

# Egg Industry

News for the Egg Industry Worldwide

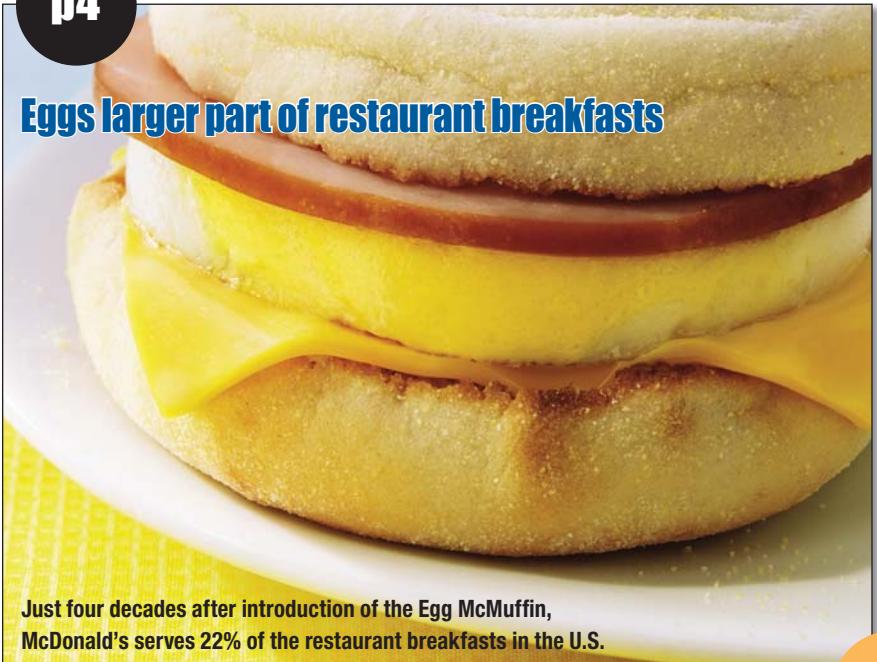
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### Eggs larger part of restaurant breakfasts



Just four decades after introduction of the Egg McMuffin, McDonald’s serves 22% of the restaurant breakfasts in the U.S.

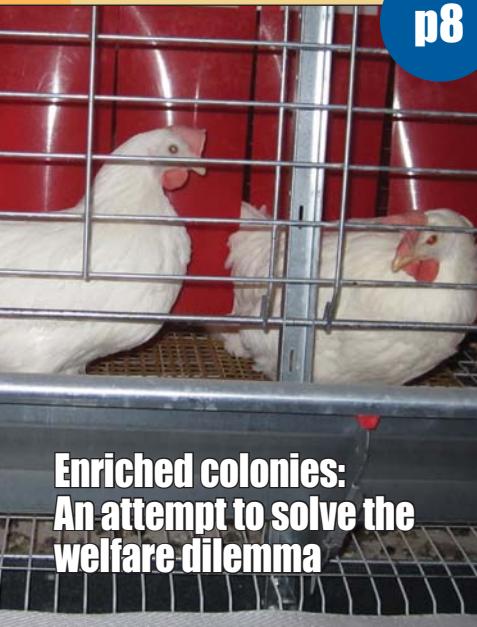
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### Transition of U.S. egg industry cage square footage based on UEP-HSUS agreement

	Space increase Regular cages	Regular cages (square footage)	Enrichable (square footage)	% Enrichable
Today		132,500,000		
4 years	7%	111,300,000	35,169,851	24%
6 years	34%	100,700,000	89,388,060	47%
12 years	26%	68,900,000	169,766,119	71%
12/31/2029	10%	47,700,000	214,199,104	82%

Transition to enrichable cages could go relatively smoothly if the industry retires conventional cages at a rate of 4% or more per year.

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### Enriched colonies: An attempt to solve the welfare dilemma

Hens are highly motivated to lay their eggs in nests and exhibit signs of frustration when they can’t use a nest. Photo credit: CCSAW

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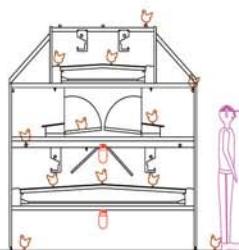
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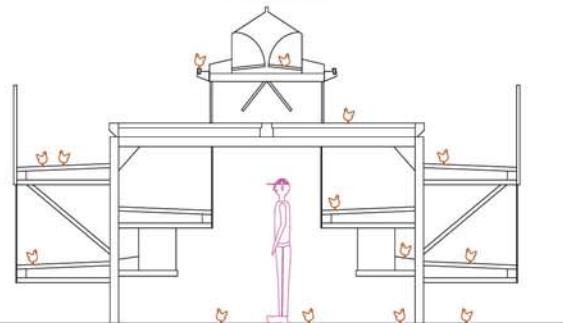
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# EDITORIAL

