

Egg Industry

115th ANNIVERSARY

News for the Egg Industry Worldwide

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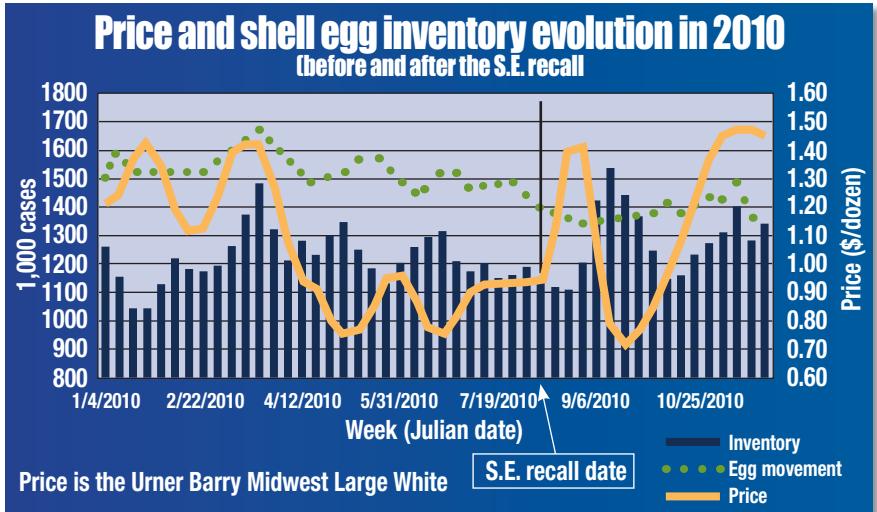
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Feed conversion efficiency and hen day egg production were significantly improved by supplementation with MOS

Mannan oligosaccharide dietary supplement for laying hens



Generic shell eggs from 165 million hens lost over \$100 million in the 6 weeks following the announcement of the recall.

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Vaccination against pasteurellosis indicated for some floor-housed flocks

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2010 Egg Industry Survey: Flock size to hold steady

National flock projected to remain at 290 million through 2011

By Simon M. Shane

Egg Industry conducts an annual opinion survey to assess the level of confidence among producers and to discern short-term future trends. These are influenced by regulatory, cost and market factors which will affect profitability in the coming

year. The 2011 survey represented a cross section of production volumes, shell egg and breaking operations and geographic spread. The responses provided have been analyzed and interpreted to establish a sense of where we as an industry are headed.

TOP COMPANY RANKINGS (LAYERS IN PRODUCTION 12/31/2010)

Company	2010 Layers in production	Company	2010 Layers in production
Cal-Maine Foods	29,000,000	UEMC (Dixie Egg/Foodonics)	2,100,000
Rose Acre Farms	21,000,000	Gemperle Enterprises	2,000,000
DeCoster Egg Farms & Affiliates	13,000,000*	RW Sauder	2,000,000
Moark LLC	12,500,000	Willamette Egg Farms	2,000,000
Hillandale Farms of PA	12,000,000	Kreher Farms	1,900,000
Michael Foods	12,000,000	Demler Enterprises	1,800,000
Rembrandt Enterprises	12,000,000	Sunrise Acres	1,700,000
Sparboe Summit Farms	12,000,000	J.S. West	1,700,000
Daybreak Foods	10,800,000	Berne Highway Hatchery	1,500,000
Center Fresh Egg Group	7,200,000	Konos Inc.	1,500,000
Fremont Farms of IA	6,000,000	Pilgrim's Pride Corp.	1,500,000
Midwest Poultry Services	5,500,000	Hemmelgarn & Sons	1,500,000
Herbruck's Poultry Ranch	5,200,000	Dakota Layers Coop	1,500,000
ISE America	5,000,000	L & R Farms	1,300,000
Fort Recovery Equity	4,500,000	Ritewood Egg Farm	1,300,000
Hickman's Egg Ranch	4,400,000	Wilcox Farms	1,200,000
Esbenshade Farms	4,000,000	Country Charm Eggs	1,100,000
Kreider Poultry Farms	4,000,000	Morning Fresh Farms	1,100,000
Sunrise Farms Inc	4,000,000	Pearl Valley Eggs	1,100,000
Weaver Brothers	4,000,000	Delta Egg Farms	1,100,000
Wabash Valley Produce	3,800,000	Pine Hill	1,100,000
Dutchland Farms	3,500,000	Cooper Farms	1,000,000
National Food	3,500,000	Rindler Poultry	1,000,000
Creighton Bros.	3,100,000	Sunrise Farms LLC	1,000,000
Mahard Egg Farms	3,000,000	Sioux County Egg Farms	1,000,000
Wengers	3,000,000	SKS Enterprises	800,000
Valley Fresh Foods	2,500,000	Egg Innovations	500,000
Hamilton Farm Bureau	2,300,000	Maxim Egg Farm	400,000
S & R Egg Farms	2,200,000	Nature Pure LLC	200,000
Braswell Foods	2,200,000	TOTAL	257,300,000
LaValle Egg Farms	2,200,000		

* Estimated range of 13,000,000 to 15,000,000 - Ownership of affiliates is not transparent.

