTALITY DISPOSAL is done properly (see above).

WHAT TO DO: VULTURES CALL 1-888-722-3106 TO REPORT DEAD VULTURES

1. Do not disturb a nearby vulture roost by shooting or scaring the birds. This only spreads the potential infection to other roosts. Instead, use a deterrent between the roost and the poultry premises.
2. If you see dead vultures on your property, or vultures looking sick, weak or with abnormal movements, REMOVE THE ATTRACTANT if possible and report them to the State Veterinarian's Office.
3. If you must remove the dead vultures yourself (dead vultures will attract other vultures), wear full PPE (disposable coveralls, boots, gloves, hairnet, and mask), triple bag the dead birds and their feathers and dispose in dumpster. Make sure the dumpster is closed. Disinfect the area where they were found, go home, shower, disinfect all clothes and vehicles. Do not return to a poultry house for at least 48 hours or as directed by your company. ■

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2022 DONATION TO GOVERNOR IN JACKSON FOOD PANTRY

Since 2011, the member companies of the Mississippi Poultry Association have donated 4.5 million servings of chicken and eggs to the governor, but 2022 was the first time, the announcement took place inside a food pantry.

At a news conference on Nov. 2, MPA presented Gov. Tate Reeves with 129,600 eggs and 119,500 pounds of chicken meat inside the food pantry at the Good Samaritan Center in Jackson. With MPA board members, Governor's staff, television and radio reporters, it was a snug but fitting background for the announcement.

Gov. Reeves again directed this year's donation to Extra Table headquartered in Hattiesburg. Extra Table supplies healthy food to 57 food kitchens and food pantries, including the Good Samaritan Center. Extra Table serves 69 of the state's 82 counties.

In accepting the donation from MPA Board of Directors Chair Dr. Ryn Laster, Gov. Reeves noted the rising costs the industry faces, "These members have stepped up and are still willing to make this generous and sizable donation. It shows their unwavering commitment to the people of Mississippi and our state is incredibly grateful.

"I'm also grateful to the Mississippi Poultry Association for giving Elee and me the opportunity to select the charity that will receive and donate this distribution. I'm proud to have selected Extra Table as the recipient of this year's donation," Gov. Reeves said.



The donation came on the same day the Legislature was in special session. Gov. Reeves had called the special session for a plant expansion in Columbus.

MPA member companies have donated 1.85 million servings of protein to Gov. Reeves since he took office in 2020, all of it distributed through Extra Table. A pound of chicken equals four servings of protein and one egg is a serving.

Dr. Ryn Laster, MPA Board Chair, told Gov. Reeves that "Mississippi's poultry and egg companies who make generous donations locally all year are always thrilled to combine their efforts for this donation to you, Gov. Reeves. We look forward each year to helping you address hunger in Mississippi. ■

ELECTION YEAR LEGISLATIVE SESSION COULD BE CONTENTIOUS OR QUIET

Speaker Philip Gunn, R-Canton, announced in November that he will not run for another term in the House. Gunn, the state's first Republican Speaker since Reconstruction, has led the 122-member House since 2012. After the 2023 elections, Speaker Pro Tempore Jason White, R-West is expected to run for speaker in 2024. Republicans have a 76 to 42 seat advantage over the Democrats.

Generally, in an election year, there are fewer bills considered. The most important date in the 2022 session is Feb. 1, the qualifying deadline for candidates to run for county, district, statewide and legislative offices. Legislators will find out then if they will have an opponent in the new districts drawn earlier in 2022. Several members of the House have announced they will not seek re-election.

Revenue collections remain strong. In the current fiscal year that began July 1 and through October, the state has taken in \$323.8 million or 14.75 percent more than estimated and 13.07 percent more than the prior year's collections to date.

The state ended FY22 on June 30 with \$1.5 billion or 25 percent more than estimated. The surplus will be distributed during the 90-day 2023 session beginning Jan. 3. MPA

supports putting some of the money into the Emergency Road and Bridge Repair Fund to continue repairing city and county infrastructure.

Other possible issues for the 2023 session based on discussions since the end of the 2022 session could be:

- Funding for the city of Jackson. Congressman Benny Thompson and the U.S. EPA have sent letters to Gov. Tate Reeves saying Congress would examine the way the Legislature allocated American Rescue Program Act (ARPA) and Bipartisan Infrastructure Funds for drinking water, sewer and stormwater projects. Jackson got seven projects funded out of the 135 in the first round listed on the Miss. Department of Environmental Quality website.

- Net metering. The Public Service Commission updated its net metering regulations and Gov. Tate Reeves said the Legislature should rewrite them. Net metering sets the rates and procedures for how a customer who generates electricity is paid by the utility buying the electricity. For example, a grower with a solar system, can sell excess electricity back to the utility. Gov. Reeves said the rules mean customers who don't sell kilowatts back are subsidizing those who do. ■



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PIC BILLINGSLEY INDUCTED INTO MISSISSIPPI POULTRY HALL OF FAME

Bob “Pic” Billingsley, who oversaw the construction of eight poultry complexes for Sanderson Farms prior to the company’s purchase by Wayne Farms is the newest member of the Mississippi Poultry Hall of Fame. He is the 36th person inducted into the Hall of Fame.

Pic, senior vice president and general manager of retail for Wayne-Sanderson Farms, has served as chair of the MPA four times since 2007 when he took over mid-year when the chair that year took a job out of state. He has raised thousands of dollars for the convention over his tenure on the MPA Board of Directors.



His portrait will join the 35 Hall of Fame members on the walls of the MSU Poultry Science Department. In his acceptance speech, Billingsley spoke directly to the MSU students at the MPA Convention, telling them about how others in the industry helped him during his career. He began his career at Sanderson Farms on Sept. 17, 1984, 38 years to the day his induction into the Hall of Fame was announced.

“It is an honor to be inducted into the hall of fame where many accomplished industry leaders have been recognized for their contributions to advancing

the poultry industry in the state of Mississippi,” said Billingsley. “Serving the association as a chairman and member of the board of directors for many years makes this award even more meaningful.”

