

# Egg Industry

News for the Egg Industry Worldwide

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## UEP Enters Farm Bill Debate



By Edward Clark, Editor

Recognizing just how important federal farm policy is to their members' bottom lines, the United Egg Producers (UEP) for the first time is actively entering the debate on the next farm bill, officials say, scheduled for this coming year.

UEP specifically is asking Congress for three things to be included in the

2007 Farm Bill, says Howard Magwire, UEP's Washington representative:

- Mandate that producers whose layers contract low pathogenic avian influenza be indemnified at 100%. "To get everyone involved it's crucial to have 100% indemnification," Magwire says, and even though USDA's plan calls for 100% indemnification and

Congress has provided the money, the Office of Management and Budget has not been very supportive of that level of funding. Thus it's important to have the 100% level written into the Farm Bill, so it's law.

- Make information submitted to the National Animal Identification Systems (NAIS) confidential. "We have a big concern about confidentiality of information, in that the information not be available under the Freedom of Information Act." During a disease outbreak, some information would obviously have to be released, but only then, otherwise, there would be the risk of information being made available to animal terrorists. The egg industry needs to be prepared that this issue is going to see a lot of debate, Magwire says. "We're going to have a fight."

- Support for research to help mitigate air emissions from egg farms through the use of emerging technologies. The research would be conducted at Iowa State University, Penn State University, and the University of Kentucky.

What are the odds the egg industry can win in obtaining these three items? "The egg industry isn't asking for much and I'd like to think our chances are pretty good," Magwire says. "The biggest fight will be over keeping the national ID program private," he says.

### Keeping Hostile Legislation Out

As important as winning on these elements, Magwire says, will be keeping hostile animal right legislation out



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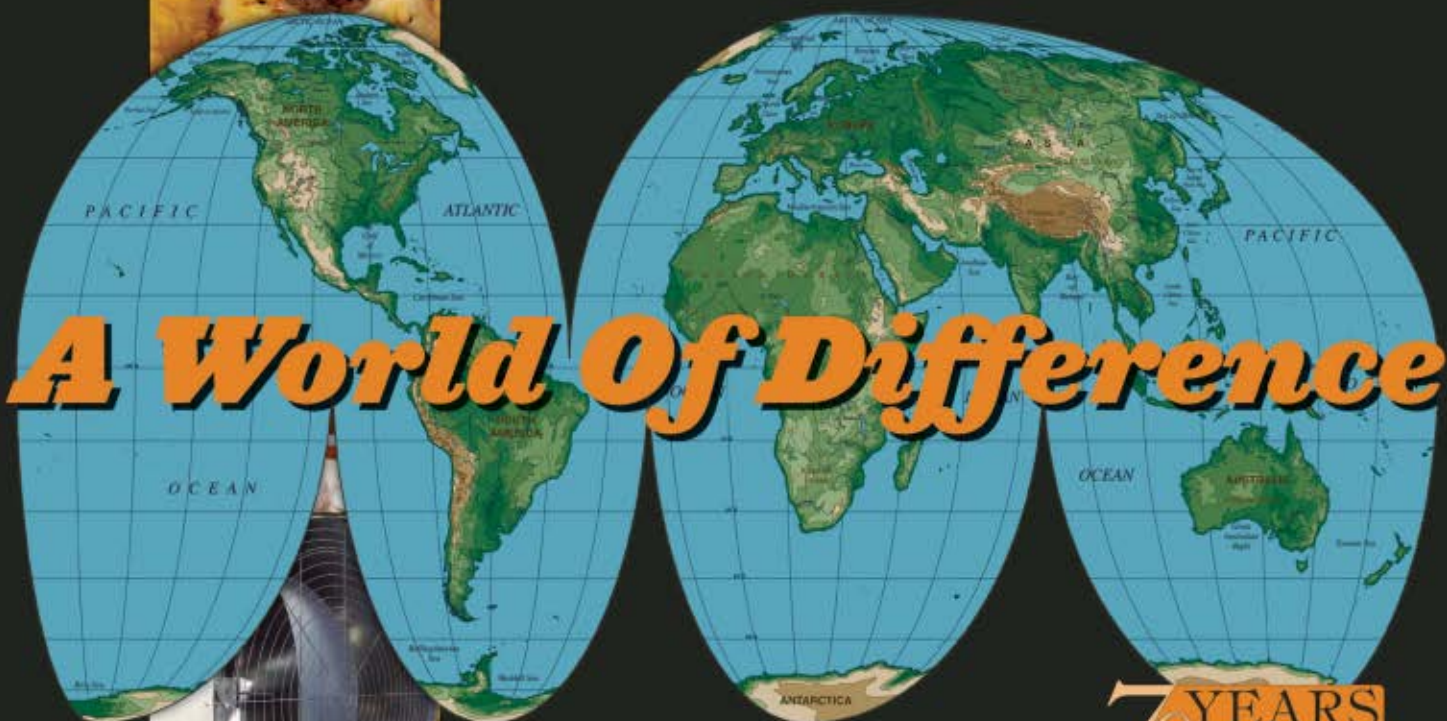
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## UEP Enters Farm Bill Debate

of the farm bill. Such measures will probably not be included in the Senate and House ag committees, but attempts may be made to include such measures from the floor of the legislative chambers. One example of what the industry needs to be prepared for, he says, is legislation that has been introduced that would require all governmental product purchases to be from free-range animals.

"All of animal agriculture, as well as our customers and suppliers, will need to be united to resist these efforts by a movement whose long-term goal is

ic takeover of Congress (see related story in this issue), the farm bill will probably will take a little longer to write, with both Harkin, and Collin Peterson, D-Minn., new chair of the House Agriculture Committee, needing to hire staff, consult with their party caucuses and perhaps hold new hearings. It's even possible, Truex says, that final action on the farm bill could slip into 2008, although the committees will try to finish the farm bill in 2007.

Truex says that most observers are thinking the new farm bill will keep commodity programs pretty much the same. There won't be as much new

"No one wants production costs to rise, but history shows us that high commodity prices do not tend to last long. Higher-yielding varieties, improved production practices, and the conversion of land from other crops will tend to keep grain and oilseed prices from remaining at elevated levels for extended periods of time. Certainly, our ethanol policies should take into account how they will affect feed costs, but we do not see any reason to panic, and the nation is well-served by expanding the use of renewable fuels."