Responses to the annual *Egg Industry* survey were constrained by ongoing concerns relating to litigation and the uncertainty resulting from the FDA Rule and the subsequent August recall. The numbers provided are a best estimate based on industry sources. We welcome submissions from producers to correct figures and to produce a more accurate roster of hen numbers.

2010 IN REVIEW

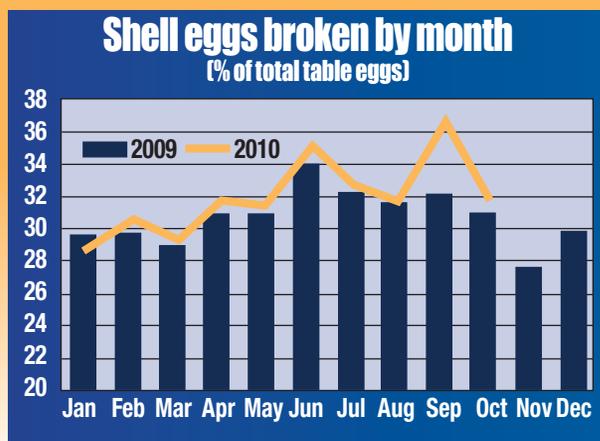
2010 in *Salmonella* Enteritidis outbreak and recall

Most producers would rather have passed over August and September of 2010. The dominant event was undoubtedly the double blow of the advent of the FDA Final Rule in July followed by the mid-August SE recall. The roller coaster fluctuation in prices as detailed in the monthly statistical reviews in Egg Industry documented the initial early September rise from approximately 90 cents per dozen to 145 cents as fear of shortages bid up the price. This was followed almost immediately by a precipitous drop to 75 cents as consumer resistance occurred as a result of inflammatory media reports stimulated by injudicious and premature releases by the FDA.

It is estimated that the industry segment producing generic shell eggs from 165 million hens lost over \$100 million in the 6 weeks following the announcement of the recall. Fortunately prices rose to forecast levels to attain between 140 and 150 cents per dozen by mid-November. This was attributed to the fact that incident cases of SE associated with the outbreak ceased following FDA sanctions on the index farm, positive publicity generated by the AEB and UEP, the short attention span of the media and their preoccupation with the election, economic issues and then disclosures by WikiLeaks. The fact that up to 4 million hens may have been depleted and the output of an additional 2 million hens was diverted to breaking obviously created a disequilibrium between supply and demand, notwithstanding the decline in consumption. Egg purchases should increase in coming months providing that there are no more SE recalls and with an improvement in the domestic economy although new pullets will be housed and molted flocks will be back in production.

Feed cost

The approximately 20% progressive increase in feed cost during 2010, which was largely overshadowed in significance by SE con-



Virtually all survey respondents anticipate an increase in the proportion of breaking. Courtesy Egg Industry Center

siderations, added 6 cents per dozen to production cost. The diversion of corn to ethanol, foreign demand for commodities which put pressure on corn and soy in 2010 will continue in 2011 as ex-farm prices forecast by USDA suggest continuing high feed costs.

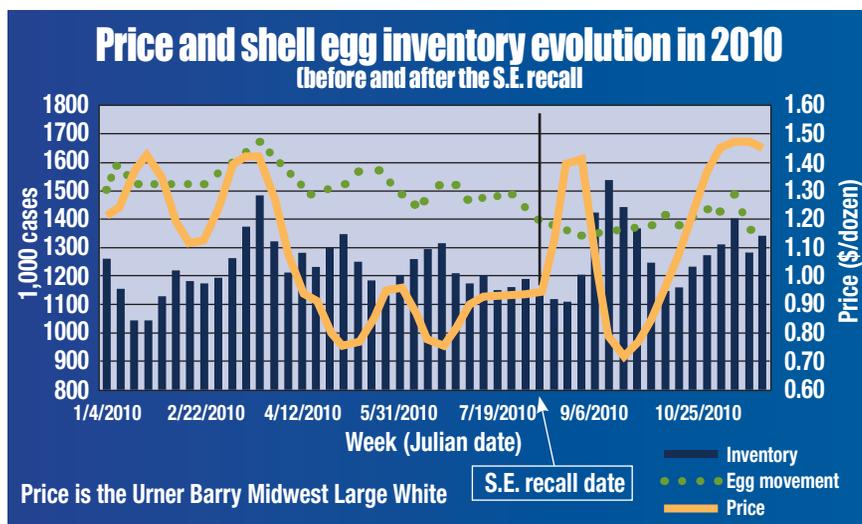
Antitrust allegations

The allegations of antitrust activities remain sub judice although one large producer has negotiated a settlement. The outcome of this issue may have profound implications of how the industry interacts through the UEP and producer cooperatives. It is hoped that the action will be resolved since ongoing legal expenses to defend the allegation are considerable.