It was at Sanderson Farms where he met his future wife Nancy, who also worked at Sanderson Farms at the time. Their son Steven and daughter in law Kelsey welcomed daughter Autry last year.

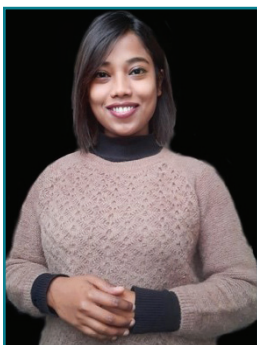
In 2021, the U.S. Poultry and Egg Association gave Billingsley its Lamplighter Award for “sustained and exemplary service” to the poultry and egg industry after serving on the US Poultry board for many years. ■

BANKPLUS TRAVEL GRANT WINNERS

Two Mississippi State graduate students’ expenses to attend the Poultry Science Association (PSA) convention were paid by the \$2,500 BankPlus Travel Grant for 2022.

At the PSA convention in July, Hudson Thames and Deepa Chaudhary presented their research. Hudson and Deepa will each receive \$1,250 donated to the Mississippi Poultry Foundation by BankPlus. This is the fifth year that BankPlus has funded the grant through the Mississippi Poultry Foundation.

The BankPlus-Mississippi Poultry Foundation scholarship is given to a graduate or undergraduate student with a minimum 3.25 Grade Point Average and based on their research being selected for presentation at PSA. BankPlus is one of the state’s major lenders for poultry farms.



Deepa Chaudhary

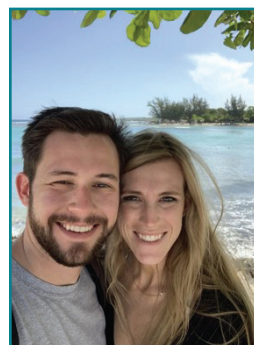
“BankPlus makes loans to poultry growers all over Mississippi and we are glad to help further this research that could make growers more productive,” said BankPlus Senior Vice President & Commercial Lending Team Leader Kenny Williamson.

Deepa is a master’s student under Dr. Li Zhang. Deepa is passionate about working with the poultry industry to improve methods of disease diagnosis. Currently her

work is focuses on simplifying *Clostridium perfringens* testing.

She simplified the sample preparation procedure and optimized the molecular method loop-mediated isothermal amplification (LAMP) assay. Her finding shows the HotSHOT DNA extraction method with the LAMP assay could be used as a rapid on-site molecular diagnostic test for detecting toxigenic *C. Perfringens*. In the future, she plans to develop quantifiable LAMP methods to improve the quantitative analysis of results, according to Dr. Wes Schilling, interim Poultry Science department head.

Hudson is a doctoral student under Dr. Sukumaran.



Hudson Thames

Hudson is most interested in food safety and pathogen persistence in the poultry industry. Currently he is investigating *Salmonella* biofilms on food processing surfaces. His findings demonstrate that the surface material and environmental stress from flowing water influence the biofilm forming ability of *Salmonella*. To better understand why these factors play a role in *Salmonella* persistence, Hudson plans to investigate the expression of biofilm related genes in different strains of *Salmonella*, according to Dr. Schilling. ■

ELECTIONS: APPEALS COURT, CONGRESSIONAL INCUMBENTS WIN, STATE LEGISLATIVE VACANCIES BEING FILLED

Mississippi Appeals Court Judge Virginia Carlton was easily re-elected November 8 with 58 percent of the vote in the 4th District in Southwest Mississippi. The Mississippi Poultry Association Political Action Committee (MPA-PAC) supported Judge Carlton for re-election. Carlton, a former legislator, will begin her third eight-year term on the state's second highest court.

MPA-PAC also supported Judge Joel Smith for re-election to the Court of Appeals from the 5th District in Southeast Mississippi. His opponent was ruled ineligible prior to election day, so Smith was unopposed.

In Mississippi Congressional elections, all three incumbent Congressmen – Trent Kelly (1st District), Bennie Thompson (2nd District), and Michael Guest (3rd district) – were easily re-elected. Jackson County Sheriff Mike Ezell was elected to replace Steven Palazzo, after Ezell defeated Palazzo in the Republican primary. All the Republicans were elected with more than 70 percent of the vote. Thompson, the only Democrat, received 59 percent.

Almost 707,400 people voted in the 2022 congressional elections with 64.2 percent voting Republican and 35.3 percent voting Democratic. The other 1 percent voted Libertarian. In 2018, during the last mid-term elections, 938,903 people

voted, but there was a hotly contested U.S. Senate race on the ballot.

Legislative Election Results

On Election Day, one new legislator was elected and one seeking another job ended up in a runoff election.

Andy Boyd, R-Columbus, won election to the open seat held by Lynn Wright who died in June. Boyd is a retired insurance agency owner.

Rep. Debra Gibbs, D-Jackson, was elected a Hinds County Circuit Court judgeship, in a November 29 runoff with Wendy Wilson-White. Gibbs' seat will be filled by a 2023 election.

One other vacancy in the House is to be filled on Jan. 10, 2023 in House District 23. Gov. Tate Reeves named former Rep. Jim Beckett to be Executive Director of the Public Utilities Staff. If needed, the runoff will be Jan. 31, the day before candidates have to qualify to run in the 2023 elections.

Beckett was the 12th legislator to retire or die in office during the current term that began in January 2020. Two vacancies were in the 52-member Senate and 11 in the 122-member House. None of the special elections over the four years changed the partisan numbers in either chamber. ■