BY TERENCE O'KEEFE

# What can US egg producers learn from Swiss cage ban?

Switzerland was the first country to ban the use of cages for housing laying hens on January 1, 1992. Nearly 20 years later, Alois Mettler, an agricultural consultant from Switzerland, suggested that the Swiss egg industry's experience might provide an insight into what a future without cages might hold for the U.S. egg industry. Mettler presented Switzerland's country re-



Terrence O'Keefe

port at the recent International Egg Commission Conference.

The 2010 data presented at the conference for Switzerland and the U.S. reflects a startling contrast between the two industries. Over two-thirds of Switzerland's 2.2 million layers are raised free range with the remaining 31% in non-cage barn systems. Around 50% of the combined shell eggs and egg products used in Switzerland are imported from the EU. The farm level per dozen egg cost in Switzerland was \$2.87 compared to \$0.63 in the U.S. Mettler said that restrictions on grain imports into Switzerland result in a feed cost double that of the EU.

Anyone who has been around the U.S. poultry industry long enough to have more than just a few gray hairs remembers the days

when raising layers and turkeys on range were common place. We also remember the problems with diseases and parasites that are now things only seen in veterinary text books. Mettler's presentation included photographs of layers on range in Switzerland that bore a strong resemblance to pictures I have seen of the U.S. industry of the 1940s and '50s. The term "backyard flock" is almost fitting for egg production in Switzerland since no more than 18,000 layers are allowed per farm.

The modern egg industry in the U.S. really began when hens came indoors and were housed in cages. Demand for shell eggs and egg products in Switzerland is only being half filled by domestic production.

Based on the Swiss experience, a cage-free

U.S. industry would be substantially smaller and consumers would have to pay a lot more for eggs. Those enriched colonies are looking better every day.

Terrence

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Comparison of U.S. and Swiss egg industries 2010 data		
	Switzerland	United States
People (millions)	8	309
Layers (millions)	2.2	281.5
Egg cost per dozen at farm level	\$2.87	\$0.63
Retail shell egg price per dozen *	\$8.39	\$1.63
Per capita egg consumption	189	247
Total egg production to use ratio	50%	103%
Cage housed hens	0%	95%
Barn system hens	31%	5%
Free-range hens	69%	0%

Source: IEC \* Swiss and U.S prices are for eggs from barn and cage housed hens, respectively.

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# Eggs larger part of restaurant breakfasts

*Fast food restaurants are driving the increase of a half billion egg servings this year in U.S. foodservice outlets over five years ago.*

By Terrence O'Keefe

The importance of eggs for breakfast at restaurants in the U.S. is increasing, both in the total number of eggs served and the percentage of meals that include eggs, according to Warren Solochek with NPD Group Inc., a marketing research firm. In 2006, 44% of breakfasts served had an egg dish or 5.1 billion servings worth, and by 2011 this had increased to 47% or 5.6 billion servings.

**Warren Solochek, NPD Group Inc., said, "Innovators will succeed; there is no room for more restaurants."**

The U.S. foodservice industry is dominated by quick service restaurants or fast food outlets. Solochek presented Consumer Reports on Eating Share Trends data, which tracks foodservice purchases by conducting daily interviews of consumers, at the International Egg Commission Conference in Washington, D.C. He said that growth in restaurant visits in the U.S. is all in the QSR segment, with 86% of U.S. foodservice visits being made to QSRs. Major chains are vital to the QSR segment with 72% of restaurant visits in this segment to major chains, and their share is growing. Solochek said that one must play with the big QSRs in order to have an impact.

## Breakfast at the Golden Arches

McDonald's started serving breakfast when it introduced the Egg McMuffin four decades ago. "The Egg McMuffin is the perfect intersection of quality, convenience, portability and nutrition," said Darci

Forest, senior director of marketing on the McDonald's menu innovation team. Five million people eat breakfast at McDonald's restaurants in the U.S. every day, and two-thirds of them have eggs as part of their breakfast. The company buys 3 billion eggs globally and 2 billion in the U.S. McDonald's egg sales account for roughly a half-dozen eggs per capita in the U.S., and this doesn't include the eggs that are used as ingredients in baked goods.