THE 2010 INDUSTRY SURVEY

Projections of expansion by respondents overwhelmingly considered that the national flock would remain at 290 million through December 2011. The range of those forecasting changes extended from minus 3 million to plus 10 million suggesting consensus on the restraint in expansion. The survey was in large part completed before the effect of the FDA Final Rule was realized. It is possible that there will be a net decrease in total numbers of hens as individual flocks placed on infected complexes are diagnosed with SE at the first mandatory assay at 45 weeks of age.

Respondents were equally divided on where expansion will occur and whether additional hens would be housed by erecting new housing or re-caging high-rise units. A number of responses suggested that "enrichable cages" would be either considered or installed. It is noted that the American Humane Association will certify European-style "Enriched Cage Modules." Uncertainty by respondents is attributed to lack of direction concerning future welfare legislation and possible voter initiatives. Resolving the actual meaning of Proposi-



Generic shell eggs from 165 million hens lost over \$100 million in the 6 weeks following the announcement of the recall. Courtesy Egg Industry Center

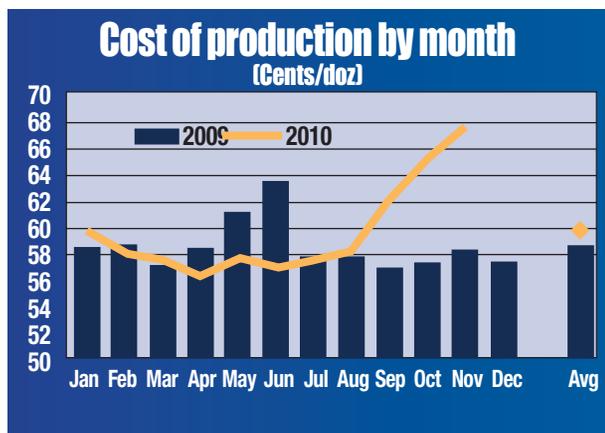


tion 2 would be beneficial to the industry as decisions must be made as to the location of complexes and the type of housing required.

Only limited expansion of non-confined housing was contemplated by respondents. Those companies intending to use other than conventional cages favored aviary systems presumably due to high floor stocking density and the relatively lower capital cost per hen housed compared to conventional slat and litter systems.

The adoption of vaccination against SE was a universal response. Virtually all producers now administer 2 to 3 doses of live mutant vaccine to young pullets followed by an inactivated emulsion prior to transfer to laying houses.

Respondents were divided on the effect of the FDA Final Rule and the August recall on future consumption. Most considered that there would not be a long-term decline although some larger producers were of the opinion that there would be a lasting effect, especially on generic sales. Virtually all respondents anticipate an increase in the proportion of breaking. This may be due to in part to increased food service demand and inevitable diversion from SE positive flocks during the coming year.



The approximately 20% progressive increase in feed cost during 2010, which added 6 cents per dozen to production cost, ranked high in survey respondents' concerns. Courtesy Egg Industry Center

“Hot-button” issues were scored by respondents on a scale of 0 to 5 with zero as inconsequential increasing to a score of 5 representing extreme importance. The average values for the 10 factors were:

- Welfare restrictions.....3.9
- Environmental restraints3.0
- Feed cost4.6
- Fuel cost.....2.8
- Packaging cost.....2.8
- Flock health issues3.3
- Value of eggs to consumers3.6
- Federal and state regulations4.1
- Supply-demand considerations4.7
- GIPSA regulations2.2
- FDA Final Rule4.1

It is noted that respondents committed to breaking naturally were not concerned with either the cost of packaging or the FDA

final rule. Since most egg producers operate their own facilities, GIPSA regulations, currently in contention in the broiler industry, are not of concern to other than respondents using contract production. An average value of 11% was provided for the escalation in the cost of feed through 2011.

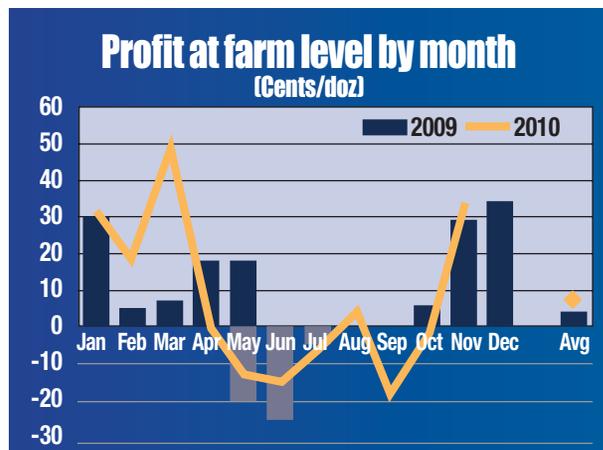
In considering the effect of welfare regulations and legislation on the location of facilities over the proximal five years the respondents scored alternatives on a scale of zero to ten with increasing impact as follows:

- Decreased egg production in California9.3
- Decreased egg production in Michigan5.6
- Decreased egg production in Ohio3.1
- Increased egg production in the Midwest.....3.1
- Increased egg production in the Southeast4.8
- Increased consolidation in the industry.....4.8
- Increase in non-confined systems4.3

The overwhelming response indicated an anticipated reduction in production from California, currently at 7% of U.S. volume.

