



Cheeps & Chirps

..... Points for Poultry Profitability

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State 4-H Egg Cookery Event

The 2010 Kentucky 4-H Egg Cookery contest was held at the Fayette County extension office on July 10. Participants in this annual event are required to prepare a dish containing eggs, demonstrating proper food safety and cooking skills.

The event helps 4-H members develop communication skills. They also acquire knowledge of eggs and the U.S. egg industry.

The event gives participants the opportunity to demonstrate their creative skills in the

preparation, use, and serving of eggs. They also learn how the nutrition of eggs can be used when planning family meals.



The top senior in the event will represent Kentucky at the National 4-H Poultry and Egg Conference which is held in Louisville on the third Thursday in November.



Top Senior: Paden Prough, Barren County



Top Junior: Alexis Rich, Jessamine County

12th Annual Kentucky Poultry Festival October 16, 2010

The Kentucky Poultry Federation is again hosting the Kentucky Poultry Festival in Lexington, Kentucky. We invite you to attend the 12th Annual Kentucky Poultry Festival at the Marriott Griffin Gate Resort and Spa. This year's festival will be held on Saturday, October 16th. We hope that you will mark your calendars and register to join us in Lexington for an exciting day of food, fun and GREAT entertainment.

The Marriott Griffin Gate Resort & Spa offers an unmatched Southern Hospitality. The Lexington hotel is the heart of Bluegrass Country, located only four minutes from downtown. The unique Kentucky resort features a Rees Jones -designed golf course and a luxurious full-service spa; both of which our attendees will have the opportunity to take advantage of while attending the Kentucky Poultry Festival.

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12th Annual Kentucky Poultry Festival .. *continued*

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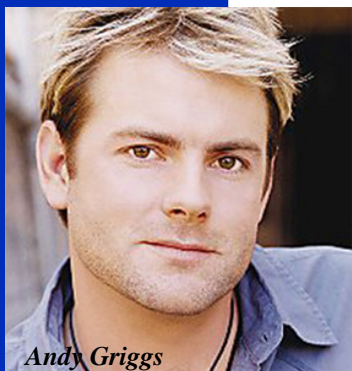
**“Coming together
is a beginning;
keeping together is
progress; and
working together is
success”**

Henry Ford

On Saturday morning, October 16th, we will start the day off with a best ball golf scramble at the Griffin Gate Golf Club located onsite. We tee off at 8:00 a.m. EST on the 18 hole championship golf course in a shotgun start format consisting of 4-man teams playing in a Best Ball Scramble. Again this year, we will offer Mulligans at \$5 each, maximum of four per team; these can be purchased the day of the scramble.

Lunch and awards ceremony will take place in the outdoor golf pavilion at the conclusion of golf. Golfers can also purchase raffle tickets for a set of King Cobra Golf Clubs, valued at \$3,000 and donated by Southwestern Sales Company. The top four teams will be recognized, as well as the top forced team.

We will host the ladies at the Spa at Griffin Gate, also located onsite. Each lady will choose from a fifty minute aromatherapy Swedish massage or the bluegrass manicure and pedicure. They will each also receive a complimentary deluxe gift bag and lunch. Spa fees for each lady includes the steam room, lounges, indoor and outdoor pools, fitness room, private locker, robes, slippers, and complimentary beverages.



Andy Griggs

An extension of the Festival is the Kentucky Poultry Federation Scholarship Fund. On Saturday evening we will host a silent auction where again all proceeds are designated for scholarships given to children and grandchildren of Kentucky's poultry families.

The day will conclude with the annual Hall of Fame Banquet where we will recognize our Hall of Fame Members, Family Farm Environmental Award Winners, Scholarship Winners, and our Ticket Sales Winners. After an evening of good food and recognizing the successes of friends the grand finale is a concert by ANDY GRIGGS.