Three-quarters of U.S. breakfasts are eaten at home and this percentage hasn't changed,



**Darci Forest, senior director of marketing of the McDonald's menu innovation team, said, "Those restaurants offering balanced healthy choices without compromising taste or value are going to be the winners."**

but fewer people are skipping breakfast and this has created an opportunity for the food service industry. Competition for foodservice dollars in the U.S. is fierce as the industry has been slowed by the weak economy. Solochek reported that per capita annual restaurant visits in the U.S. have dropped from over 200 prior to 2008 to 196 now. Growth of breakfast at foodservice outlets has been at the expense of dinner, and this trend is expected to continue.

## Breakfast market leader

McDonald's has the largest share of restaurant visits for breakfast in the U.S. "Sales of take out breakfasts from restaurants have

tripled in the last 25 years," Forest said. "Drive-thru business is bigger than in-restaurant business for breakfast at McDonald's and it has been for years." Convenience and portability have been important aspects of



**Just four decades after introduction of the Egg McMuffin, McDonald's serves 22% of the restaurant breakfasts in the U.S.**

the growth of breakfast for QSRs.

Forest said, "McDonald's brand promises simple, easy enjoyment." When describing new products for McDonald's she said, "It has to be affordable, portable and broadly appealing as well as food and beverages that our customers feel good about eating. For some it might be get-

ting a hearty meal, for others it might be about restricting calories or fat. It is really important to connect with our customers with both their hearts and minds as well as filling their bellies.”

### Looking for innovative products

McDonald’s is looking for foods and beverages that people feel good about, according to Forest, and this means different things for different people, hence

breakfast promotion along with other 300-calories-or-less menu options, such as the Egg McMuffin, Fruit ‘N Yogurt Parfait, and Fruit and Walnut Salad.

Any discussion of breakfast out has to include coffee, and McDonald’s made a big leap into the world of gourmet coffee when it launched McCafe a few years ago. “McCafe allowed McDonald’s to democratize really fancy coffee,” Forest said. Coffee is projected to

continue its rapid growth in importance for all restaurants, according to Forest. From 2009 to 2019, the top growth item is projected to be cold specialty coffees with 23% growth and hot specialty coffee is projected to grow by 15%. Breakfast sandwiches are projected to be the category that grows at the sixth fastest rate, 14%.

Solochek said that today’s strongest food service egg consumers go through the drive-thru at a QSR for their morning meal on their way to work and buy as part of a combo meal or off a value menu. Eggs have a bright future for breakfast based on food trends reported by Forest. She said that the three big morning food trends are in eggs and egg white products, breakfast sandwiches (with or without eggs) and in products with fruits, grains and dairy (including items like McDonald’s oatmeal and yogurt products).

“Those restaurants offering balanced healthy choices without compromising taste or value are going to be the winners,” Forest said. “We estimate a 0.2% increase in restaurant traffic in 2011 and 1.2% in 2012. To increase business, you really have to steal market share from competitors and to do this you need to innovate. Innovators will succeed; there is no room for more restaurants.”

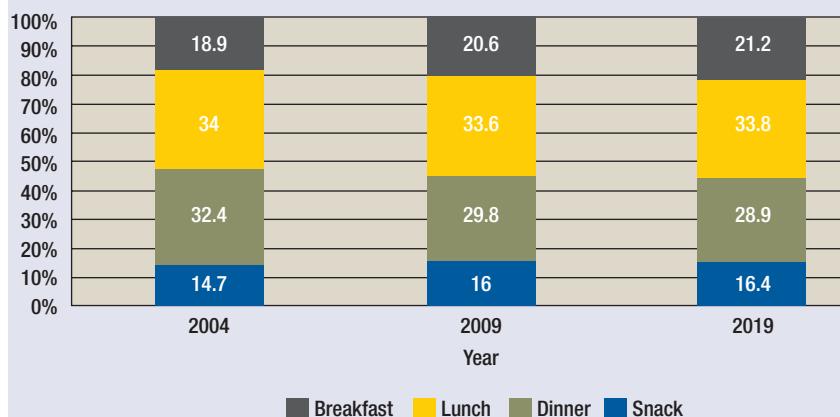
**For more information about the consumption of eggs, read “For poultry and egg producers, the customer must be king.”**  
[www.WATTAgNet.com/26993.html](http://www.WATTAgNet.com/26993.html)