Most respondents considered that the price for generic shell eggs would “remain the same” in 2011 with a few forecasting a decline. This is consistent with projections of limited expansion and restoration of consumer confidence after the recall. This will hold true if the incidence rate for egg-borne SE remains constant or declines and there is no further negative publicity. A constant price for shell eggs (accepting traditional seasonality) would result in decreased margins for 2011 since most respondents forecast an escalation in feed cost. The responses suggest either unchanged or increased prices for branded, cage-free and organic eggs in 2011, although it is noted that these categories represent only about 10% of U.S. shell egg production. Egg liquid and export markets were not expected to generate any additional unit revenue for the coming year.

Egg Industry thanks producers who responded to the survey. The greater the level of participation, the more valuable is the data derived and interpretations. Suggestions regarding the structure and topics for the 2011 survey are welcome.



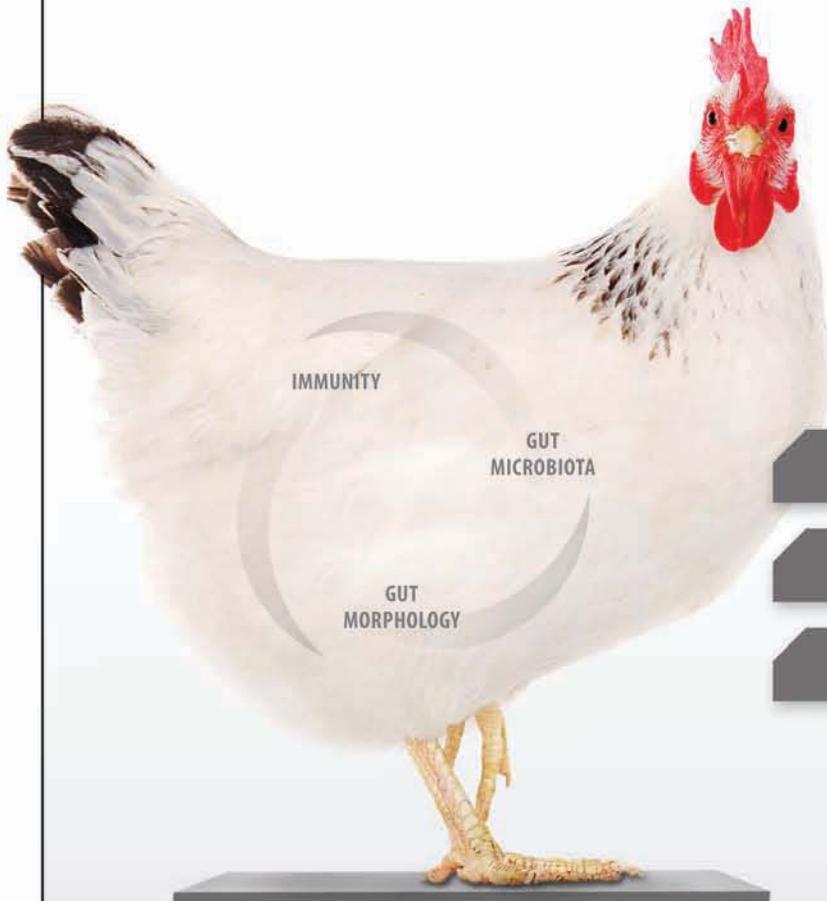
Egg purchases should increase in coming months providing that there are no more SE recalls and with an improvement in the domestic economy. Courtesy Egg Industry Center

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EDITORIAL

BY DR. SIMON M. SHANE

Industry to emerge stronger in 2011

We have witnessed a gratifying restoration in the UB price from early November onwards. There are a number of reasons for this welcome circumstance. These include a reduction in the frequency and intensity of press releases by the FDA. After all, they received their requests from Congress ("sort of") and there have been no further newsworthy outbreaks or recalls.

As noted in a recent press report, the public has a short memory. A few events such as the Wikileaks disclosures, political grandstanding and the odd murder or two soon dispel media interest.