Please make plans to attend our 12th Annual Kentucky Poultry Festival in Lexington, KY. If you would like to purchase tickets please visit our website at www.kypoultry.org or if you need more information please contact the Kentucky Poultry Federation office at Phone at (859) 737-1048 or E-mail melissamiller@kypoultry.org

If you are unable to attend the events, but would like to support Kentucky's poultry industry; we have many ways that you can get involved without actually being present. Again, please call or e-mail the Kentucky Poultry Federation office.

*12th Annual Kentucky Poultry Festival
Saturday, October 16, 2010
Marriott Griffin Gate Resort & Spa
Hall of Fame Banquet & entertainment by
ANDY GRIGGS*

Silent Auction 4:30 p.m. • Cash Bar 4:30 p.m. •
Annual Meeting 6:45 p.m. • Dinner/Banquet 7:00 p.m. •
Andy Griggs 9:15 p.m.

* All times are Eastern Daylight Time

Marriott Griffin Gate Resort & Spa
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Phone: 1-859-231-5100

<http://www.marriott.com/hotels/travel/lexky-griffin-gate-marriott-resort-and-spa/>



The following article deals with the topic of antibiotic use in animal agriculture. This important issue has been debated for many years with the primary area of concern being the development of antibiotic resistance in foodborne pathogens and what role antibiotic use in animal agriculture plays. European countries have banned the use of antibiotics as growth promotants but antibiotics can still be given to food animals, at therapeutic levels, with a veterinary prescription.

In February CBS news did a two part series on this issue. In response to that program, Alpharma (a pharmaceutical company) has developed a response. The following article is included in the newsletter because it is a dialog on a topic that impacts poultry producers. Please note, however, that the views expressed in the article do not necessarily represent those of the Kentucky Poultry Federation or the University of Kentucky.

For the Record

Straight talk about antibiotic use in food animal production presented by ALPHARMA Inc., Animal Health

CBS News' two-part series in early February devoting nearly a quarter hour of prime evening news real estate to the "ticking time bomb" of on-farm antibiotic use sensationalized the accusations of activists regarding the issue. But there were a few facts anchor Katie Couric failed to tell your food customers:



CBS reported: Because they use antibiotics to medicate animals, farmers put consumers at risk of contracting Methicillin-Resistant *Staph Aureus* (MRSA) by handling or eating meat.

The facts: Although MRSA has been identified in some hog farms, it's a completely different strain than the dangerous MRSA infecting hospital patients or the one that's common among the population. This milder swine strain has been found in some people working closely with livestock, but there's no evidence to suggest those farmers and workers are infected or suffering disease from it at any higher rate than the general population.

Plus, the antibiotics hog farmers use are not the same antibiotics that cause *Staph* to become resistant. (Methicillin has *never* been approved for use in U.S. animals.) In fact, the very study CBS cited as evidence of danger itself cautions, "Our data do not allow us to speculate on the relationship between antimicrobial use and MRSA carriage."



CBS reported: Other countries have severely restricted their farmers' ability to medicate animals with antibiotics, and their experience demonstrates a similar ban here would lead to "real and measurable public health benefits — improvements in food safety and...the prevalence of drug resistant infections in people."

The facts: The World Health Organization (WHO) — itself a vocal advocate of such bans — has stated there is zero evidence that Denmark, the country CBS held up as the model of success, has improved public health despite its draconian farm antibiotic bans.

In fact, the rate of human *Salmonella* cases that are resistant to antibiotics has actually *increased* since the ban. Denmark is also currently experiencing its largest outbreak of MRSA in its history.

The fact is, far from improving public health, WHO speculated, Denmark's ban probably contributed to the rise in human *Salmonella* resistance. After pig farmers were prohibited from using low levels of antibiotics that are not routinely used by doctors to treat humans, they suffered outbreaks of pig disease that forced them to resort to using more antibiotics that are important to human

medicine. That increased need to treat animal disease that was obviously being prevented by "growth promotion" uses of antibiotics, WHO concluded, increased the risk of resistance in human bacterial disease.