Top 10 breakfast foods at QSRs		
	2006	2010
1	Breakfast sandwich	Breakfast sandwich
2	Donuts	Donuts
3	Hash browns	Bagels
4	Bagels	Hash browns
5	Eggs - not omelets	Eggs - not omelets
6	Muffins	Breakfast wrap/burrito
7	Sausage	Muffins
8	Breakfast wrap/burrito	Sausage
9	Biscuits	Burgers
10	Cinamon rolls	Biscuits

**From 2009 to 2019, breakfast sandwiches are projected to grow by 14%.**

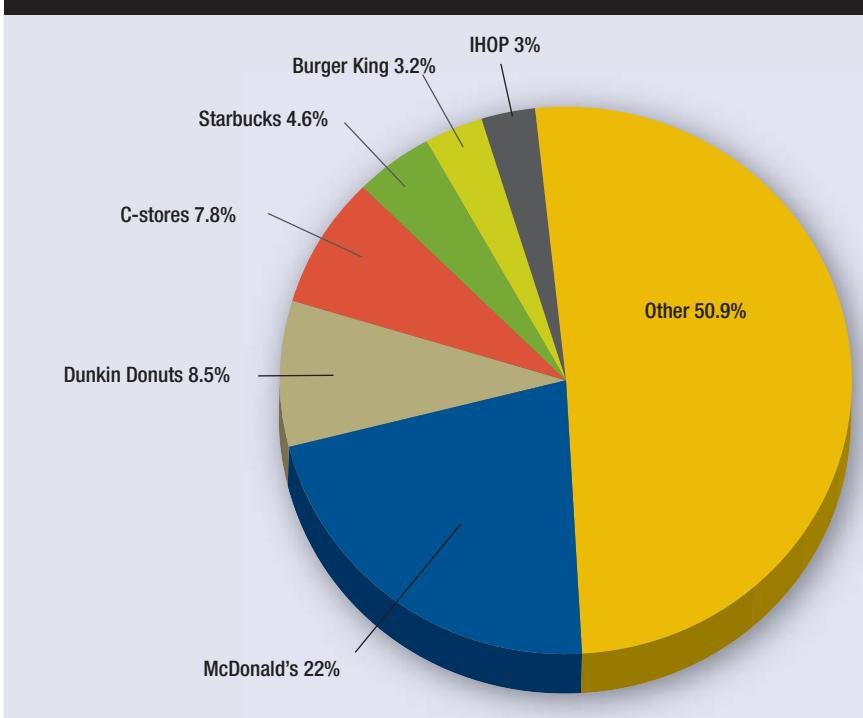
**FIGURE 1: BREAKFAST CAPTURING A GREATER SHARE OF TOTAL RESTAURANT MEAL OCCASION**



variety is needed in the menu. She cited McDonald’s Fruit & Maple Oatmeal as an example of the type of menu innovation that needs to continue, because it has brought in new customers to their restaurants. Forest said that Fruit & Maple Oatmeal has also become part of the Wholesome Breakfast Choices for

**Fewer people are skipping breakfast, which is creating an opportunity for the food service industry.**

**FIGURE 2: WHO OWNS BREAKFAST?**



Five million people eat breakfast at McDonald's in the U.S. every day.

**Growth opportunity for eggs**

Foodservice operators and their suppliers have a great opportunity to capitalize on consumers' increased interest in eating breakfast, according to Solochek. In the next 10 years, NPD expects total restaurant visits to grow at 0.8% per year, but breakfast visits will grow at 1% and sales of breakfast sandwiches will grow at 1.4%.

"Those who stimulate interest with both innovative products and services while addressing the consumers need to feel that they are carefully managing their spending and receiving value will lead others through the recovery period," he said.

Forest asked for help from egg producers to take advantage of the growth in breakfast away from home.

"We need more egg innovation," she said. "What are different forms? What are new and different flavors? How do we work with our suppliers to bring new egg products on the scale that we need effectively and efficiently?" **EI**



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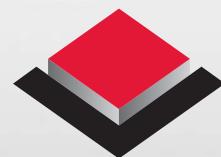
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# Enriched colonies: An attempt to solve the welfare dilemma

*Laying hens exhibit most natural behaviors in enriched cages without experiencing some of the negative effects of cage-free production.*

By Terrence O'Keefe



Hens are highly motivated to lay their eggs in nests and exhibit signs of frustration when they can't use a nest. Photo credit: CCSAW

The egg industry's dilemma is to provide a "good quality life" for hens while producing a safe, clean and economically viable product, according to Dr. Tina Widowski, director at the Campbell Center for the Study of Animal Welfare, University of Guelph. Speaking at the International Egg Commission Conference in Washington, D.C., she said that it is a dilemma because many people have different definitions of what a good quality life is for a laying hen.