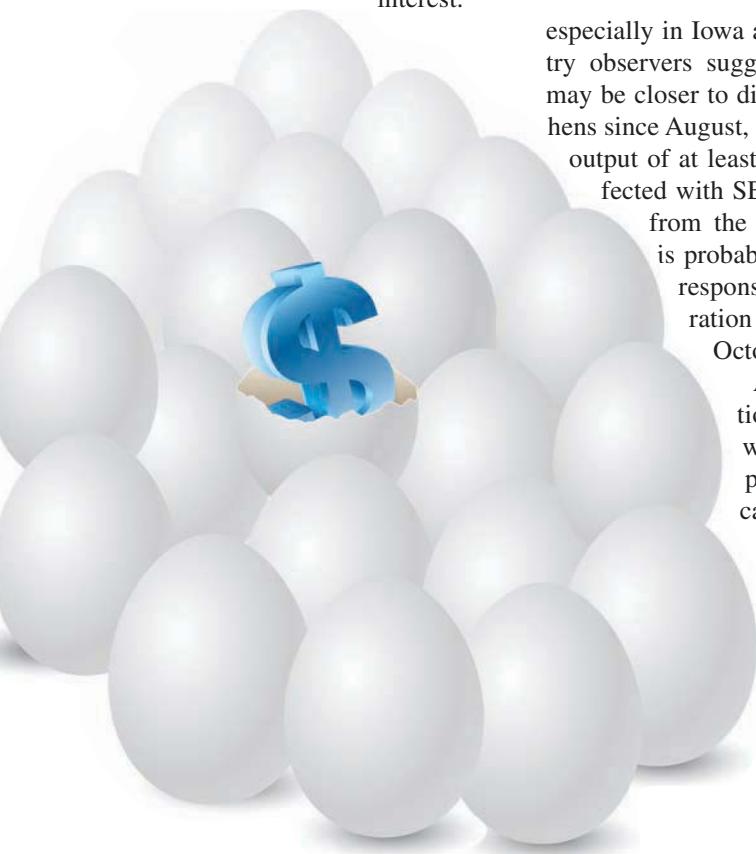
Price restoration

The roller coaster price fluctuations since mid-August are unprecedented and fortunately have attained projected levels for December albeit with losses of over \$150 million as a result of post-recall price reduction. Data in the review of industry statistics confirm that close to 3 million hens have been depleted, especially in Iowa and Indiana. Industry observers suggest that the figure may be closer to disposal of 4 million hens since August, and in addition, the output of at least 2 million hens infected with SE has been diverted from the shell market. This is probably the major factor responsible for the restoration in price since late October.



Simon M. Shane

Actual consumption of generic eggs was severely impacted by the recall and has not yet recovered to predicted seasonal levels. The rise in price has more to do with disequilibrium in supply and demand rather than positive



Egg Industry

www.WATTAgNet.com

CORPORATE HEADQUARTERS

WATT

303 N. Main St., Ste. 500
Rockford, Illinois 61101-1018 USA
Tel: +1 815 966 5400; Fax: +1 815 968 0941

V.P./Publisher:

Steve Akins, sakins@wattnet.net

Tel: +1 919 387 7961; Fax: +1 815 968 0941

V.P./Director of Content:

Bruce Plantz, bplantz@wattnet.net

EDITOR

Editor: Simon M Shane

sshane@wattnet.net Tel: +1 919 806 8695

Managing Editor: Andrea Saladino

COPY DESK TEAM

Managing Content Editor: Ken Jennison

Community Manager/

SEO Editor: Kathleen McLaughlin

Senior Content Editor: Tara Leitner

Associate Editor: Lindsay Beaton

Associate Editor: Kayla Kling

ART/PRODUCTION TEAM

Senior Art Director: Tess Stukenberg

Production Director: Bill Spranger

bspranger@wattnet.net Tel: +1 815 966 5428

Advertising Production

Coordinator: Connie Miller

SALES TEAM

USA/Canada

Pam Ballard, pballard@wattnet.net

Tel: +1 815 966 5576; Fax: +1 815 968 0941

Ginny Stadel, gstadel@wattnet.net

Tel: +1 815 966 5591; Fax: +1 815 968 0941

International

Frans Willem van Beeman,

beemenfw@xs4all.nl, Tel: +31 344 653 442

Fax: +31 344 653 261

Michael van den Dries,

driesmvd@xs4all.nl, Tel: +31 79 323 0782

Fax: +31 79 323 0783

Tineke van Spanje, tvanspanje@wattnet.net

Tel: +31 495 526 155; Fax: +31 495 525 126

Southeast Asia

Dingding Li, dingdingli@vip.163.com

Tel: +86 21 541 36853, Fax: +86 21 541 33676

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publicity. It is however acknowledged that the efforts of the AEB and the UEP with regard to press statements were ultimately beneficial especially in countering the self-serving, inflammatory and inappropriate premature press releases concerning the Iowa situation by the FDA.

In retrospect, it would have been better to have introduced a comprehensive and durable SE prevention program such as that mandated by a producer of a nationally distributed specialty branded range of eggs four years ago. It is inevitable that operations with endemic infection of their in-line com-

plexes attributed to cost-related neglect of biosecurity, rodent suppression and vaccination would have fallen victim to the FDA Final Rule. By following a “don’t look until it’s too late to have to do anything” program, some producers will now have to face the reality of dealing with repetitive SE environmental positive findings as each of their flocks attains 45 weeks.