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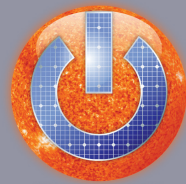
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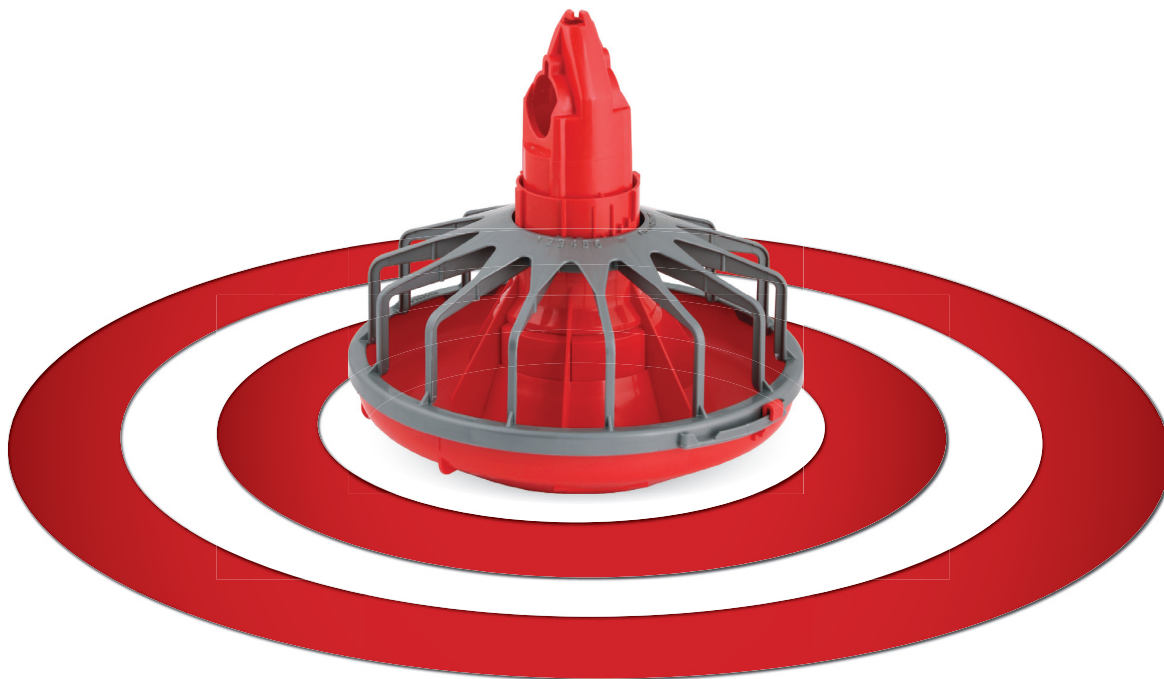


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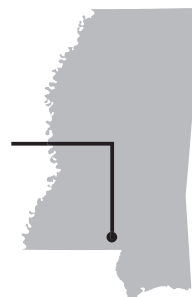


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JEFF LITTLE PERFORMANCE SOLUTIONS MANAGER, POULTRY, DSM

Jeff Little, Performance Solutions Manager, Poultry, joined DSM in March 2022. With more than 30 years in the animal nutrition industry, Jeff began his career at Select Labs in 1988 where he built customer relationships focused on driving solutions to their performance opportunities in the hatchery and field. It was during this time that Jeff discovered his passion for working with customers to solve their performance hurdles, a passion he continues today with DSM. As a member of the DSM ANH NA Poultry team, Jeff collaborates with Poultry Account Managers throughout the south to partner with customers to identify solutions to their performance challenges. Utilizing the robust portfolio DSM has to offer in conjunction with technical experts including nutritionists, immunologists and board-certified veterinarians, Jeff tackles large and small customer challenges, rotating the pieces of the puzzle to find just the right fit for his customers.



RANDY WHITE SENIOR ACCOUNT MANAGER, POULTRY, DSM

Randy White, Senior Account Manager, Poultry, joined DSM in September 2018. With more than 15 years in the poultry industry, Randy began his career on the service side of the business, in hatcheries servicing vaccination equipment. He spent over 10 years at Merial Select, serving on the veterinarian services team and as a Poultry Account Manager covering Alabama and Mississippi. Randy says that the greatest thing about this industry is the people he has the pleasure of working with each day. The relationships forged within this industry are the fuel that moves him to find solutions that can make a positive impact in the poultry space. As a part of the DSM Poultry team, Randy has the pleasure of working with knowledgeable and skilled professionals each day who share the same desire to see customers succeed. With DSM being a frontrunner in the vitamin space as well as having a substantial product portfolio, Randy says it gives him confidence to know that we can help our customers with nearly any issue they face.



BROOKE JASEK, PHD TECHNICAL SERVICE MANAGER, DSM

Brooke Jasek, PhD, joined DSM in May 2022 as a Technical Service Manager, providing expertise in probiotics, prebiotics, and other feed additives supporting poultry gastrointestinal health and performance. She earned her B.S. and M.S. in Poultry Science from Texas A & M University and her Ph.D. from the University of Arkansas in Poultry Nutrition where she focused on nutritional strategies to support broiler health. As a technical service manager on the DSM ANH NA Poultry team, Dr. Jasek provides poultry field technical services, supports account managers across North America, and leads research opportunities focused on finding solutions for DSM customers among their vast portfolio. Dr. Jasek also works with universities to support customer needs and to further develop the advancement of the poultry nutrition industry. She is passionate about customer engagement and enjoys working alongside experts in the layer, turkey, and broiler markets.



SUE ANN HUBBARD, PHD POULTRY VETERINARY CONSULTANT

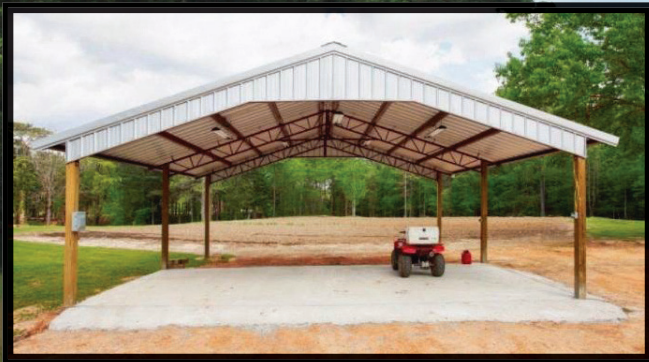
Dr. Sue Ann Hubbard is an independent poultry veterinary specialist currently consulting with DSM. Dr. Hubbard received an undergraduate degree in Poultry Science from Mississippi State University. She completed a Master's degree in Avian Physiology at the USDA South Central Poultry Laboratory before entering veterinary school at MSU, and concurrently completing another Master's degree in Avian Medicine while completing her DVM degree in 1997. She served as a faculty member at MSU's College of Veterinary Medicine for 18 years leaving as a full professor in 2014 to work for Merck Animal Health's Poultry Unit as a technical service veterinarian. She recently left Merck as an Associate Director of Technical Service to work as a private consultant for her own business, Professional Poultry, LLC. Dr. Hubbard's experience is mainly in all areas of broiler production with an emphasis in hatcheries and chick quality.