Individual egg producers, however, are highly concerned over what they

**"I'd rather stay out of the farm bill, government program, but when they're (Congress) subsidizing ethanol, there should be something to ease the pain on end users like egg producers."**

**—Bob Krouse, Midwest Poultry Services**

the abolition of our industry," says Ron Truex, president of Creighton Bros., Warsaw, Inc., and chair of UEP's government relations committee.

"The Humane Society of the United States has a budget of \$125 million and they will be in there lobbying. We believe their goal is to get rid of animal agriculture. They will continue to pick away at us."

In terms of the impact of the Democrats now in charge of Congress, Magwire notes that Tom Harkin, D-Iowa, will be chair of the Senate Agriculture Committee, "and we expect a balanced hearing," noting that Harkin is from the nation's No. 1 egg producing state.

Truex says that with the Democrat-

money available as there was in 2002 when the last farm bill was written—in an era of budget surpluses—but it isn't likely the Democrats will make big cuts in farm spending, either.

### Ethanol

Finally, Truex says, "we expect Congress to continue its focus on ethanol. The new farm bill will probably have a major section on energy, although it's unclear so far what will be in that section: Other congressional committees have jurisdiction over many aspects of energy. He acknowledges that some in the poultry and livestock sector are concerned about the impact of ethanol on feed prices.

view as artificially propping up grain prices that's having a big negative impact on their bottom lines.

On farm policy, "the biggest thing that concerns us is the way feed grain prices are artificially high because of ethanol. When you're the producer of another commodity that works on principals of supply and demand like us egg producers are, it makes it tough to come out on top," says Bob Krouse, president of Midwest Poultry Services, Mentone, Ind.

### Egg Producers Should Get Something

In Krouse's view, if feed grains are

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going to get such a big subsidy, egg producers should get some federal benefit to help offset their rising costs such as, at the very least, a special type of tax exemption, or perhaps a surplus purchase program for eggs similar to dairy industry purchases programs. "I'd rather stay out of the farm bill," we've never had any government program, and we're not dependent on any, Krouse says, "but when they're (Congress) subsidizing ethanol, we should get something. There should be something to ease the pain on end users like egg producers.

He says that 65% of egg production costs are feed related, "and we cannot pass these higher feed costs (caused by ethanol) through." What Krouse does not view as a long-term solution to the cost-price squeeze on producers, however, is supply-management. It could be effective for a while, but there would be nothing preventing someone from putting in a 5 million bird complex if egg prices get high. Aside from OPEC, Krouse says he is unaware of any other cartel that has worked.

The other issue that concerns Krouse and other egg producers interviewed for this report—although it is not necessarily a farm bill issue—the attempt to crack down on undocumented workers, which Krause says represents 5% of the workforce. "I don't think it's realistic to take 10 people and send them away," he says.

### No Reason for Grain Subsidies

Also frustrated with current grain and alcohol subsidy programs is Marcus Rust, an owner of Rose Acre Farms, Seymour, Ind. "Grain producers should be protected the same way egg producers are. Congress should vote to eliminate all support programs except the Conservation Reserve Program," Rust says. "With the alcohol boom, there is no reason we should subsidize grain farmers," he says. "Grain subsidies put a floor on land prices that make buying land unattainable for beginning farmers. Without the subsidies, you wouldn't see investors out there buying farmland."

On other issues, Rust says that minimum animal welfare rules are a good idea, but the specific standards have to be set by the industry. Also important, he says, is to get eggs back into the Women, Infants, and Children (WIC) program. **EI**

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# Election Augurs Little Shift in Farm Policy

By James C. Webster

Voters in November retired two Senate Agriculture Committee members and three from the House Agriculture Committee, dispatched several other senior Republicans and handed control of Congress to Democrats for the first time in a dozen years.

Despite the loss of several friends of agriculture, farm and food industry lobbyists expect that the outlook for the 2007 farm bill did not change significantly because agriculture committees follow a largely bipartisan approach.

The American Farm Bureau Federation read the results to offer “renewed opportunities” for renewable fuel initiatives – potentially encouraging more biofuel production – and disaster aid and immigration reform.

But the National Cattlemen’s Beef Association expressed concern that many of the new Democrats “are strongly supported by anti-agriculture activist groups and environmentalists.”

Regardless of party control, the United Egg Producers also worries about more lobbying efforts from “animal rights” extremists such as the Humane Society of the U.S. (HSUS). “We’re going to watch a lot of spurious stuff that comes up,” said UEP lobbyist Howard Magwire, including legislation to impose non-scientific animal welfare requirements on USDA’s school lunch program.

The most notable Republican survivor of the election, Rep. Christopher Shays, R-Conn., has proposed a bill to require minimum cage sizes for laying hens and “humane euthanasia” for spent fowl for the eggs bought by federal agencies.

NCBA also despaired that it had lost its best chance to repeal the estate tax and to exempt normal agricultural waste material from environmental liability laws.



If the election was what President Bush called “a thumping” for the GOP, some farm and agribusiness lobby groups also lost. The “farm bloc” gave more than \$2.7 million in campaign contributions to six Republican candidates who lost Senate races, less than \$200,000 to the Democrats who beat them.

Farm lobbyists agree that their biggest loss was Rep. Richard Pombo, R-Calif., the chair of the House Resources Committee and vice chairman of the House Agriculture Committee who led efforts to amend the Endangered Species Act.

Although committee party ratios and subcommittee alignment aren’t formal until the new 110th Congress convenes in January, Sen. Tom Harkin, D-Iowa, will return to chair the Senate committee that he headed for several months in 2002 and Rep. Collin Peterson, D-Minn., is to chair the House committee.

“We have great working relations with Peterson and Harkin,” said UEP’s Magwire. Both are familiar with egg industry issues. Iowa is the leading egg-producing state in the nation and Peterson’s is the ninth-largest congressional district in egg production.

Three Senate committee vacancies will

go to newly-elected Democrats Sherrod Brown of Ohio, Bob Casey of Pennsylvania and Amy Klobuchar of Missouri. New House committee Democrats have not been chosen but Minnesota’s Tim Walz made clear he wants an appointment.

As a congressman, Brown introduced legislation that would prohibit sub-therapeutic use of antibiotics in poultry.