If and when the FDA adopt or mandate the sensitive PCR assay, especially for egg pools, the impact on these units will be even more pronounced. The low sensitivity of environmental swabbing coupled with inherent operator bias in the BAM procedure will continue to generate false negative assays.

Looking forward

Hopefully aggressive vaccination and maintaining a cold chain together with appropriate handling and preparation of eggs, especially at the institutional level, will confine the incidence rate of SE outbreaks in consumers despite the fact that SE is more prevalent in high-rise, in-line units than we would wish. The U.S. industry will hopefully emerge from this setback as a stronger commodity group provided that realism and good intentions prevail.

If the UEP and their membership fail to implement rapid and effective action to suppress and eventually eradicate SE, the results could be severe from regulatory and financial perspectives. It is hoped that the coming 2011 will see progress in resolution of the SE problem, restoration of consumer confidence and enhanced profitability. A favorable financial situation will encourage investment in upgraded structural and operational biosecurity and other preventive measures which will benefit all stakeholders.

Simon
sshane@wattnet.net

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Salmat International
PO Box 177
Raymond, OH 43067 USA
PH: (937) 358-2260
kim.horch@salmat.us

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Industry returning to improved profitability

Rise in UB price has offset recent escalation in feed costs

Maro Ibarburu, Program Manager for the Egg Industry Center located at Iowa State University, released the October-November statistical report on December 6, which was prepared in collaboration with Don Bell of the University of California at Riverside.

It is evident that the industry is returning to improved profitability as the rise in Umer Barry price has offset recent escalation in feed costs. The volume of shell eggs reaching the market has been restrained by premature depletion of flocks and diversion as a result of 45-week confirmation of infection with SE. The major trends over the past month are noted in the statistics extracted from the EIC monthly report.

Table 1 highlights the comparisons in egg price, flock size and production cost between August, reflecting the pre-SE period, and November, which hopefully denotes long-term

TABLE 1. RESTORATION OF PRODUCTION AND MARKET EQUILIBRIUM AFTER THE AUGUST SE RECALL

Parameter	August	November	Difference August to November
U.S. Flock over 30,000 hens (millions)	277.2	274.5	-2.7 (-0.97%)
6-Region production cost (c/doz)	58.2	67.7	+9.5 (+16.3%)
6-Region producer price (c/doz)	70.0	100.2	+30.2 (+43.1%)
6-Region U.Cal. margin (c/doz)	11.8	32.5	+ 20.7 (+175%)
Retail price, Dept Commerce (c/doz)	151.9	145.6	-6.3 (-4.1%)
Eggs broken (% production)	31.8	32.0	+0.2 (+0.6%)
6-Region molt (% National flock)	24.2	21.2	-3.0 (-12.4%)

The effects of the SE recall extended from late August through mid-October with a switchback trend in price showing a swing of 75 cents per dozen.

3.5% more than in October. The range in production cost among regions extended from 63.1 cents per dozen in the Midwest to 71.8 cents per dozen in California.

✓The margin represented by “income minus cost” for November attained 34.3 cents per dozen compared to only breakeven in October and a negative margin of 17.7 cents per dozen in September. The current more favorable situation is due to the 56% increase in UB price offsetting the 3.5% increase in production cost. For the first eleven months of 2010, the average margin attained 8.1 cents per dozen.

✓In evaluating the breakeven margin for November it was noted that feed cost was 43.4 cents per dozen, with pullet depreciation at 9.6 cents per dozen and other fixed and variable costs amounting to 14.7 cents per dozen, applying the standard EIC cost factors. These values other than the feed and pullet categories remained unchanged through the first ten months of 2010.

✓Producers attained a farm profit of 34.3 cents per hen housed based on November costs and revenue, compared to a breakeven situation in October and a loss of -32.7 cents

per bird in September. This month demonstrated the greatest impact from the recall. The cumulative eleven-month contribution per hen now stands at 166.9 cents.

✓The UB simple average producer price for six U.S. regions, assuming 80% large grade eggs, was 100.2 cents per dozen for November compared to 61.6 cents per dozen in October 2010. The eleven-month cumulative simple average UB price was 67.8 cents per dozen. The range over the six reported regions was 99.0 cents per dozen for the Midwest to 103.2 cents per dozen for the South Central Region.

✓The USDA-AMS determined an ex farm price of 109.3 cents per dozen for November compared to 66.10 cents per dozen in October. Corresponding warehouse/distribution center and store delivery prices were 124.8 cents per dozen and 130.3 cents per dozen respectively. The farm-to-store spread was 20.95 cents per dozen, which was appreciably higher than the value of 16.95 cents per dozen in October.

✓In reviewing retail prices for table eggs, the Bureau of Labor Statistics and the Department of Commerce estimated an October average of 145.6 cents per dozen, 17.0% lower than the October 2010 value of 175.3 cents per dozen. The simple average retail

Compare this outlook to September-October statistics. www.WATTAgNet.com/19005.html

recovery. The effects of the SE recall extended from late August through mid-October with a switchback trend in price showing a swing of 75 cents per dozen.