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EPA'S LATEST NUTRIENT REDUCTION FRAMEWORK – "SAME SONG, NEW VERSE"

John E. Milner, MPA Counsel - Brunini, Grantham, Grower & Hewes, PLLC



State environmental agencies have pushed back on the U.S. Environmental Protection Agency's (EPA) latest efforts to force one-size-fits-all limits for nutrients

such as nitrogen and phosphorous in rivers, streams and lakes in each state.

The last time the EPA made a similar push state to force states to adopt numeric nutrient criteria (NNC) was during 2013 in the Obama Administration. MPA was involved at that time in representing members concerns that there was not adequate scientific data to set limits on all streams. A federal push for NNC has "raised its head" again in 2022, requiring agricultural industries, including poultry, to be alert and aware of new nutrient reduction regulatory initiatives that could result in permitting restrictions.

2022 EPA Nutrient Reduction Memorandum

On April 5, 2022 U. S. EPA has unveiled a new framework for how the agency's Office of Water plans to work collaboratively with states to reduce nutrient pollution, focusing on partnerships with agriculture, a "redoubling" of efforts to support states, and using Clean Water Act ("CWA") "authority to really deepen the progress." This framework is expressed in a memorandum from Radhika Fox, EPA Assistant Administrator, to state and tribal environmental agencies entitled, "Accelerating Nutrient Pollution Reduction in the Nation's Waters" ("2022 EPA Nutrient Reduction Memorandum"), <https://www.epa.gov/nutrient-policy-data/2022-epa-nutrient-reduction-memorandum/>

State Agencies' Objections

On November 3, the national association of state regulatory agencies'

water programs, the Association of Clean Water Administrators ("ACWA"), sent a letter to EPA in which is raised objections to the EPA Memo. ACWA asserts that the memo puts too much emphasis on nutrient "numeric criteria." These criteria are specific numeric levels of nitrogen, phosphorus, and other nutrients in waters that state agencies have to maintain and can't exceed concerning permitting of discharges into the waters. ACWA states that the EPA Memo is overreaching since EPA is expecting all states to follow the same nutrient reduction strategy. This rigid EPA position renews a long-standing clash over how states should decide when waterbodies are impaired by nutrients.

ACWA questions whether federal officials have the authority to formally review and approve those strategies, saying the agency cannot use states' reduction strategy documents to "impose its priorities over those of the States." ACWA also argues that many of the same barriers to using numeric criteria that frustrated earlier EPA efforts, all the way back to the Clinton Administration, still exist today. These include (1) water quality data that is limited or site-specific; (2) uncertainty about the impacts of local conditions; and (3) nutrient pollution that states are unable to regulate.

Instead of using a "one size fits all" approach to nutrient reduction, the ACWA letter proposes that EPA should defer to states in choosing the tools that make the most sense of their own waters: "We hope EPA, particularly the Regions, will open earnest talks with the States on what actions and reductions are realistically attainable over the next 2, 5 and 10 years."

Poultry Industry Perspective

The U. S. Poultry and Egg Association ("USP&EA"), of which MPA is a long-time member, has recently provided an insightful perspective relating to

the 2022 EPA Nutrient Reduction Memorandum that mirror the concerns raised by ACWA discussed above:

Recent news releases and announcements by the Federal government and various States concerning the development of numeric guidelines for nitrogen and phosphorus in lakes, rivers, streams and creeks might make some believe this a new priority. The truth is, the call for numeric nutrient guidelines has a long history and when these calls do come, agriculture is often the biggest target. Agriculture understands its role in addressing nutrient pollution. Farmers only hope they will be recognized for their current practices to protect water quality and be allowed to participate in the development of potential regulations that are aimed at addressing contributions from all sources of nutrient pollution."

–Paul Bredwell, Executive Vice President for Regulatory Programs, U.S. Poultry and Egg Association (emphasis added)

MPA will continue to monitor this latest EPA initiative in the long history of proposed nutrient reduction strategies and will report on developments of interest to the Mississippi poultry industry. Concerns about the overreaching scope and "one size fits all" approach of the 2022 EPA Nutrient Reduction Memorandum will likely continue to grow as there becomes more awareness of its unrealistic approach to nutrient pollution reduction and its potentially costly results.

If you have any questions or need any additional information, please contact John Milner, MPA Counsel, at jmilner@brunini.com or (601) 860-6842 or Mark Leggett, MPA President, at leggett@mspoultry.org. ■



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MPA MODEL POULTRY HOUSES MADE THEIR DEBUT IN THE FALL

Baby chicks always draw a crowd and MPA has a new model poultry farm being exhibited this fall at several events.

The model poultry houses attracted more than 35,000 kids and parents over 11 days at the Mississippi State Fair in October. The live chicks were replaced with fake ones for the Mississippi Agriculture and Forestry Museum's Harvest Fest and the trade show at the Mississippi Farm Bureau's 100th anniversary convention after the avian influenza outbreak in Lawrence County.

The houses, one with a Plexiglass window, to show baby chicks to the crowds, and the feed bin were built



by the FFA chapters at South Jones High School in Ellisville and McLaurin High School in Rankin County. The construction was arranged by Gayle Clark, Director of Agriculture Workforce Development, Education and Outreach for Mississippi Department of Agriculture and Commerce.

At all three locations, the Mississippi Egg Marketing Board was next to the MPA booth with its giant inflatable egg and famous egg chair. An incubator was also part of the state fair exhibit.

Our model poultry houses were set up in the Mississippi Trade Mart at the 163rd Mississippi State Fair. Adults and children could come through the Mississippi Trade Mart and learn about Mississippi agriculture. Through our exhibit, we were able to educate the public about the Mississippi poultry industry with an up-close experience watching eggs hatch and observing baby chicks. This year's State Fair had 519,000



people in attendance, with more than 35,000 visiting the agriculture exhibits inside the Trade Mart- wow! The fair is the state's largest agricultural event. We are egg-cited to see everyone at our booth next year.