CBS reported: Nobody is really watching how farmers use antibiotics, so they over-use them and routinely abuse them.

The facts: The U.S. Food and Drug Administration's oversight of farm antibiotics is even more strict than its oversight of human medications. Animal antibiotics are subjected to FDA-directed testing to ensure that meat, milk and eggs from medicated animals are safe to eat, both in the short term and the long term. FDA inspects feed mills that produce medicated feed, and it requires product makers to continually follow up on risk assessment to ensure those drugs don't contribute to human drug failures.

Meanwhile, FDA works with the USDA to conduct tests in processing facilities to make sure those regulations for antibiotic use are followed. The U.S. government also closely watches for emerging trends in the antibiotic resistance CBS expressed concern about through its National Antimicrobial Resistance Monitoring System (NARMS).

And finally, voluntary farmer and veterinary association programs ensure farmers are educated in careful use and overseen by veterinarians.



CBS reported: Farm antibiotics are a ticking time bomb that could someday make treating human disease impossible.

The facts: Drug resistance in food-borne disease is largely a non-issue; in fact, less than 1 percent of food-borne illnesses even require antibiotic treatment. The human health drug-resistance crisis should focus not on farms, but on hospitals. "Of the more than 2 million hospital-acquired infections per year in the United States," says Ron Jones, MD, primary investigator for the SENTRY Antimicrobial Surveillance Program, "without exception none of the resistant organisms of greatest risk for poor patient therapeutic outcomes are related to food-borne pathogens, nor have food-borne pathogens been documented to have contributed significant risk to patients."

The bottom line CBS ignored: Farm antibiotics are carefully used and pose little risk.

“What matters is the visual image our consumers are left with at the end of the three minutes of video tape.”



“Whether they are accurate or not is less important than addressing the negative visual they leave in consumers’ minds”

The well-being of animals in our agricultural production systems is an issue of great importance to poultry producers. High profile undercover operations and increased state-level legislative action continues to bring this issue to the forefront of the public. In Kentucky, a joint effort between the Kentucky Soybean Association and Kentucky’s animal industries is currently underway. The goal of this program is to provide consumers with factual information on animal production. For more information concerning this program check out the Kentucky Soybean Association website at <http://www.kysoy.org>. The following article deals with the topic of recent undercover activities in neighboring states. We include this article as a way of updating you on the issues and to provide you guidance for your operation. Please note, however, that the views expressed in the article do not necessarily represent those of the Kentucky Poultry Federation or the University of Kentucky.

BEFORE AN UNDERCOVER ACTIVIST STRIKES: BE SMART AND DO THE RIGHT THING

Over the past decade, livestock and poultry farms across the United States have been under siege by animal rights groups who use a certain tactic—the shooting and release of undercover video—to advance their agenda of ending the consumption of meat, milk, and eggs. In the early years, they restricted their activities to breaking into farms at night and shooting video in one visit. More recently, these groups have resorted to a modified approach—getting undercover workers hired at local farms, where they then work for extended periods of time, engaging with on-farm workers and shooting undercover video.

While there has been much speculation about whether the animal abuse seen on much of the undercover footage is staged or is incited by the cameraman, the end result is still the same. And for animal agriculture, it perpetuates the challenge we face each day—ensuring our consumer believes in how we farm, in how we produce food, and that we are firmly committed to responsible care of our animals.

Our instinct when these kinds of video releases happen is to blame the messenger—“They staged it.” “Why did they wait so long to release it?” “They’re just using it to make people vegans.” It is essential to keep this top of mind—it doesn’t matter who put the video out. What matters is the visual image our consumers are

left with at the end of the three minutes of video tape.

Ohio, being at the epicenter of farm animal activism right now, has had more than its fair share of this undercover activity, including a recent dairy farm release by Mercy for Animals (MFA). This is a difficult situation from which to recover, for the farmer and his family, for the dairy farm community, and really for all of agriculture.