The current report as distributed by the EIC is summarized for readers of *Egg Industry*. It is emphasized that data generated using models that are appropriate in times of relative stability lose predictive accuracy during short-term market turmoil.

✓The U.S. estimated (6-Region) cost of production for November 2010 was 67.7 cents per dozen ex farm, 2.3 cents per dozen or



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Industry returning to improved profitability

egg price for the first ten months of 2010 was 164.5 cents per dozen.

- ✓The Large-to-Medium grade white egg price spread over six regions was 36.1 cents per dozen in November compared to 20.2 cents per dozen in October with an average spread of 21.2 cents per dozen during the first 11 months of 2010. Regional spreads ranged from 34.7 cents per dozen in both the North West and Midwest to 38.8 cents per dozen in the South Central Region. The average spread for the six regions widened by 78.7% compared to values for October.

Producers attained a farm profit of 34.3 cents per hen housed based on November costs and revenue

- ✓During November 2010, layer feed averaged \$251.00 per ton, which is 18.1% higher than the eleven-month average of \$213.00 per ton based on six regions. During November, the price range among regions was \$228.80 per ton in the Midwest rising to \$272.00 per ton in California. The differential of \$44.00 per ton is equivalent to approximately 76.7 cents per dozen applying realistic industry production parameters.
- ✓During the first eleven months of 2010, the volume of commercial-egg strain eggs in incubators has remained almost constant at an average of 38.85 million (compared with 36.35 in 2009) with a range of 33.4 million in August to 42.9 million in April.
- ✓Straight-run hatch for October attained 41.3 million with an average for the first nine months of 2010 at 41.39 million.
- ✓Projections for pullets to be housed in future months based on the five months-previous hatch and incorporating a 5% mortality factor includes a range in the increase in placements from 15.75 million pullets in April to 21.44 million pullets in September 2010. The 12-month average of 18.21 million pullets per month for 2010 is 5.5% greater (1.0 million pullets) than the 12-month average of 17.26 million per month for 2009. The 2006 to 2010 monthly average was 16.30 million pullets placed each month. March 2011 placement will be 18.62 million, 0.6% higher than the 3-month average of 17.8 million for the first quarter of 2011 and a value of 17.2 million for the corresponding quarter in 2010.
- ✓For October 2010, the USDA-NASS estimated the national flock at 279.0 million hens, which is 1.8 less than in September 2010. Applying the University of California model based on USDA-NASS data for chickens and eggs, it is estimated that the December 2010 flock will attain 281.8 million hens.
- ✓The University of California estimated the national flock at 278.9 million for November, down 4.1 million (1.5%) from September 2010. This decline is attributed to depletion of SE positive flocks with insufficient time to increase replacements although extensive retention of SE-negative flocks is evident.
- ✓As at the end of October 2010, 21.2% of the national flock was over 72 weeks of age. With the exception of March 2010, which was an aberration at 26.0%, the seasonal pattern of a decline in molted flocks from January through April appears to be holding although this may be affected by depletion of SE positive flocks. For the entire year of 2009, an average of 24.7% of the national flock had been molted compared to 31.7% in 2008.
- ✓During October 2010 USDA-FSIS data indicated that 5.0 million hens were processed compared to a ten-month average of 5.8 million hens. The FSIS value does not take into account any depleted flocks which are buried, rendered or shipped to Canada.
- ✓Six regions reported a simple average of 24.5% molted hens in November, down 5% from October 2010. The actual proportion of molted hens in the U.S. varies widely, from 10.2% in the North East to 33.5% in California. The eleven-month average of 31.5% molted hens in the U.S. flock and differences among regions reflect production costs, revenue for eggs and realization value for spent hens.
- ✓According to projections developed by the University of California, the most recent estimate of the National table-egg flock for October 2010 is 278.9 million hens. This number is expected to increase steadily to 281.6 million in December 2010, rising to 282 million by mid-year 2011 and 291 million by the end of the year. Given current surveillance programs as mandated by the FDA,

national flock size could be trimmed further by depletion following evidence of SE infection or if consumer demand is depressed following additional recalls. Compensatory increases in flock size by retention of known SE-negative flocks may occur in regions or for specialty product subject to available capacity including re-caging. Although UB prices during mid-November through early December reverted to pre-recall projections, a depression in price would be expected following any additional identification of SE. A decline in consumption consequential to adverse publicity would inevitably result in a decrease in hen numbers since flocks will be depleted at a rate faster than projected.