The Harvest Fest took place November 8th-12th at the Mississippi Agriculture and Forestry Museum. Guests were able to see the past and present of Mississippi agriculture. There was demonstrations showing the operation of the Cotton Gin, Cane Mill, Saw Mill, Print Shop, Blacksmith Shop, etc. Kids could also enjoy the wagon, train, and carousel rides! The public was able to see our model chicks, learn about Mississippi's #1 agriculture commodity, and see a model poultry farm.

Mississippi Farm Bureau Federation celebrated their 100th anniversary at their convention this year! The four-day century event, December 2-5th, included a livestock show, trade show, and concert. The Mississippi Poultry Association exhibit was set up at the Mississippi Trade Mart for their convention trade show. ■

SALES TAX EXEMPTION

Commercial farmers can apply for a Commercial Farmer Permit and present the certificate to vendors to be eligible for the reduced one and one-half percent (1 ½%) sales tax rate on purchases of farm tractors, farm implements and parts and labor for the repair or maintenance of farm tractors and farm implements used for agricultural purposes. The Commercial Farmer Permit will replace the existing Farmer's Affidavit. Growers will no longer have to complete the affidavit every year, this permit lasts as long as the farmer is in business.

Commercial farmers will be able to apply for the Commercial Farmer Permit through Taxpayer Access Point (TAP) on Mississippi Department of Revenue website. Go to <https://tap.dor.ms.gov/> to register for the Commercial Farmer Permit. The yearly farmer affidavit will no longer be valid beginning Jan 1,

2023. Farmer's will be required to have the Commercial Farmer Permit by January 1, 2023, to be eligible for the reduced rate of tax on farm tractors and farm implements.

Retail sales of farm tractors and farm implements sold to farmers shall be taxed at the rate of one and one-half percent (1 ½%) when used on the farm. Retailers can verify Commercial Farmer Permits on the Mississippi Department of Revenue TAP website (tap.dor.ms.gov). Under Tools select Verify a Permit Number.

MPA and Farm Bureau successfully lobbied in 2009 to lower the tax on farm equipment. If you have not already done so, apply for this permit to continue receiving the discounted sales tax rate of 1.5% on approved farm implements used directly in the production of poultry. ■



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2022 MSU POULTRY CHAIN SHOWS STUDENT INTEREST GROWING, SKILLS IMPROVING

Tannah Christensen, Extension Instructor, Mississippi State University, Department of Poultry Science



Mississippi State University's Department of Poultry Science hosted this year's 11th annual 4-H Poultry Chain Show at the annual Mississippi State Fair.

This project gives youth in the state of MS an opportunity to experience poultry management skills and disease awareness, as well as other valuable life skills (caring for living animals, budgeting, etc.). With each year, not only has there been a dramatic increase in registration numbers (over 200 registrations this year) the increase in participants' knowledge and skills have grown as well. It was a large event and another successful year for the poultry chain, to say the least.

Participants were allowed to enter one of the four categories with an optional showmanship event at this year's show held on October 15th at the Mississippi State Fairgrounds.

Our 2022 certified judge from Arkansas was very impressed with the high quality of birds and competitors she observed, even noting that these participants could easily compete on a national level. Over the last couple of years, she's worked with our showmanship participants to aid in aligning their showmanship skills with national standards. According to her observation, each new group of students have grown in showmanship, far surpassing her expectations for the year. She felt that Mississippi poultry youth are well on their way to making a name for themselves in the showmanship of poultry.

A total of 32 placings were awarded in four categories (Junior Layer, Junior Meat, Senior Layer, and Senior Meat) with grand and reserve champions



Students who made it to the state competition of the MSU Poultry Chain at the 2022 State Fair.

in each of the four, as well as a showmanship competition for both junior and senior classes.

A total of \$10,900 in prizes were awarded to the winners. The funds were graciously donated by the following companies: Southern Ag Credit, Mississippi Poultry Association, Mississippi Farm Bureau Federation, Howard Industries, BankPlus, Phytobiotics, Mississippi State University Department of Poultry Science, as well as an anonymous donor. Without these gracious donors, this project would not be possible. Thank you for your support. If you are interested in donating to this project for next year or participating, please contact Mrs. Tannah Christensen at Mississippi State University, Department of Poultry Science.



We would like to congratulate the following participants for their hard work and success in the 2022 chain project.



Senior Showmanship Grand Champion
– Emma Wofford
(Desoto County)
Donation by
Mississippi Poultry Foundation \$300

Senior Showmanship Reserve Champion
– Jenna Walters
(Jones County)
Donation by
Mississippi Poultry Foundation \$150

continued on page 31

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Junior Showmanship Grand Champion
– Iestyn Allen
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Junior Showmanship Reserve Champion
– Bowen Rodgers
(Panola County)
Donation by
Southern Ag Credit \$150



Junior Meat Grand Champion -
Emileigh Claire Bingham
(Calhoun County)
Donation by Southern Ag Credit \$1,000

Junior Meat Reserve Champion –
Terin Long
(Rankin County)
Donation by Howard Industries \$500

1st – Elizabeth Kilpatrick
(Jasper County)
Donation by
Mississippi Poultry Foundation \$300

2nd – Landry Varner
(Rankin County)
Donation by Phytobiotics \$250

3rd – Emilee Davis
(Calhoun County)
Donation by Anonymous \$200

4th – Lulu Johnson
(Benton County)
Donation by
Mississippi Poultry Foundation \$150

5th – Tucker Trull
(Clay County)
Donation by Southern Ag Credit \$100



Junior Layer Grand Champion –
Joy Kitchens
(Lauderdale County)
Donation by
Mississippi Farm Bureau Federation \$1,000

Junior Layer Reserve Champion –
Olivia Wofford
(Desoto County)
Donation by BankPlus and Mississippi State
University Department of Poultry Science \$500