At least a third of the 30 incoming House Democrats are expected to join the centrist Blue Dog coalition. Its political action committee contributed to 17 of the 21 House Agriculture Committee Democrats and to challengers Brad Ellsworth and Baron Hill in Indiana and Heath Shuler in North Carolina. “Nothing of substance will pass without a majority of the Blue Dogs,” said former Rep. Charlie Stenholm, D-Texas, one of its founders. Because their caucus of fiscal conservatives is heavily rural, some feel that they can broker a better deal for the farm bill in the budget. **EI**

*Editor’s Note: Webster, an assistant secretary of agriculture under former President Jimmy Carter, writes The Webster Agricultural Letter.*

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# ▶ INDUSTRY NEWS

## ▶ U.S. Egg Exports Jump in Third Quarter

U.S. egg export data, released late last month, show that exports of egg and egg products rose nearly 10% over the second quarter. Demand was substantial from Germany, China, and Hong Kong, USDA reports. Last year, by comparison, U.S. exports declined in the third quarter over the second.

Looking at January-September, U.S. exports of eggs and egg products were up marginally, 0.11% over 2005, with exports to South Asia showing the largest growth on a percentage basis, up 236%, while exports to North Africa were down 68.8%, according to USDA's Foreign Agriculture Service.

On a volume basis, exports to Canada, the largest U.S. market, were down 16.8% for January-September 2006 compared to the previous year, while exports to Mexico, the third largest U.S. market, were up 58.4%.

## ▶ Al Pope Steps Down as Head of UEP

A fixture of the egg industry, Al Pope, has retired as president of the United Egg Producers, Atlanta, following 32 years of service. A new management team will be

in place by Feb. 1, Pope says. In his Nov. 28 announcement, Pope says that "there are three people associated with UEP who have had the greatest influence on my life and I am indebted to them. They are Irvin Isaacson, Gene Gregory, and Mike McLeod."

## ▶ Eggs are New Vehicle for Advertising

Eggs have become a new vehicle for advertising, thanks to Bradley Parker and his company, EggFusion. Through the use of using a laser to etch a code on eggs, Parker is negotiating deals and sharing profits between egg farmers and grocers. His first advertiser is CBS television this fall, promoting the network's fall line-up. In September, slogans such as CBS Mondays: "Leave the Yolks to Us" and "CSI: Crack the Case" on CBS started showing up on eggs, mostly on the East Coast, according to *U.S. News & World Report*.

A CBS marketer came across the EggFusion idea at a trade show, the magazine says. "It's a brilliant way to find consumers when they least expect it," says George Schweitzer, president of the CBS marketing group. Parker, a 36-year-old investment banker in 1998, says he got the idea after watching a special exposing a packaging scandal. He concluded that there must be a better way to mark eggs

than printing a carton. So, with little entrepreneurial experience, some savings, and the germ of an idea, Parker left Wall Street to start EggFusion. His company is not yet profitable, but it has etched about 100 million eggs within the past years.

## ▶ Despite Tariff, U.S. Eggs Competitive in Canada

Despite tariff rates, unusually large numbers of U.S. eggs are being exported to Canada, due to the combination of low U.S. egg prices and the weak U.S. dollar vs. the Canadian dollar, says Harold Froese of the Manitoba Egg Producers.

"We predicted in our budgeting process that maybe a hundred thousand boxes would come over the tariff wall. To the end of July, 1.6 million boxes came in. Those are all legal eggs because the tariff is paid, but it's becoming a factor in how we price our eggs," Froese says in *Ontario Farmer*. He adds that for Canada's supply system to deal with the additional imports of U.S. eggs, the system is having to increase additional levies on producers to maintain producer prices.

## ▶ U.K. Free-Range Eggs Claimed to be Mislabeled

Some United Kingdom supermarkets are switching to French-produced free-range eggs in the wake of an investigation that uncovered alleged mislabeling of as many as 30 million U.K. eggs as free-range, when they were not, according to the *London Times*. Inspectors used ultraviolet scans to identify eggs suspected to be laid on wire surfaces used in battery cages. Three people have been arrested. Demand for free-range eggs in the U.K. is growing by about 10% per year, but British egg farmers say that egg prices are too low to allow them to make sufficient investment to expand their businesses.

In the *Times'* article, Deans Food, the country's largest egg producer, says it was aware of the investigation by the Department for the Environment, Food, and Rural Affairs, and was supporting it in its work.

A later report in the *Farmers Guardian*, however, says that the industry is shocked and angry over the revelation that caged eggs, many imported from France, have allegedly been passed off as free-range. **EI**



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# Public Confidence is Rule No. 1

By Terry Evans

**T**he global poultry industry needs to introduce sound hygiene, biosecurity, testing, certification and consumer education measures throughout the production and marketing chain if it's to bring the epidemic of Highly Pathogenic Avian Influenza (H5N1) under control. That's the view of Dr. David Nabarro, United Nations, USA, who spoke at the recent World Poultry Forum annual conference in Guadalajara, Mexico.

Poultry industries are expected to continue to expand rapidly in most countries for the next two decades. However, this expansion could be affected by a lack of public confidence in the safety of the product. The current epidemic of Highly Pathogenic Avian Influenza has exploded dramatically across the world in a very visible manner and, with the risk of an influenza pandemic, this reality could affect public confidence, he said.

"Urbanization, income rises and dietary changes create an increase in the demand for animal products. Poultry production is a key contributor to human nutrition and a critical provider of raw material for the food industry. A chicken's egg has all the eight essential amino acids required for the human diet," he stated.

The demand for poultry could be sustained if consumers are confident that animal health standards are applied. He added, "this means veterinary services that work, and health regulations that are universally applied, especially in trade."

Nabarro said there are several possible future scenarios:

➤ HPAI continues to spread and consumer confidence in poultry remains low. Demand and supply fall. Long-term projections change, shifting in favor of other proteins.

➤ Consumer confidence is restored, but disease continues to spread and trade bans are maintained.

➤ Demand rises, but sources of supply are limited. Prices rise in the short term and market balance is restored in the longer term.

➤ Consumer confidence is restored and disease freedom is restored in compartments or zones. Trade continues while the disease is gradually brought under control. Long-term total market projections are hardly affected.

Nabarro said there are three kinds of influenza—seasonal influenza, "the flu;" avian influenza or "bird flu;" and pandemic influenza, "a pandemic."

The determinants of pandemic influenza are: a new influenza virus that emerged to which the general population had little or no immunity — which is the present situation; the new virus which must be able to replicate in humans and cause disease — which is also currently true; and the new virus that must be efficiently transmitted from one human to another — which to-date, is not the case with H5N1.

Nabarro stressed that the next influenza pandemic could have a massive global impact leading to significant loss of life and high absenteeism, while there could even be threats to the rule of law, security, and the continuity of governance.