Through the process, however, a few things have come to light that, when viewed in the context of similar experiences in undercover farm video situations in other states, seem worthwhile to share.

First, each of these ‘undercover releases’ from MFA occurred because the organization was able to get one of their MFA investigators hired at a farm. The situation was made worse by the fact that farm workers in many cases were aware there was ‘something strange going on’ with the undercover employee, but either didn’t care enough to report it or didn’t feel empowered to do so. In several of the situations, workers actually said after the fact that they thought the worker might have been working undercover.

Second, it now appears that the MFA worker hired in Ohio may be the same person who has shot undercover video on other farms. It’s to be expected that these tactics will be tried again and again, as long as undercover activities are successful in getting hired on farms.

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BEFORE AN UNDERCOVER ACTIVIST STRIKES: BE SMART

..... AND DO THE RIGHT THING (continued)

(Continued from page 4)

Third, we also are getting more and more reports of trucks, vans, and other vehicles sitting parked outside livestock farms and/or following livestock trucks coming and going from our farms. Remember ongoing use of these videos is key to their strategy, and they want as much undercover video as possible to feature—so consider this and the undercover employment tactics as their effort to build their video library of animal mistreatment.

Fourth, once this type of video is released, there is only so much anyone can do to ease the consumer concerns raised by the images—whether they are accurate or not is less important than addressing the negative visual they leave in consumers' minds. The best we can hope for is to manage and mitigate the worst of it and work hard to maintain consumer trust in today's farming practices. The best PR is to be responsible and to not let it happen in the first place.

So now, a few suggestions for farmers and the farm community about being extra-vigilant—and more:

1. **Do the right thing**—above all else, make sure your farm is exceeding all expectations for animal care, cleanliness and environmental responsibility. Let's not be our own worst enemy.
2. **Watch your back**—and your neighbor's back. Pay attention to strange vehicles, and try and get license plates off any suspicious vehicles. Engage local law enforcement if needed.
3. **Hire the right people**—do background checks, reference checks, and ask for actual Social Security cards and other hiring documentation. Seek counsel from an employment lawyer if needed. Put new hires on probation and watch them closely. If it doesn't feel right, it probably isn't. And if a potential hire is suspicious, share that information with other farmers. We already know MFA investigators have attempted to work undercover at many farms before they get hired at one—and that as soon as they're done at one farm, they move on to the next one.
4. **Empower your farm workers**—Let them know of their importance as a team member in protecting the farm. Ask your other workers how any new people are performing. And let them know you expect them to immediately report any strange behaviors or if they suspect any undercover activity.
5. **Set codes of conduct for animal care**—if you don't have them, establish animal care standards and train your employees on those standards. Require ANY farm work that handles animals to sign a written Code of Conduct. This is important both for animal care protocol and to verify all employees understand their share obligation.
6. **Stay active and in touch with your industry leadership**—there is so much happening in livestock and poultry farming right now, you can't afford to NOT be engaged. Likewise, share any information you gather in your local community about any of these activities. We need to know as early as possible if there are issues bubbling up.
7. **Maintain strict security procedures on your farms**—now more than ever, keep your doors locked and be mindful of what's happening inside and outside your operations. Don't let your absence or a false sense of security be your downfall.
8. **Alert your local law enforcement**—let them know there have been a number of issues on farms across the country, and ask them to do a few extra 'drive-bys' at your farm. An ounce of prevention is worth a pound of cure.

Again and above all else, do the right thing. Farmers are responsible caretakers of their animals. We care for them because we have an ethical obligation to do so, and our consumers expect us to exceed their expectations in order to maintain their trust. Doing 'what's right' is always the best PR.

By Hinda Mitchell

Hinda Mitchell provides counsel issues management, crisis communications, image and reputation, media relations and strategic planning to farmers, agricultural groups and other food system organizations. She directs activities in the Columbus, Ohio office of CMA, a leading national communications firm headquartered in Kansas City, Missouri, specializing in agriculture and food system clients. She can be reached at Hinda@cmakc.com or 816-556-3142.