1st – Levi Thompson
(Union County)
Donation by Southern Ag Credit \$300

2nd – Jenna Graves
(Tippah County)
Donation by BankPlus \$250

3rd – Aliah Thompson
(Union County)
Donation by
Mississippi Poultry Foundation \$200

4th – Reese Tatum
(Desoto County)
Donation by Southern Ag Credit \$150

5th – Luke Haden
(Jasper County)
Donation by
Mississippi Poultry Foundation \$100



Senior Layer Grand Champion –
Jonathan Baker
(Stone County)
Donation by
Mississippi Poultry Foundation \$1,000

Senior Layer Reserve Champion
– Emma Wofford
(Desoto County)
Donation by Southern Ag Credit \$500

1st – Elliot Turbyfill
(Wayne County)
Donation by Southern Ag Credit \$300

2nd – John Clayton Kitchens
(Lauderdale County)
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3rd – Janna Claire Ishee
(Jasper County)
Donation by Mississippi State University
Department of Poultry Science \$200

4th – Mallary Lemoine
(Rankin County)
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5th – Hannah Grace Robinson
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Senior Meat Grand Champion –
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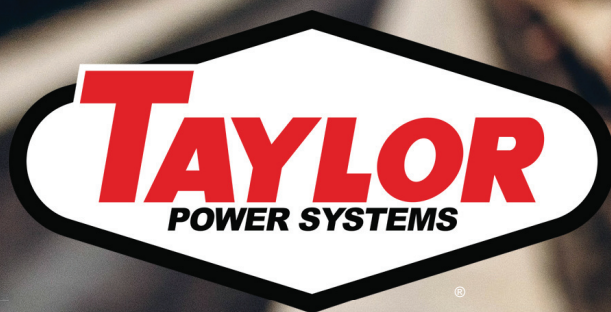


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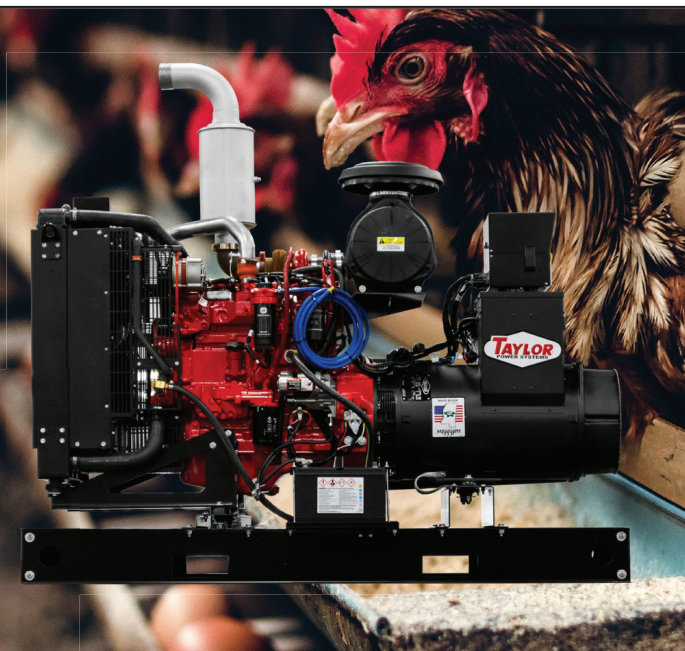


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Senior Meat Reserve Champion –
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1st – Ayden Wolken
(Simpson County)
Donation by Southern Ag Credit \$300

2nd – Layton Varner
(Rankin County)
Donation by Southern Ag Credit \$250

3rd – Anna Laura Haden
(Jasper County)
Donation by Southern Ag Credit \$200

4th – Audra Britt
(Lee County)
Donation by Southern Ag Credit \$150

5th – Sydney Lane Starbuck
(Jasper County)
Donation by Southern Ag Credit \$100

TWO GROWERS SPOKE TO MSU STUDENTS

MPA Grower Advisory Committee member Ted Mangum, with 27 years' experience growing chickens, and Russell Dodds, with 14 years, spoke to Jonathan Moon's broiler production class of around 45 students about how to communicate with growers.

Jonathon Moon is a MSU Poultry Science Extension Professor who has taken the role of teaching Broiler Production for the fall semester.

The students were very involved and asked a wide range of questions including "What did you think about when initially building your chicken houses?", "how did you decide on the number of houses you built?", and "do you have anyone that works for you?".

Mangum and Dodds told the students they have had many different service techs and there needs to be a personal relationship between a service tech and a grower, not just a business relationship.

Dodds told the students that he was a dairy farmer for years before raising chickens. He said that raising chickens is a "paid vacation" compared to being a dairy farmer. He always looks for ways to improve flock after flock. "If you take care of the small details, the big details take care of themselves", he said.

When asked about the importance of speaking to the students, he said "there is so much negative news out there about producers, he wanted to focus on the positive and the joys of farming."

Mangum told the students that growers are not uneducated farmers, they are business people who are highly invested in their farms. The most important thing to remember, he said, is that as small business owners, they want to be treated with respect. He said he loves raising chickens and "the chickens I raise are being shipped across the globe, I have a hand in feeding the world."

Moon told the class, many of whom will become service techs, that they can learn a lot when they get out of school because growers are a wealth of knowledge. Many of them have been growing chickens before the students were born. This is the fifth year that growers have been asked to come talk



to a poultry science class and it is planned to continue every year for the benefit of the students.

He said, "Industry/grower relationships are a critical part of making the poultry industry successful for both contract growers and the commercial integrators they grow for. There is no disputing that the poultry industries number one objective is to produce high quality, affordable protein to feed the masses; however, one of the most important components is the people that work together to make it all happen.

Allowing our poultry students to directly interact with some of the industries contract growers does several positive things. One, it allows the students to make a personal connection with the growers to better understand how important the industry is to their livelihood. Two, it demonstrates how important the relationships are between the growers and the companies they produce for. Finally, it gives the growers an opportunity to interact with students, which allows the students to learn from a different perspective than is typically seen in a normal classroom environment.