He also said that markets, disease, and human behavior are tightly linked. The increased demand for poultry has expanded its share of the total meat market. However, the recent outbreaks of avian influenza have led to a fall in global poultry consumption, with some national markets experiencing severe shocks. Such market shocks were caused by consumer perceptions of risk but in most instances "the shock or slump in demand is out of proportion to the risk," he added.

He said there has been continued risky behavior by both producers and traders. In some countries, wild birds were still being illegally traded, Nabarro said. Again, poultry sales continued while outbreaks were in progress—despite movement bans. However, some live-bird markets have upgraded their biosecurity.

While total losses were greatest for industrial or large commercial operations, small producers often lost everything, being unable to repay debts. Also, owners of scavenging flocks were the least likely to be compensated for their losses.

The outbreaks have resulted in market barriers being raised, not just between countries but also within countries. Biosecurity measures taken in Vietnam have caused market chains to change shape, excluding small producers of chickens and ducks. Should small farmers not be able to meet biosecurity demands, then small traders and input suppliers would be affected.

➤ **Sound measures are needed to allow poultry industries to expand over the next two decades.**

These negative impacts could be countered and trade restored more quickly if there was an effective response mechanism to deal with outbreaks. He said there is a need for transparency with "timely dissemination of all relevant information about AI outbreaks."

Nabarro said that "around 70% of new human infections will come from animal diseases. The line of defense against these threats should be built into the animal and human sectors together, with the animal sector increasing its focus on animal health along the standards adopted by members of the World Organization for Animal Health (OIE) and the strategies developed by both the OIE and Food and the Agricultural Organization of the United Nations (FAO)."

Nabarro concluded that there were no simple answers to any of the continuing challenges the industry faces. "But it was imperative that we work together to address these challenges

## Public Confidence is Rule No. 1

engaging communities, private entities, different levels of government, political leaders and the international community as we do it. We need to sustain alliances at local, national and global levels which will enable us to move together as one," he maintained.

## Cooking Kills HPAI Virus

Although Highly Pathogenic AI virus could be found in the meat of infected poultry, cook-

ing at the USDA's Food Safety and Inspection Service (FSIS) standard times and temperatures were effective at inactivation, David E. Swayne, of the USDA Agricultural Research Service, told the seminar.

Exposure, adaptation, infectivity, transmissibility and pathogenicity were important concepts for understanding the pathobiology of HPAI in birds.

There have been 24 epidemics of HPAI in the world over the past 50 years with Asian H5N1 being the largest. "The Asian H5N1 HPAI virus has spread into Asia, Europe, and

Africa, involving migratory birds, but poultry still is the primary way the virus is moved, he added.

However, vaccines did prevent systemic infection. AI was a small RNA virus with surface spikes comprising haemagglutinin and neuraminidase proteins. There are 16 haemagglutinin and nine neuraminidase subtypes e.g. H5N1, H9N2, H7N7.

The disease varied in its severity from low pathogenicity (LP) to high pathogenicity (HP). Exposure to the virus could result in no infection, infection with no clinical signs, a mild form of the disease, or severe disease and death.

Adaptation could give progressive viral genetic changes that resulted in increasing efficiencies of replication in the host species. Regarding pathogenicity, Swayne said the ability to produce lesions, disease and/or death in a host directly was associated with the quantity of virus replication.

The disease was naturally spread from bird host to host. Outdoors rearing or access to the outdoors, wild bird access to buildings and the level of environmental exposure all contributed to disease outbreaks.

HPAI could mutate within the hen to a form of HPAI. Some 55 countries have recorded cases of HPAI in wild birds and/or poultry, with over 220 million poultry culled since January 2004. "But four countries have eradicated HPAI from poultry and two additional countries are in the final stages of doing so," he added.

Since 1997 there had been 283 reported cases of human HPAI infections with 155 deaths. Research conducted in Hong Kong has revealed that there is not a risk in preparing or eating poultry meat or from exposure to human AI cases. However, there was a risk to poultry producers exposed to sick birds, depopulation crews and those working in processing plants. In Vietnam, there was evidence of people becoming infected when handling poultry or exposed to sick poultry a week before the onset of the disease. But it did not affect those involved in organized culling or working on large poultry farms.

In Thailand there were confirmed cases among people involved with backyard chicken production or in direct contact with dead chickens.

There appears to be limited human-to-human transmission. Among the potential modes of transmission to humans are: inhalation – contaminated dust from farms and fine water droplets generated during slaughtering, de-feathering, eviscerating and prepar-



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## ▶ 70% of new human infections will come from animal diseases.

ing poultry; contact with oral/nasal mucous membranes or conjunctiva; and hand-transplantation of the virus from contaminated surfaces.

There is no epidemiological evidence that consumption of raw products such as duck blood pudding and internal organs transmitted the disease and he asserted that this is not a food safety issue if the items were properly cooked.

Swayne said there has been no Asian H5N1 in the United States and LPAI is uncommon in commercial poultry.

### Rapid Action Vital for HPAI Control

Early detection and notification of disease among OIE member countries are vital to reducing the viral load and circulation in both commercial and domestic birds, said Dr. Luis O. Barcos, OIE regional representative for the Americas. Only through this could a fast response be guaranteed which would result in quick confirmation of a suspected disease

outbreak, confinement of infected flocks, humane slaughter of stock or, where possible, the appropriate use of vaccination. Unfortunately, with regard to transparency of the animal health situation worldwide, he said that some member countries had not fulfilled their obligations.

He said that the OIE functions at three levels – global, regional and national. At the global level it provides a forum for alliances and associations. It aims to improve veterinary services and establish new alliances between the public and private sectors, international organisations and donors. Also, it supports regional programs that results from the activities at global level. It supports OFFLU, a network for avian influenza established by OIE/FAO, which offers veterinary expertise to member countries.

At regional level the aim is to establish a program for the progressive control of transboundary animal diseases – GFTAD's. Training centers were set up to help countries evaluate and audit veterinary services and prepare national projects. **EI**

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# IPE & IFE Join Forces in Atlanta

This year, the International Poultry Expo and the American Feed Industry Association Expo will be held together at the Georgia World Congress Center in Atlanta from January 24-26. IPE and AFIA's Expo will include new products and services, educational programs, and social activities. AFIA's Expo audience reflects every facet of the feed industry. Attendees from every segment, both domestically and globally, will be in attendance.