4-Hers do well at the State Fair



The State 4-H Poultry Judging and Avian Bowl contests were held August 20 as part of the state fair. Participation in judging and other competitive events helps 4-H'ers learn to make and defend decisions and to speak in public.



Fifty-one 4-Hers from eight counties (Calloway, Carter, Johnson, Lawrence, Leslie, Livingston, Magoffin and Pike) participated in the **poultry judging** contest. Poultry judging provides an excellent opportunity for 4-H'ers to learn about live birds and the basis of grade and quality of poultry products. The top four seniors are eligible to represent Kentucky in the national contest held at the National 4-H Poultry and Egg Conference in Louisville, KY in November.

There were 12 junior and 11 senior teams participating in the state **Avian Bowl** contest. Avian Bowl encourages youth to expand their knowledge of avian facts and to become proficient in poultry management and related subjects. The top four seniors are eligible to represent Kentucky at the national Avian Bowl contest in November.

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Poultry judging:

Top Juniors:

- * Kelli Lemaster, Lawrence County
- * Alex Hunter, Johnson County
- * McKayla Jude, Johnson County
- * Andrew Chapman, Johnson County
- * Audree Harper, Calloway County

Top Seniors:

- * Joshua Robinett, Lawrence County
- * Logan Bartley, Pike County
- * Stephen Burke, Lawrence County
- * Cody Phillips, Pike County

Alternate: Greg Wood, Calloway County

Avian bowl:

Top Juniors

- * Mason Justice, Pike County
- * Nicholas Kessinger, Lawrence County
- * Richard Hamblin, Livingston County
- * Martha West, Letchery County

Top Seniors:

- * Stephen Burke, Lawrence County
- * Darryl Cole, Breathitt County
- * Addison Whitaker, Letcher County
- * Seth Sparks, Magoffin County

Alternate: Kaitlyn LeMaster, Lawrence County

Websites of interest



www.agweb.com/legacyproject/

The Farm Journal Legacy Project was developed to address the **succession planning needs** of America's farm families. It is "a catalyst for families to begin the process and an essential go-to source for the tools to simplify the complex and daunting task of succession planning." There are case studies, trainings, tools, a monthly Legacy television show, a weekly eNewsletter and more.

For those with internet access, there are several websites providing information important to poultry growers. Check out the project website, which can be found at www.poultryenergy.com. Additional websites and online resources are highlighted below.



UK Ag EXTENSION *Kentucky Pest news*
<http://www.ca.uky.edu/agcollege/plantpathology/extension/kpnindex.htm>

Economic and Policy Update

<http://www.ca.uky.edu/agecon/index.php?p=209>

Annie's Project: a six week course designed just for farm women with a passion for business involvement to empower farm women to be better business partners through networks and by managing and organizing critical information

<http://www.ca.uky.edu/agecon/index.php?p=232>

106th Kentucky State Fair

The Kentucky Poultry Federation Concession Booth was once again a HUGE success due to the support and contributions of volunteers and donation of product and equipment from our Kentucky poultry and egg companies.

The 106th Kentucky State Fair was held August 19-29. The Kentucky Poultry Federation Concession Booth was staffed with volunteers from each entity of the poultry and egg industries in Kentucky including: Cal-Maine Foods, Inc.; Cobb-Vantress; Equity Group – Kentucky Division, LLC; Perdue Farms, Inc.; Pilgrim's Pride, Inc.; and Tyson Foods, Inc.

Cal-Maine Foods, Inc. donated eggs to serve for breakfast from 7:30 a.m.-10:30 a.m. each morning. If you stopped by the booth, volunteers

were whipping up omelets on the spot or creating a ham and egg sandwich, tater tots, or a glass of orange juice.