Everyone wins in a setting such as this....our students, poultry growers, MSU faculty, and Mississippi's multi-billion dollar poultry industry. The Poultry Science Department is extremely grateful to MPA, the Mississippi commercial poultry industry, and the individual growers that take time out of their busy schedule to assist us in training and educating our students. When we all work together to foster these relationships, we can better prepare the poultry industry's future leaders of Mississippi and the country." ■

THE ACCIDENTAL BEGINNING OF THE BROILER INDUSTRY 100 YEARS AGO

This 2020 article, with a few edits, is by Jim Duffy of Cambridge, Maryland, who gave us permission to re-print it. It ran on the “Secrets of the Eastern Shore” website about the woman who started the broiler industry by accident in 1923.

As a deeply religious young woman, Cecile Long Steele probably didn't let loose with a string of curse words when the delivery truck driver showed up at her farm that day in 1923. Cecile had ordered 50 baby chicks, but the deliveryman had 500 chicks instead.

This being 1923, Cecile couldn't call or text customer service to sort out this mix-up on the spot. The delivery guy had paperwork saying 500 chicks, and that was that. The folks who knew Cecile Steele best say she had quite a temper. Perhaps, as the truck pulled away, the words in her mind fell between a curse and a prayer: *Dear Lord, what am I supposed to do with 500 chicks?!?!?*

In answering that question, this Southern Delaware housewife managed to invent a whole new industry, one that still ranks today as a big deal on Delmarva. (Last year, in the United States 2 million people worked in the broiler industry raising and processing 9 billion broilers weighing a total of 59 billion pounds.). All thanks to that God-fearing, fiery-tempered, red-headed housewife.



Cecile Steele is off to the far right in this photo of her chicken operation.

THE WORLD IN WHICH CECILE STEELE WORKED HER MAGIC

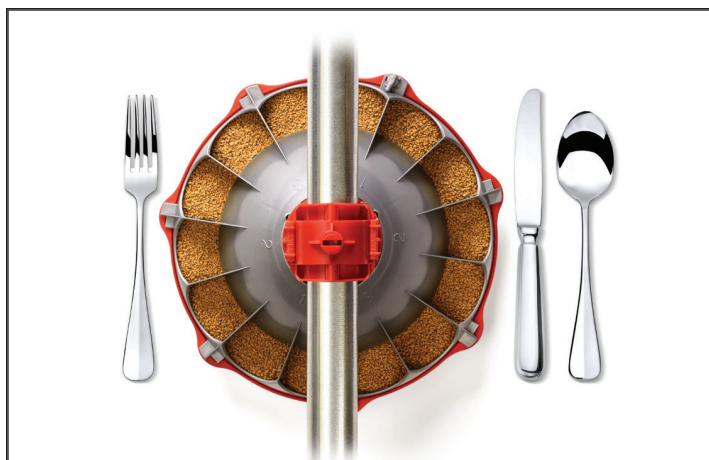
Before Cecile Steele, the poultry sector of the regional economy barely existed. Farmers raised chickens, of course, but mainly to keep their own households in eggs. That's why Cecile Steele ordered 50 eggs in 1923. Now and again those chickens laid too many eggs. Farm families used those extras to barter with local shopkeepers.

A few fledgling firms were jumping into the poultry egg game at about this time, including the soon-to-be-famous Perdue family in Salisbury. But no one on Delmarva—or beyond, for that matter—was growing chickens with an eye on the dinner-table meat market. The only time chickens ended up in a stew pot back then is when they got older and slowed down on egg-laying.

By that point, the chickens were mostly skin and bones. One traveler through the region in those days summed things up this way: “There is no dish so often turned away untasted.”

In history books, the shorthand for the decade at hand here is the “Roaring 20s.” Farmers in Delaware didn't get a share of that high-flying economy. The state had long been famous for its peaches, but those trees were being wiped out by a devastating blight called the “yellows.” Many farmers jumped into strawberries after their peach trees died, only to land in the same sort of mess due to a pesky fungus spreading through those fields. To make matters worse, the fishing industry was in a funk. Oyster, crab, clam, and menhaden harvests were all down, due to a mix of overfishing and pollution, combined with a run of abnormally high salinity levels.

This is the world where Cecile Steele worked her entrepreneurial magic. Not much is known about her childhood. The public record of her life begins with her marriage to David Wilmer Steele (everyone called him “Wilmer”), at which point the couple set up shop on a farm in Ocean View.



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Unretouched photo of birds at 11 days old. Birds eat from outside the open-style Konavi® Feeder on the right vs. climbing inside the grill-style feeder on the left.



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Cecile Steele's first chicken house, on display in the 1970s.

Ocean View was a remote backwater, and the Steeles were dirt poor. Wilmer's mother died when he was seven. His father was what everyone referred to then as a "cripple." Wilmer made it through the third grade in school—that's it. When he married Cecile the two had a patch of land—that's it. Many years later, their eldest son would recall how the family "bagged cornstalks" early on for use as mattresses.

But the Steeles caught a break. Wilmer landed a full-time job with the Coast Guard. The pay wasn't much, but it was secure and regular. Managing the farm fell almost completely on Cecile's shoulders—she was still quite young, in her 20s on that day that delivery truck arrived. Responsibility for the clerical error in that shipment belongs to an anonymous clerk at a chicken hatchery in nearby Dagsboro owned by Vernon Deen.

CECILE STEELE FINDS A WAY WITH 500 CHICKS

Stuck with 10 times more chicks than she ordered, Cecile had to figure out how to turn chicken you-know-what into chicken salad, economically speaking. According to family legend, she stored the chicks temporarily in a repurposed piano box while at the same time asking Roland Beauchamp, a lumberman from Berlin, Md. to build her a new, bigger shed. That shed is now listed on the prestigious National Register of Historic Places. You can go see it, actually, by stopping at the Delaware Agricultural Museum when you are traveling through Dover.



David Wilmer Steele

Over the next 18 weeks Cecile brought 387 of those 500 birds to maturity. Along the way, she did her best to make them fat and juicy. She sold the survivors as meat to city hotels and restaurants for 62 cents a pound, turning a nice little profit.

The next year, she ordered 1,000 chicks. In 1926, she ordered 10,000 chicks.