In previous years, both expos have attracted business owners, executives, managers and growers from around the world. Every segment of the industry will be represented at IPE and AFIA Expos, including: Feed manufacturers, ingredient suppliers, equipment manufacturers, feed milling, live production, hatchery, processing, further processing packaging, commercial egg, marketing, and all support activities. On the 16 acres of display area, egg producers will find products in packaging, equipment, and services, as well as the latest technology solutions to egg production.

## Seminars

There are seminars, forums, and networking opportunities designed for all needs.



AFIA is world-renowned for its feed industry educational forums. USPOULTRY's programs will be based on current industry issues and AFIA's programs will help attendees improve their feed manufacturing operations and bring them up-to-date with news on the latest industry developments and new feed technology. USPOULTRY will offer such valuable information on such topics as: *High Pathogenic Avian Influenza: Testing and Response Procedures*; *U.S. Department of Agriculture-Animal and Plant Health Inspection Service*; *USDA-Food Safety and Inspection Service*; *Water Supply at the Farm: Is a Crisis Looming?*; *The Push Toward Ethanol: Impact on Corn Availability and Cost*; *Salmonella: Farm to Table . . . Standards and Intervention Strategies*; and *U.S. Environmental Protection Agency: Ag Strategy, Final CAFO Rule, Air Emissions*. AFIA will offer

seminars on such topics as: Government Compliance update, Confined Space Safety, Boiler Maintenance, and Developing a Plant Safety Program. The seminars will be Thursday, Jan. 25, and admission is free for IPE and IFE attendees.

AFIA's Expo attracts exhibitors from every segment of the animal feed and ingredient industry. Exhibitor categories include material handling equipment and supplies; processing equipment; micro and macro ingredients; analytical products and services; transportation equipment; computer software, systems and services; premix and milk replacer manufacturers; mill designers; engineering and construction; pharmaceutical and animal health products; microbial, enzyme and fermentation products and trade publications. Two InfoMart theaters at IPE will also help keep attendees up to date on the latest advances in the industry. Both theatres will run simultaneously. One theatre will focus on processing and packaging, while the other will focus on feed and production.

The Southern Poultry Science Society, the Southern Conference on Avian Diseases, and the U.S. Poultry & Egg Association will sponsor an International Poultry Scientific Forum prior to the 2007 Expo. The IPSF will

## Infomart Seminars

Company	Hall	Time/Date	Division	Speaker	Title of Presentation
FOSS North America	B	Weds, 10:30-10:50	Feed	Howard Eubanks	Rapid Feed & Feed Ingredient Analysis Using NIR
Qualtrax, Inc.	B	Weds, 11:00-11:20	Processing	Brent Wallen	Innovative Quality Control: Paperless Data Collection and Real Time Reporting
Roxell USA	B	Weds, 11:30-11:50	Feed	Terry Sansom	Oval Feeding
World Water Works	B	Weds, 12:00-12:20	Environment	Gregory Parks	Wastewater Treatment for Direct Discharge on a Turkey Farm
Rem Engineering	B	Weds, 12:30-12:50	Environment	David Mooney	Eco-remedy: Powering Your Plant With Poultry Waste
Aerotech, A Munters Company	B	Weds, 1:00-1:20	Environment		Water Quality, Clear advantage water purification system
Chore Time Egg Production Sys.	B	Wed, 1:30-1:50	Egg	Rick VanPuffelen	The Basics of Non-Cage Egg Production
Praxair	B	Weds, 2:00-2:20	Processing	Chris Guild	Economic Advantage of Novel Controlled Atmosphere Stunning

## Infomart Seminars

Company	Hall	Time/Date	Division	Speaker	Title of Presentation
Pak-Tec and Hitachi	B	Weds, 2:30-2:50	Egg/ Processing	Bill Davey	Marking & Coding Within the Poultry Production Process
IDEXX Laboratories	B	Weds, 3:00-3:20	Health	Dr. Ricardo Munoz	Avian Influenza Updates
Avian Technology International	B	Weds, 3:30-3:50	Health	Jason Kempker	Vaccinators
Intervet Inc.	B	Weds, 4:00-4:20	Health		Bursamate Plus & AL-2 type IBD
Biomin USA	B	Weds, 4:30-4:50	Health	Michaela Mohnl	Poultry Star- Establishing Gut Micro Flora to Increase Profitability
Farmer Automatic of America	B	Thurs, 10:30 -10:50	Environment	David Leaveall	Mechanical Fly Control - Compost Cat
Kunafin The Insectary	B	Thurs, 11:00-11:20	Environment	Adele Junfin	Everybody Poops
Zinpro Performance Minerals	B	Thurs, 11:30-11:50	Feed	Dr. Thim Cheng	A New Way to Evaluate Organic Trace Minerals
ADM Alliance Nutrition	B	Thurs, 12:00-12:20	Feed	Dr. Mamduh Sifri	"Balancing Nutrition, Health, Immunity, and Economics Through Friendly Gut Solutions: Natural-Source Vitamin E, CitriStim and Feed Enzymes in Poultry."
Feed Management Systems	B	Thurs, 12:30-12:50	Feed	Bob Luedtke	How to Manage Shrinking Margins as a Feed Manufacturer
Sanovo Engineering USA, Inc.	B	Thurs, 1:00-1:20	Egg	Helge Fillipsen	A Quantum Leap in Egg Processing and Handling
Diamond Systems	B	Thurs, 1:30-1:50	Egg	Nate Brown	Innova Grader Innovations
Chore Time Poultry Production Sys.	B	Thurs, 2:00-2:20	Poultry Production	Dave Laurenz	QuadRadiant Heating
Burns Best	B	Thurs, 2:30-2:50	Poultry Production	Terry Burns	Alternative Fuel Heating Systems
Jansen Poultry Equipment	B	Thurs, 3:00-3:20	Poultry Production	Herbert Jansen	BroMaxx the Broiler Production Revolution
AviTech	B	Thurs, 3:30-3:50	Incubation/ Hatchery	Dr. Mark Dekich & Rafeal A. Correa	Innovation for Hatchery Vaccination
Pas Reform	B	Thurs, 4:00-4:20	Incubation/ Hatchery	Bouke Hamminga	Setting Standards for Uniformity
Keith Mfg.	C	Wed, 10:30-10:50	Cooling/ Refrigeration	Raymond South	Automating Your Ice Delivery System
Nalco Company	C	Wed, 11:00-11:20	Cooling/ Refrigeration	Kirt Klee	Nalco's New CoilFlo Industrial Refrigeration Coil Cleaning System - Delivers Dramatic Improvements in Refrigeration Coil Protection, Efficiency, Safety and Water Use
Hixson Architects & Engineers	C	Wed, 11:30-11:50	Cooling/ Refrigeration	James A. Adler	The Basics of Condensation
Wire Belt Company of America	C	Weds, 1:00-1:20	Further Processing	Jamie Adams	Extending the Life of Conveyor Belts in Further Processing Operations
CP Kelco	C	Weds, 1:30-1:50	Further Processing	Henri Christensen	Creation of Thixotropic Brines and Marinades Using Cold Soluble Carrageenan
Quickdraft	C	Weds, 12:30-12:50	Further Processing	Ken J. Erskine	Pneumatic Conveying Edible and Inedible Product
Admix	C	Weds, 12:12-20	Further Processing	Peter Leitner	Advanced Techniques for Successful Marinade
Aire Solutions	C	Weds, 2:30-2:50	Sanitation	Neera Khanna and Scott Owens	Many Uses of Oxine in the Poultry Industry