Widowski explained that one of the most stringent concepts of animal welfare, and the one held by most welfare activist groups, calls for animals to be raised in a manner where they lead a relatively natural life and behave in ways that are consistent with the nature

of the species. Hens don't have to perform all behaviors to be considered to have a good quality of life, according to Widowski, but some may be particularly important.

## Four important behaviors

Research studies have identified nesting, perching, foraging and dust-bathing behaviors as having welfare impacts on laying hens. Experiments have been conducted to test the motivation of hens to engage in these behaviors in a number of scenarios.

Laying hens are highly motivated to lay eggs in a nest box. When giv-

For more on enriched colony housing for layers in the U.S. read "California egg producer moving forward after Prop 2." [www.WATTAgNet.com/23918.html](http://www.WATTAgNet.com/23918.html)

en the chance, over 95% of hens will lay their eggs in a nest, Widowski reported. Nesting behavior is caused by hormones released during ovulation. Hens like to lay their eggs in an enclosed space and will do work or walk by a dominant hen to get to a nest box. Widowski said that hens like to lay eggs in a nest box and show signs of frustration if they don't have a nest box. Nests in enriched cages are curtain sided and have some kind of different flooring material besides the wire of the cage.

Chickens descended from jungle fowl and are ground-foraging, communal birds that roost above ground at night. In nature, hens perch to avoid predators, and perching behavior seems to calm birds down, even birds in cages. Leg bone strength of hens is increased by perching. Hens prefer to rest on perches and will sit on perches at night, but research has shown that hens will do little work to get to a perch.

Foraging is the pecking and scratching naturally associated with



Low perches like these can have a calming effect on hens and they help to reduce the number of broken eggs. Photo credit: CCSAW

searching for food and feeding behavior in hens. Wild jungle fowl spend 61% of their time foraging for food. The strains of hens selected for egg laying are generally not willing to search for food and are generally not willing to work for a substrate to scratch, but hens do exhibit some aspects of this behavior as they move back and forth at the feeder, according to Widowski. Foraging behavior may still play an important role in hen welfare since some researchers suspect that feather-pecking behavior is a form of redirected foraging behavior.

Hens with access to litter will dust bathe every two or three days. The behavior is believed to have evolved to remove parasites and maintain feather condition. Hens will sham dust bathe on wire floors and will dust bathe more quickly and for a longer period of time after going without litter. Hens prefer peat moss, but they may or may not work for access to dust bathe. Hens exhibit few signs of frustration when denied access to dust bathing.

Scratch areas in enriched cages are designed so that hens can forage and dust bathe there. Commonly, a material like a mat or artificial turf will have a little feed augured over to provide material for foraging and

## Key issues for welfare of hens in different types of housing:

Space
Behavior restriction
Osteoporosis and broken bones
Feather pecking and cannibalism
Hygiene parasites and disease

dust bathing. There can be some hygiene problems with scratch areas. Some enriched colony systems are now using smooth mats because they are easier to keep clean.

Cage-free housing does not have behavior or space restrictions, but broken bones (Widowski cited keel and wishbones breakage problems in UK cage-free systems), feather pecking, cannibalism, hygiene and disease can be problems.

Furnished colonies don't have problems with space or behavior restriction; have hygiene and health advantages over pens and free range; perches improve bone strength over cages; and feather pecking and cannibalism are improved as well.

"Enriched colonies seem to have fewer problems for welfare than do traditional cages or cage-free," Widowski said.

There are three challenges for the future for enriched colony enclosures, according to Widowski:

- 1▶ Determine the optimal group sizes for the enclosures.
- 2▶ Accommodate dust bathing and foraging behaviors in a manner which is practical and does not negatively affect hygiene.
- 3▶ Determine whether or not consumers and retailers will accept that enriched colonies provide a "good quality life" for hens. **E**



Mats, like this smooth one, encourage hens to engage in foraging and scratching behaviors as well as dust bathing. Photo credit: CCSAW

## Group size and space

Laying hens are communal animals, and when placed in a colony enclosure they tend to group together. If enclosures all have 1X space per bird, then the enclosure with 50 hens will have more unoccupied or "free space" than an enclosure with 10 hens. Widowski said that this is why colony enclosures have gotten bigger. She said that up to around 50 hens per colony is good, above this level the free space per bird will still increase, but not by much. Free space is important for wing flapping, which requires the most space of the normal behaviors.