The poultry complexes donated chicken to provide us with a whole new menu at lunch and dinner. Pilgrim's Pride, Inc. donated chicken nuggets; chicken breast sandwiches were donated by Equity Group – Kentucky Division, LLC, Perdue Farms, Inc. and Tyson Foods, Inc. Thank you to each of these companies for their product and equipment donations.

The "Great Kentucky Cookout Tent" provides for a wide variety of Kentucky's agriculture products. The Kentucky Poultry Federation is one of eight commodities housed under the tent during the fair. We are joined by the Kentucky Corn Growers Association, Kentucky Ham Producers, Kentucky Pork Producers, Kentucky Cattlemen's

Association, Kentucky Dairy Association, Kentucky Sheep and Wool Producers, and Kentucky Aquaculture Association.

Make plans to join us again next year under the "Great Kentucky Cookout Tent" as we continue to promote the products we so proudly grow here in the Commonwealth.

The Kentucky Poultry Federation would like to say "THANK YOU" to the over 100 volunteers for working the concession booth during the Kentucky State Fair. We appreciate your help and support!

CORN: Aflatoxins and Harvest

By Dr. Paul Vincelli, UKAg Plant Pathology

Aflatoxins, metabolites of the fungus *Aspergillus flavus*, are potent toxins and carcinogens in animals, and may also be human carcinogens. Although aflatoxin contamination in corn isn't common in Kentucky, I have received reports of some pre-harvest aflatoxin contamination in stressed corn crops.

High temperatures (highs above 90°F, with warm nights) and drought conditions during silking and grain fill favor aflatoxin contamination by *A. flavus*. Kernel injury caused by insects or other causes can lead to an increase in aflatoxin levels (Figure 1), though infec-

tion and contamination can occur even in undamaged kernels if conditions are highly favorable for the fungus.

Kernel infection by *A. flavus* doesn't occur until moisture content drops below 32%. There are various reports as to how low moisture content has to drop before growth of *A. flavus* is arrested, but contamination may continue to develop down to as low as 16% moisture.

Therefore, this may be a good growing season to harvest at 25% moisture and dry promptly. Leaving drought-stressed crops to dry in the field may allow aflatoxin contamination to continue to in-

crease in fields where it has a "toe-hold".

More information on aflatoxins and their control is in the UK Extension Publication, *Aflatoxins in Corn*, available at <http://www.ca.uky.edu/agc/pubs/id/id59/id59.pdf>.



Figure 1. Sporulation of *Aspergillus flavus* in an insect-injured corn kernel.

"I have received reports of some pre-harvest aflatoxin contamination in stressed corn crops [in Kentucky]."



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KENTUCKY WELL EDUCATION WEBSITE

Are you one of the over 400,000 Kentuckians that gets your drinking water from private wells? If so, or if you are interested in learning more about wells and well construction in Kentucky, there is a new information source for you at the Kentucky Well Education website. The Kentucky Well Education website was created to help you, the well owner, become knowledgeable about the construction methods and possible problems that can occur in private wells. The site has interpretations of the Kentucky state regulations concerning water wells, descriptions of well types found in Kentucky and their different construction methods, a discussion of treatment and testing of your well water, video and images of problems that can occur within your well, and information on the geological makeup of Kentucky and how it relates to groundwater. "By using video and images we hope to

bring a clearer understanding of well safety, treatment, and maintenance to the well owner. I mean, when you see video of a crayfish in a well it makes you realize that you should make sure your well is properly maintained" says Tyler Henningsen, ENRI Assistant.

Using the Kentucky Well Education website to make yourself an informed well owner can help keep you and your family healthy and protect our groundwater resources.

www.ca.uky.edu/enri/downwell/Downwell.html
Source: Environmental & Natural Resource Issues Newsletter, Summer 2010. <http://www.ca.uky.edu/enri/newsletter.php>

What do you want to read about?

We want to know what you want to read about.
Please e-mail topics of interest to Jacquie.jacob@uky.edu