## Infomart Seminars

Company	Hall	Time/Date	Division	Speaker	Title of Presentation
PolyConversions	C	Weds, 2-2:20	Sanitation	Nelson S. Slavik, Ph.D.	Cleaning and Sanitizing Effectiveness of Disinfectant Wipes and Spray Solutions
Zentox Corporation	C	Weds, 3:00-3:20	Processing	Sam Jaffe	"Salmonella Control - PathX Total Process Focus - Scalding Through Chiller"
Stork Food Systems	C	Weds, 3:30-3:50	Processing	Tim Esslinger	FHF (Front Half Deboning)
Insta-Pro International	C	Weds, 4:00-4:20	Processing	Karl Arnold	Feed to Fuel: A Value-Added Approach to Poultry Processing
Munters Corporation	C	Thurs, 10:30-10:50	Cooling/Refrigeration	Jeff Siemasko	Innovations in Condensation Control
Realcold Milmech USA Limited	C	Thurs, 11:00-11:20	Cooling/Refrigeration	Glen Smith	CO2 Refrigeration, Rapid freezing and the Poultry Industry
Meyn America	C	Thurs, 11:30-11:50	Processing	Heath Jarrett	Electrical Stimulation in Conjunction with the Rapid HQ & Air Chilling
Mettler-Toledo Safeline, Inc.	C	Thurs, 12:00-12:20	Processing	Miguel Castellanos	The Latest in Metal Detection for Poultry
Purac America	C	Thurs, 12:30-12:50	Processing	Robin Peterson	Antimicrobials in Poultry: Food Safety
Agcareers.com	C	Thurs, 1:30-1:50	Service	David Purdie	Innovations in Recruiting the Best Employees
CyberAgra	C	Thurs, 2:00-2:20	Service	Fred Rossi	Advantages of Using the Microsoft .NET Framework

### IPE & IFE Join Forces in Atlanta

be held January 22-23 at the Georgia World Congress Center. The forum presents information on important industry topics such as avian diseases, environmental management, nutrition, pathology, physiology, processing and products.

College students will also be participating in the College Student Career Program. This is an

excellent opportunity for interested companies to interview students for full-time positions and internships. Approximately 300 college students from 28 different universities participated in the program last year.

To ensure a great experience at IPE 2007, USPOULTRY has taken care of most of the details. USPOULTRY will have a Poultry History Museum available free to attendees. The museum will be filled with priceless

poultry and feed artifacts dating as far back as the early 1900s. Attendees will have access to the Internet at free Cyber Centers, exhibitor locator to find services to fit your business needs, and free shuttles to commute between the Georgia World Congress Center and hotels. Attendees also will receive discounts to restaurants, events, and attractions for attendees.

### UEP Events

In addition to IPE & AFIA, the United Egg Producers has several planned events. On Tuesday morning, Jan. 23, is a meeting for UEP members only in which the organization will be discussing supply-management issues with members of the United States Potato Board. The time was not set at press-time. This is a closed meeting because of Capper-Volstead rules. All other UEP meetings are open. UEP committee meetings will be held Tuesday afternoon from 1 to 6 p.m., with UEP's board meeting to be held Wednesday, Jan. 24 from 7 to 10 a.m. The final UEP event is the popular UEP Breakfast Briefing on Thursday, Jan. 25, from 8 to 10 a.m., in which hundreds of attendees make their own omelets followed by staff briefings.

Pre-registration for the convention is still available for \$30 (USD). On-site registration is \$50 (USD). Downloadable registration materials are available online at [www.ipe07.org](http://www.ipe07.org). **EI**



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# Raffel Honored at Egg Board Meeting

**H**ighlighting the American Egg Board of Director's meeting in November was the gala celebration honoring President Lou Raffel's retirement and 30 years service with AEB. The organization is 30 years old and Lou has been at its helm since it was started, by referendum, in 1976.

AEB has grown and prospered since its inception and has been the driving force for egg promotion over the years. Lou has been the leader of a dedicated staff that has put together many programs that tout the benefits of eggs in the diet and

were in very good shape. Kurt Kreher reported for the Executive Committee and announced the nominees for the various area representatives. He also announced that there will be discussion at the March AEB meeting regarding funding for an Egg Industry Center at Iowa State University. The entire Board of Directors then voted unanimously to select Joanne Ivy as the new AEB President and CEO.

Jim Brock, Chairman of the Industry and Market Development Committee reported on their activities. Highlights

continuing their activities with seminars, trade shows, workshops, advertising and promotion in all of these areas of the world.

## Retail Marketing Programs

The retail marketing programs from this committee were reported by Joanne Ivy. Several publications are available regarding retail egg presentations. These include "Room for Improvement, Making the Case for Eggs" and a new "Super Star" booklet which shows retailers why eggs are the most profitable item in the store. There have been several ads in *Supermarket News* and other grocery magazines depicting the health benefits of eating eggs. The AEB publication *Eggstra* is going to retailers and buyers throughout the country and an effort will be made in 2007 to update the mailing list for this letter. In addition, AEB is conducting magazine food editor visits in N.Y. to educate them on the benefits of eggs.

Dave Furstoss, Pactiv, gave a slide presentation to the Committee entitled "Finding Demand". Using available data from USDA, AC Nielson and Nielson Supermarket, information can be gathered and used to assist the industry to more accurately determine costs, prices, and areas of greatest sales. All of the information can be pulled together for the industry to use. More will be discussed on this broad topic at the March AEB meeting.