## Housing types

Widowski evaluated the welfare aspects of the three major hen housing systems: traditional cages, cage-free and enriched colonies.

Traditional cage systems have restricted space, don't allow for all behaviors to be performed, hens have weak bones because of lack of exercise, and feather pecking and cannibalism can be a problem. However, they don't have as many broken bones as cage-free, hygiene is better and disease is limited in these systems.

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# Will US egg industry's transition to enriched colonies be smooth?

*An analysis of the UEP-HSUS agreement suggests less than one-fifth of the industry's hens will be in conventional cages by 2029.*

By Terrence O'Keefe

The laying hen welfare agreement between the United Egg Producers and the Humane Society of the United States remained the hot topic of discussion throughout the UEP's annual convention in Tucson, Ariz. While support for the agreement among UEP members at the convention was not unanimous, a clear majority appeared to be in favor of the compromise deal struck with the HSUS. At the convention, plans were laid out for egg producers to lobby key agriculture committee members in both houses of Congress as the crafting of the legislation based on the agreement nears completion.

As of the first week of October, the draft legislation was not yet complete. According to statements made during the convention, UEP representatives were still trying to negotiate a timeline change with the HSUS in order to give producers, who supply eggs for California, more time than the current January 1, 2015, deadline for converting operations.

## Will the transition be disruptive?

During a discussion among committee members at the animal welfare committee meeting, the question of whether the U.S. industry will wait until the last minute to transi-

	Space increase Regular cages	Regular cages (square footage)	Enrichable (square footage)	% Enrichable
Today		132,500,000		
4 years	7%	111,300,000	35,169,851	24%
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12 years	26%	68,900,000	169,766,119	71%
12/31/2029	10%	47,700,000	214,199,104	82%

**Transition to enrichable cages could go relatively smoothly if the industry retires conventional cages at a rate of 4% or more per year.**

itional cages with producers in some EU countries making little progress to transition to alternative housing.

If we assume that the UEP-HSUS agreement is followed by the industry, whether enacted as legislation or not, the transition of cage square footage from conventional to enrichable can be estimated over time. I have decided to take a conservative approach with this analysis. We can assume caged housing in the U.S. exists at this time for 300 million layers, with 80% of this at the UEP Certified density of 67 square inches per bird and the other 20% at 50 square inches per bird. All hens are assumed to be white, existing enrichable cages and non-cage production are not included, and the enactment date is assumed to be January 1, 2013.

Based on conversations with cage manufacturers, existing conventional cages are assumed to have a useful life of 25 years and an equal number are assumed to be replaced each year, 4% of the original total. From four years after enactment and on, birds will be housed at the same density whether in enrichable or conventional cages as per the agreement. This minimizes the economic incentive

to not retire cages. Producers for the California market are assumed to have the same transition timeline as those in the rest of the country.

## Enriched cages added

These assumptions give us a starting point of 132.5 million square feet of floor space in conventional cages and no enrichable cages. The cage densities called for in the agreement can be used to estimate the amount of enrichable space that would need to be added to make up for the additional space given birds in existing cages and keep housing available for 300 million layers. According to the agreement, all new cages added are enrichable. Six years after enactment of the agreement, almost half of all hens are in enrichable cages. On December 31, 2029, 18% of the industry's total cage space would be in conventional cages, and these would still be considered to have some useful life but would need to be retired.

If egg producers for the California market follow a more aggressive timeline for conversion to enrichable cages, then less than 18% of the industry's total cage space would be in conventional cages at the end of 2029. It appears that the industry might have a relatively smooth transition to enriched colonies if the agreement is enacted.

For more details on the UEP-HSUS laying hen welfare agreement, read "Egg producers hear case for laying hen welfare agreement."  
[www.WATTAGNet.com/26065.html](http://www.WATTAGNet.com/26065.html)

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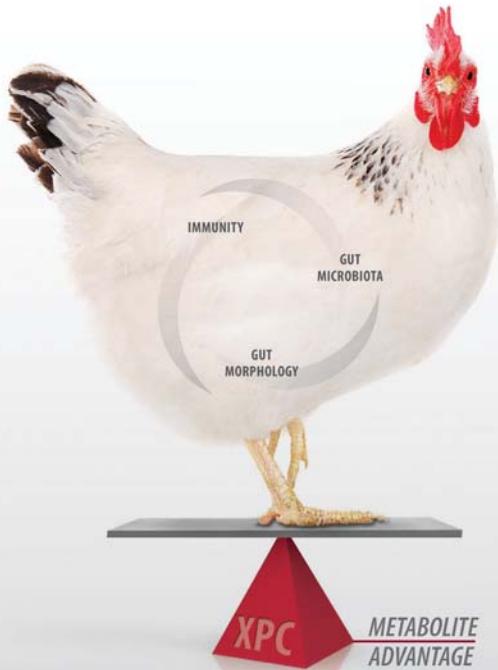
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## United Egg Producers' board of directors elected at annual meeting

The United Egg Producers elected a board of directors and officers at its October 2011 annual membership meeting in Tuscon, Ariz.