The Wilmers bought themselves a new car. Wilmer quit his job at the Coast Guard. In 1928, the couple ordered 26,000 chicks. By this point, Wilmer had taken over the reins of the business that Cecile invented.

The Steeles were not the first people to try something like this. The historical record includes perhaps half a dozen or so prior attempts, the earliest by a New Jersey farmer in 1880. But the Steeles were the first to succeed, and their neighbors quickly took note of what was happening. Desperate for alternatives in the face of peach blight and strawberry fungus, they grabbed the coattails of Cecile Steele.

By 1928, 500 farmers on Delmarva had joined her chicken-broiler revolution. Companies like Perdue that were previously specializing in eggs started entering this so-called "broiler" market as well.

The timing was perfect. The roaring '20s economy in nearby big cities meant millions of families had the financial wherewithal to put chicken meat on the table. Transportation improvements, refrigeration advances, and the rise of chain grocery stores made getting product to those customers a simple, speedy affair. Delmarva proved a perfect place for this fledgling industry, with its mild climate, sandy soils, abundant lumber, cheap labor, and proximity to the big-city markets.



AN ACCIDENTAL END TO THE STEELE SAGA

Despite the competition that soon arose, the Steeles did just fine. They eventually took a left turn in the chicken game, partnering with a man named George Keen to start a business that offered vaccinations against chicken disease. In 1937, D. Wilmer Steele—the man with the third-grade education, as you'll recall—won election to the state senate.

The Steeles bought themselves a \$10,000 yacht, named *The Lure*. They built themselves a sweet new house along the main drag in Ocean View. Actually, you can eat dinner there nowadays, as it has since been transformed into the Café on 26.

Alas, the life of luxury that Cecile and Wilmer had earned through their labors wasn't meant to last. On Oct. 7, 1940, the Steeles took three guests out fishing on *The Lure*. They were off of Ocean City when the carburetor backfired, igniting gasoline fumes and setting off an explosion. The three guests survived, but both Steeles died, leaving four children behind. Cecile and Wilmer are resting today at Mariner's Bethel United Methodist Church in Ocean View.

The newspaper stories that appeared around the time of the tragedy focus almost entirely on Wilmer, especially his business and political positions. The ones that I reviewed didn't even mention Cecile's role in founding the broiler industry.

In time, however, that injustice would be rectified, thanks to the efforts of many different groups and institutions who worked to spread the word of Cecile's accomplishments. Things really took off after the historian William H. Williams documented the legend of Cecile Steele as undeniable fact in his 1998 book,

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Steele, continued from page 35

Delmarva's Chicken Industry: 75 Years of Progress. Here in the 21st century, Cecile Steele is widely celebrated on the Delmarva Peninsula. Her story has been told countless times in newspaper articles, book chapters, TV news segments, and museum displays that recognize the pivotal role she played in launching an industry that remains, even a century later, one of the region's prime economic drivers.

POSTSCRIPT: THE WIDER IMPACT OF CECILE STEELE'S INNOVATION:

I need to add a couple of things here so as to do full justice to the impact of Cecile Steele's entrepreneurial innovation. Farmers didn't use much in the way of fertilizer back in the 1920s. By modern standards, the yields from their fields were pitiful—20 or 30 bushels of corn per acre, according to historians.

Cecile Steele changed this. As the Delmarva poultry population skyrocketed in the wake of her success, so, too, did the amount of chicken poop that needed to be dealt with. Once farmers here started putting that poop to work as fertilizer, yields tripled to something like 80 bushels of corn an acre. (Further advances have helped that number to climb up past 200 bushels an acre today.)

And one more thing: All those chickens need food to eat. For decades now, this simple fact has been the prime driver of



farming on Delmarva. Most of the fields of corn and soybeans you see while traveling the highways and backroads of the peninsula are, literally, chicken feed. According to the most recent estimate I've seen, chickens outnumber humans by 200 to 1 on Delmarva nowadays.

In the end, then, Cecile Steele didn't just create a new industry—she also transformed an old one. In the words of the late Bill Saterfield, a former leader of the Delmarva Poultry Industry association, she completely “changed the face of agriculture.” ■

WHITE BEAN CHICKEN CHILI

Mary Alice Cain, M.S., R.D., L.D., USAPEEC's Registered Dietitian

PREPARATION

- 1) Pull chicken and set aside.
- 2) In a Dutch oven or other large pot, saute onions and tomatoes in oil until onions are translucent. Stir in beans and add spices.
- 3) Add stock, chicken, and pasta, and simmer over medium-low heat or about 30 minutes, stirring occasionally.
- 4) Adjust seasoning and add more stock as needed.
- 5) Enjoy served with toasty bread and grated Parmesan!

INGREDIENTS

- 2 (10 oz.) cans diced tomatoes with chilies
- 1 large onion
- 2 Tbsp olive oil
- 1 Tbsp Tony's Chachere's Seasoning
- 2 Tbsp cumin
- 4 (15.5 oz.) cans cannellini and/or kidney beans, rinsed and drained
- 1 rotisserie chicken
- 4 cups low-sodium chicken stock
- 1 cup dry pasta

“Chili” is a relative term here! This version is really more of a casserole than soup but can be adjusted to meet whatever consistency you prefer this Fall - this recipe is very forgiving! I add pasta to this dish for a little extra bulk, but you could easily swap for more beans, greens, or veggies.



Recipe and photo copyright Cain's Corner, USAPEEC

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UPCOMING EVENTS:

*At all events involving growers, please
practice strict biosecurity procedures*

■ **Poultry Health Seminar**
FEBRUARY 15, 2023

Miss. Ag & Forestry Museum's
Forestry Building-Jackson

■ **Poultry Management
School**

MAY 16-17, 2023

Mississippi State University

■ **Breeder/Hatchery
Seminar**

AUGUST 9, 2023

C.L. Neil Building at
Jones College, Ellisville

■ **MPA, Inc. Convention**
SEPTEMBER 14-17, 2023

Hilton Sandestin Golf &
Tennis Resort, Destin, FL

*The Grower Advisory Committee will meet
quarterly at the call of the Chairman.*

Growers can attend convention for \$50, all other events are free

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