Dr. Glenn Froning discussed the research projects that he is conducting on behalf of the egg industry, including the development of a rapid test kit for yolk contamination, effect of yolk contamination, shearing and heating on foaming properties of egg whites. The egg products marketing activities continue to grow as the industry increases

## **▶ No increase in cholesterol when eating one egg per day.**

created public relations and advertising featuring eggs and their positive uses.

In early years of the American Egg Board, the industry was facing severe criticism of the health issues with eggs, namely cholesterol. The medical profession warned consumers that eggs were harmful in the diet and would clog arteries leading to heart problems. To combat this negative concept, AEB established the Egg Nutrition Center and started work to eliminate this theory. Today, thanks to the work of Dr. Don McNamara and the ENC, eggs increasingly are viewed as a positive ingredient for healthy living. The promotional material now coming from AEB shows the great nutritional value of eggs and the effort has gone from defensive to offensive. The AEB can now point out how eating eggs is beneficial for overall health.

American Egg Board Chair Wayne Mooney called the board meeting to order November 2. Blair Van Zetten gave the financial report that finances

were presented to the Board for their approval. Jim Sumner and Jennifer Geek from USAPEEC gave a detailed update of this organization's activities in the foreign marketing of eggs and egg products. Export sales of shell eggs remain about the same with the growth coming in the egg product areas. They have had good results from the food shows in many countries. Fear of AI seems to be subsiding. Of special interest was the showing of a 30 second ad from Hong Kong telling viewers eggs from the United States were good to purchase. USAPEEC has also been responsible for seminars held in Japan and the Philippines, teaching chefs and other food handling people the benefits and methods of using eggs. Other areas of the world that USAPEEC has been active in include Singapore, Mexico, Dominican Republic, the Middle East, and Europe. The latter poses some problems for the sales of eggs and egg products due to tariff quotas imposed in the EU. USAPEEC recommends

the use of eggs that are further processed out of the shell. The quarterly newsletter *Eggaminer* as well as the new electronic newsletter on this subject are going to a variety of food manufacturers and food science editors.

AEB now has a Food Technology Advisory Committee available to give advice for the increased demand for egg products. In 2007 there will be a Food Science Research Fellowship established and all schools with a food science program will be sent information. Also a new magazine supplement *Egg Solutions* will be available for placement in 2007. A review of all food related magazines, including baking publications was discussed. It is hoped that in 2007, all information regarding the promotion of egg products will be available on disc.

John Howeth from Quietlight Communications outlined the egg products advertising program from AEB. This year they are targeting research and development and marketing first, followed up by purchasing, food manufacturing and processing. Howeth showed three future ads showing how, with the use of eggs, to “make it smooth”, “make it creamy” and “make it light”. He reviewed the food manufacturing and baking publications, and the schedules that will include these ads in 2007. Howeth also asked the committee to consider a benchmark study on this program to be discussed further at the March meeting. AEB’s Christine Bushaway reported on the state support program and the important tie-in with AEB the states have as well as the partnership with the Kristine Lilly healthy information program. There will be a state promotion meeting in Minneapolis in June. It was also reported that the White House egg display is ongoing and encouraged members to get their entries in.

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Howard Helmer reported that he has given his consumer presentation at 24 venues so far this year. In addition, he has made presentations to food editors, chefs, food manufacturers, dieticians and culinary schools. At the board meeting, Helmer discussed a new magazine that he will be working with called *Hallmark* and is published by that company. Also, he will be adding more nutritional news into his future presentations. There are many egg related articles coming up in major magazines for the future. In 2007, Howard will again attend the Bed and Breakfast Convention and work with newspapers in the promotion of eggs.

### Animal Welfare

As part of the Industry and Marketing Development Committee and later at the Board of Director’s meeting, Gene Gregory gave a detailed report on the animal welfare and environmental issues being handled by the United Egg

Producers. Attacks are bolder and more aggressive from the activists led by the Humane Society of the United States. UEP is providing every requesting university with information as the activists are targeting the institutions with requests to use only cage-free eggs. HSUS has also attacked retail and foodservice customers and UEP is responding to this. In addition, there is a movement with a petition to the FDA to require all cage-produced eggs to have a label indicating they are produced in cages.

The bottom line with the activists is eliminating all animal agriculture. They are well funded and can chip away at the issue a small bit at a time. Their ultimate goal is “To get rid of the industry.” Gene Gregory is recommending that UEP and AEB partner in a campaign to educate consumers in the advantages of cage and cage-free production while acknowledging freedom of choice. The

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## ON THE ROAD

industry has a good story to tell in terms of animal health, food safety and the environment. Gregory thanked AEB for its support in working with producers on local issues and responding to the negative press about the cage business. About 85% of all layers are committed to the UEP Certified program.

Regarding environmental issues, UEP, remains committed to working with the Environmental Protection Agency on the science-based monitoring study that will result in future regulations. UEP has established an Environmental Scientific Committee Panel. Solutions will be created to establish realistic regulations that producers can work with. Approximately 80% of egg producers have signed the Air Consent Agreement that protects them against any possible litigation and enforcement action for possible past Clean Air Act violations.

### Egg Nutrition Center

Dr. Don McNamara, reported on Egg Nutrition Center activities. Research from the ENC includes work on weight control, the elderly and benefits from eggs, low carb diets and breakfast and school performance, just to mention a few. Other subjects that are being researched are genetics, choline and breast milk, and epidemiology. Dr. McNamara stated that the research regarding the elderly proved that when eating 1 egg per day there was no increase in cholesterol. Education materials coming from the ENC are now available in Spanish.

## Attacks from animal activists becoming bolder.

This also includes the ENC website.

Dr. Hilary Thesmar reported on the progress of the Egg Safety Center which she heads up. They work with the USDA and FDA in preparing rules and regulations pertaining to food safety. The work includes information on the decreasing SI threat and the AI problems that may occur. There is a proactive plan that has been established using a poultry partnership of all entities concerned that is producing education, communication and advertising data to keep the public informed. The ESC website is a wealth of information on the AI situation.

Edelman, the public relations firm of AEB, was represented at the meeting by Allison Madell, who commented on their activities. There have been many press releases on eye health and egg nutrition. They have called on food editors in New York with the egg nutrition story which supports the efforts of AEB's Linda Braun and Howard Helmer. Next in 2007 will be telling the story of choline benefits for the pregnant woman. They also have been working with WebMD, a leading website source for nutritional, health and fitness information. The Lilly program will continue with many media events on the books, as well.