David Lathem, president and CEO of Lathem Farms in Pendergrass, Ga., was elected to serve as chairman. Other officers and board members elected include: Bob Krouse of Midwest Poultry Services as past chairman; Jim Dean of Center Fresh Group as first vice chairman; Ron Truex of Creighton Brothers as second vice chairman; Kurt Kreher of Kreher's Farm Fresh Egg as treasurer; and Cliff Lilywhite of Oakdell Egg Farms as secretary.

## US trade agreements to generate \$1.4 billion for poultry industry

The three U.S. free trade agreements with South Korea, Colombia and Panama, signed into law on October 21, will generate an estimated \$1.4 billion in additional U.S. poultry and egg export

sales annually, according to poultry and egg producers, processors and exporters supporting the legislation.

The U.S.-Korea Free Trade Agreement will greatly improve market access for U.S. poultry and egg exports



to South Korea, mostly by duty reduction and elimination, according to the industry. In 2010, U.S. poultry product exports to Korea totaled \$101 million. With KORUS FTA approval, U.S. poultry meat exports to Korea could rise to more than \$150 million or 125,000 tons annually, with annual egg exports tripling to \$12 million. Over the first 10 years of the agreement, this is expected to generate \$720 million in exports.

The U.S.-Colombia FTA will cut duties, eliminate variable duties and would give the U.S. a 27,040-metric-ton tariff rate quota at zero duty with 4% annual growth for chicken leg quarters. U.S. exports to Colombia are expected to rise from \$22 million of poultry and products to \$42 million by 2015. As duties come down over the FTA's implementation period, annual exports are expected to exceed 180,000 metric tons by 2020, which is worth \$135 million. Over 10 years, the U.S.-Colombia FTA is expected to generate \$660 million in new U.S. exports.

The U.S.-Panama FTA will eliminate duties on some poultry products within five years and establishes a preferential duty-free tariff rate quota for chicken leg quarters that starts at 660 tons and grows each year by a 10% compound rate. Trade to this market is expected to grow steadily from \$19 million in 2010 to \$32.6 million by 2020 — for a total of \$70 million in new trade over the next decade.

## USPOULTRY approves grants for poultry, egg research

The U.S. Poultry & Egg Association and the USPOULTRY Foundation have approved a total of \$271,839 for seven new research grants at six institutions. Each organization will share similar amounts for the funding.

The research funding was approved by the boards of directors of both organizations, based on recommendations from the Foundation Research Advisory Committee. The latest research grants include:

“Development of Best Practices for Shell Egg Disinfection Based on Efficacy, Egg Quality and Economics;” Texas A&M University

“Using Adult Flies as Autodissemination Vehicles to Deliver Larval Fly Control Agents;” USDA-ARS

“Heterosubtypic Protection against Infectious Bronchitis Virus;” Auburn University

“Live Performance, Carcass Yield, and Breast Meat Discoloration of Broiler Chick-

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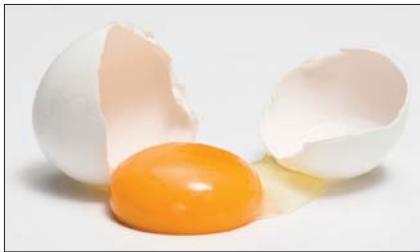
ens Fed Diets Supplemented with Different Levels of Zinc, Copper, and Iron;” North Carolina State University

“Electroencephalographic Assessment of Stunning Effectiveness in Broiler Chickens;” Auburn University

“Impact of Incandescent, CFL, Cold Cathode (CCFL), and LED Lamps on Bird Health;” University of Delaware

“Carbon Footprint Assessment and Calculation Tool Development for the Poultry Industry;” University of Georgia

## US shell eggs broken up 3% over 2010



U.S. shell eggs broken totaled 182 million dozen during August 2011, up 3% from August 2010 and 1% above the 180 million bro-

ken in July, according to the U.S. Department of Agriculture.

During the calendar year 2011 through August, shell eggs broken totaled 1.39 billion dozen, up 2% from the comparable period in 2010. To date, cumulative total edible product from eggs broken in 2011 was 1.8 billion pounds, up 2% from 2010. Of that total, 1.09 billion pounds were whole eggs, 468.3 million pounds were egg whites and 239 million pounds were egg yolks.

For more information on egg prices and production, see [www.wattagnet.com/market-data.html](http://www.wattagnet.com/market-data.html).

## US chicken egg production down in September

U.S. egg production totaled 7.51 billion during September 2011, down slightly from 2010 numbers, according to the U.S. Department of Agriculture.

Production included 6.49 billion table eggs and 1.02 billion hatching eggs, of which 952 million were broiler-type and 68 million were egg-type. The total number of layers during September 2011 averaged 336 million, down

1% from 2010. September egg production per 100 layers was 2,236 eggs, up 1% from September 2010.

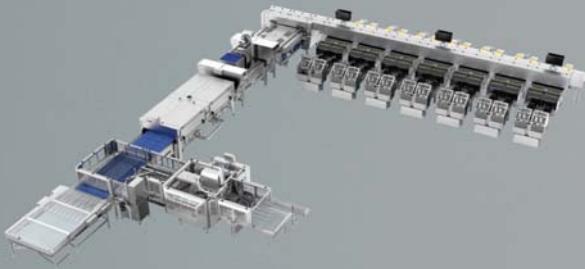
All layers in the U.S. on October 1 totaled 335 million, down slightly from 2010. The 335 million layers consisted of 281 million layers producing table or market type eggs, 51.2 million layers producing broiler-type hatching eggs and 2.95 million layers producing egg-type hatching eggs. Rate of lay per day on October 1 averaged 74.6 eggs per 100 layers, up 1% from the same time in 2010.

## 2012 IPE to feature ‘Future of American Egg Industry’ conference

The 2012 International Poultry Expo will feature a conference titled, “Charting the Course: An Executive Conference on the Future of the American Egg Industry,” as a key component of its educational programs.

The conference will be held in conjunction with the Charting the Course: Future of the American Poultry Industry program and will analyze current eco-

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# ➤ PRODUCT NEWS

conomic conditions, address global competitiveness and provide foresight into the American egg industry in the coming years. Jeff Simmons, president of Elanco, will conduct a presentation on making safe, affordable and abundant food a global reality. Jim Paulsen, chief investment strategist for Wells Capital Management, will address current and future economic conditions with an economic outlook presentation.

The second portion of the conference will include an egg breakout session which will comprise the following sessions: Global Competitiveness; Status of Current Production Systems Research, UEP/HSUS Agreement: What it means to the Industry?; and Enriched Colony Housing. **EI**

## Once Innovations AgriShift PLE LED lamp

Once Innovations' AgriShift PLE LED lamp is a dim-to-red LED poultry lamp designed for breeders and layers. The Agrishift PLE lamp is designed to dim smoothly from 100% to 2%, and can mimic the sunset and sunrise by shifting the color spectrum to all red at low output levels, according to the company. The company estimates that the lamp uses 11 watts of energy to provide approximately 700 lumen adjusted to domestic fowl spectral sensitivity. The lamp is available in an E26/27 screw-in base, hard-wire connection and conduit connection.

[www.onceinnovations.com](http://www.onceinnovations.com)

## Stonhard Stongard

Stongard from Stonhard is a product line that consists of waterproofing and decking membrane products formulated to address moisture issues in mechanical equipment rooms and indoor spaces. Stongard MR protects mechanical equipment rooms and indoor spaces that cannot tolerate moisture. Stongard MD is also a waterproofing solution, but adds a focus on style to meet specific design expectations, the company says. Stongard MX includes a fiberglass reinforcement, where specified, to satisfy spaces requiring positive side moisture protection. All are abrasion, crack and slip resistant, according to Stonhard.

[www.stonhard.com](http://www.stonhard.com)

# ➤ MARKETPLACE

Ad sizes start at one column by one inch and can be any size up to six column inches. Logos and photographs are acceptable. Add color for an additional \$30 per color per insertion. The rate for EGG INDUSTRY is \$130 per inch per insertion (1-time rate), \$120 per inch per insertion (6-time rate), and \$110 per inch per insertion (12-time rate). The production charge is included except for ads with excessive make-up demands.

### For more information

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Eggs Above Standard	13	25
Eggs Laid Per Hen	253	373
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