Tony Alfano reported on the creative television advertising ideas that are being working on. Mind, Mouth, Middle are the key words that create a nutritional rich food idea plus an appetizing dish that is not going to expand the middle. Denise O'Bleness from Grey presented some ideas with three storyboards featuring a possible cartoon character called "Eggman." The ideas were approved by the board and will be continued to be worked on into 2007. A discussion continued the Grey report stating that TV still delivers the largest consumer audience. The AEB advertising budget has remained constant at about \$8 million for the past 10 years. With media inflation, the amount of coverage is decreasing and by the year 2017 it would take \$22 million to buy the same space. This situation needs to be discussed in the future.

### Foodservice Advisory Council

Dianne Stiebers, Chair, opened the report from the Consumer Education/Foodservice Committee. Alice Heinze listed the AEB Foodservice Advisory Council and its activities. She also displayed the updated Foodservice Booklet with the latest information on egg nutrition and safety. Also shown and discussed was the *Eggsetera* newsletter and an article in the *Restaurant Hospitality* publication on the benefits of eggs. Connie Cahill reported on the egg safety programs that are being conducted by AEB in the nation's culinary schools. They will continue working with the Culinary Institute of America in the coming year. Steve Soloman, FS Insights, reported on their continuing efforts to promote egg use in fast food restaurants and others that do not feature breakfast menus. They have successes with companies such as Wendy's, Burger King and Subway. Some are even looking into late night offerings, as well. There are many other foodservice and education efforts by this committee including food manufacturing advertising, the website, and various other printed materials. **EI**

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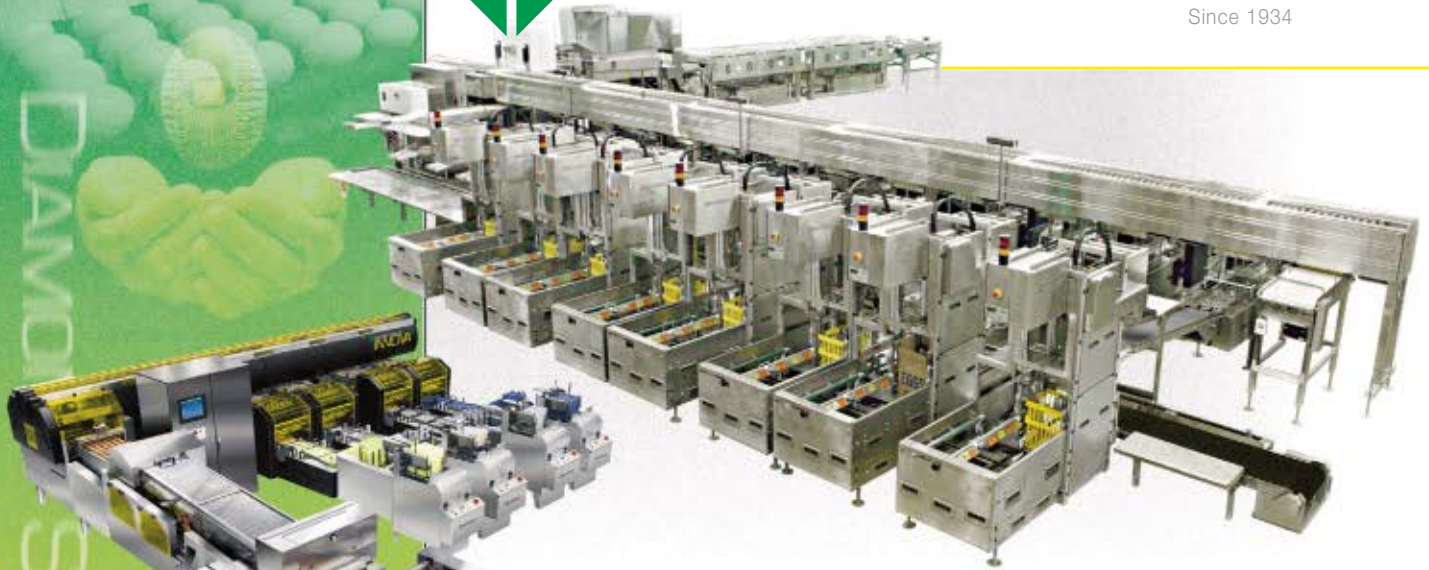
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# ► INDUSTRY CALENDAR

## 2007

### January

#### 22 – 23: International Poultry Scientific Forum

Georgia World Congress Center, Atlanta, Georgia USA. Contact: International Poultry Scientific Forum. Tel: 770-493-9401. Fax: 770-493-9257. E-mail: [poulttryscientificforum@poultryegg.org](mailto:poulttryscientificforum@poultryegg.org). Website: [www.poultryegg.org](http://www.poultryegg.org).

#### 24 – 26: International Poultry Expo (IPE) and International Feed Expo (IFE) 2007

Georgia World Congress Center, Atlanta, Georgia USA. Contact: US Poultry & Egg Assn., 1530 Cooleedge Road, Tucker, Georgia 30084 USA. Tel: 770-493-9401. Fax: 770-493-9257. E-mail: [expogeneralinfo@poultryegg.org](mailto:expogeneralinfo@poultryegg.org). Website: [www.poultryegg.org](http://www.poultryegg.org) or [www.ife07.org](http://www.ife07.org).

### February

#### 21 – 22: Nebraska Poultry Industries Annual Convention

New World Inn & Conference Center, Columbus, Nebraska USA. (This meeting has been rescheduled from its original March date.) Contact: Nebraska Poultry Industries, Inc., University of Nebraska, A103 Animal Sciences, P.O. Box 830908, Lincoln, Nebraska 68583 USA. Tel: 402-472-2051. Fax: 402-472-4607. E-mail: [egg-turkey@unl.edu](mailto:egg-turkey@unl.edu). Website: [www.nepoultry.org](http://www.nepoultry.org).

### March

#### 13–15: Midwest Poultry Federation Convention

RiverCentre, St. Paul, Minnesota USA. Contact: Lara Durben. Tel: 763-682-2171. Fax: 763 682 5546. E-mail: [lara@midwestpoultry.com](mailto:lara@midwestpoultry.com). Website: [www.midwestpoultry.com](http://www.midwestpoultry.com).

#### 13-16: Pacific Egg & Poultry Association (PEPA) Convention

Coronado, California USA. Contact: Pacific Egg & Poultry Association, 1521 I Street, Sacramento, California 95814 USA. Tel: 916-441-0801. Fax: 916-446-1063. E-mail: [dboggs@cgfa.org](mailto:dboggs@cgfa.org).

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Exhibit Hall B - Section B3

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