- ✓The University of California projected an UB Large Midwest price of 142.4 cents/dozen for November that was exceeded with an actual value of 144.1 cents per dozen as a result of decreased availability of shell eggs due to depletion and diversion. The latest projection for December is 142.9 cents per dozen, contingent on current trends in flock depletion and consumer demand. It is reiterated that each 10 cent per dozen difference between forecast and actual UB price is equivalent to \$30 million per month over 165 million hens producing generic eggs. The prospect for a rise depends on there being no further substantial recalls, reinforced by positive media reports confirming that the problem of SE is contained and is not a general reflection on the industry and the safety of our product.
- ✓In October the top six egg-producing states with 157.7 million hens (159.3 million in September) represented 57.5% of the total of 274.5 million hens in flocks above 30,000 hens. In descending order these states are Iowa [18.9% of total], Ohio [10.1%], Indiana [8.1%], Pennsylvania [8.2%], California [7.0%] and Texas [5.0%]. States reporting to the USDA-NASS, represent 98.4% of all hens producing table eggs. It is evident that a disproportionate cull of SE-positive hens occurred in Iowa and Indiana since state totals have decreased by 2.5 million and 0.5 million respectively since August. The value for November confirms a reduction of 2.7 million hens since August although industry observers estimate a higher rate of depletion with estimates of up to 4 million hens.
- ✓The rate of lay for the first ten months of 2010 attained 76.1%. This is higher than in 2009 during which an average of 75.8% was recorded. Average rate of lay is a function of

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weighted flock age and is also influenced by climatic conditions.

✓During October 2010, 5,842 million cases of eggs were broken under Federal inspection, 11.2% lower than in September and virtually the same as in August 2010. During October, 32% of shell eggs produced were broken compared to 28.3% during

September. For the first ten months of 2010, egg breaking was up by 3.2% over the corresponding period in 2009. For the year to date, 32.0% of the 180.44 million cases produced were broken compared to 30.8% for the entire year of 2009. It is noted that on a year-to-year basis the proportion of eggs broken has shown a steady decline from the 2005 high of 35.1% to a projected value of 30% for 2010. Breaking

should remain at a high level until flocks affected with SE are depleted. Premature disposal of flocks is occurring as unit breaking revenue has declined precipitously for this class of eggs

✓The revised egg consumption value for 2010 is projected by the USDA-ERS to be 248.5 per capita, almost 0.3%, higher than the 247.7 eggs per capita recorded in 2009. Over the past seven years the highest per capita consumption of 257.8 eggs was recorded in 2006. Values for the third quarter of 2010, presently estimated at 62.2 eggs per capita were revised upward to 64.1 per capita but may have to be revised downward in

▶ *The cumulative export of egg products has been 29% higher in 2010 to date compared to the corresponding period in 2009*

response to the adverse publicity associated with the SE recall during mid to late August and carrying over to September. The efforts of the American Egg Board in mounting a positive campaign promoting egg consumption and a less aggressive media initiative by the FDA should contribute to projected value for the fourth quarter provided there are no additional recalls.

✓During September 2010, the USDA-FAS recorded exports of 263,000 cases of shell eggs contributing to a nine-month total of 1,729,000 cases representing 1.0% of U.S. production. Major importers during 2010 to date were Hong Kong/PRC at 44.1% and Canada taking 32.7% of shipments. Shell eggs represented 31.6% of total exports to date.

✓Combined exports of shell eggs and egg products expressed as “shell-egg equivalents” attained 5,141,900 cases for the first nine months of 2010, representing 3.18% of U.S. production. The cumulative export of egg products has been 29% higher in 2010 to date compared to the corresponding period in 2009. Major importers in 2010 have been Japan (23.7%), Germany (20.2%), Canada (11.9%) and Mexico (4.5%).

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Jeffrey D. Armstrong discusses poultry welfare

Anticipates a bright future for egg production in the U.S.

By Simon M. Shane

Professor Jeffrey D. Armstrong serves as the Dean of the College of Agriculture and Natural Resources at Michigan State University.



Jeffrey D. Armstrong, Professor and Dean of the College of Agriculture and Natural Resources at Michigan State University

Dr. Armstrong received his BS degree from Murray State University in 1981 and his graduate degrees comprising an MS 1984 and a Ph.D. in 1996 from North Carolina State University. His initial involvement was in re-

productive physiology and he became interested in aspects of animal welfare, social responsibility and sustainability during his tenure at NC State.

He transferred to Purdue University where he served as head of the Department of Animal Sciences in 1997 and was appointed to his present position at MSU in 2001. Dr. Armstrong is chair of the Scientific Welfare Advisory Com-

mittee of the United Egg Producers and is a member of welfare advisory panels operated by multinational chain restaurants. He is the past president of the American Society of Animal Science.

Recently, Egg Industry had the opportunity to discuss current industry topics with Dr. Armstrong.

EI: Please indicate how you became interested in welfare issues?

JDA: Animal welfare and social responsibility became issues in North Carolina during the time that I worked with the hog industry. In 1997 when I joined Perdue as Head of the Animal Science Department, the USDA-ARS livestock unit was located at the university and it was natural for me to cooperate with this talented group of people. Indiana is a large egg producing state and I was introduced to the emerging issues of flock welfare at this time.

EI: How have you translated your research interests into practical contributions?

JDA: There is an obvious need for scientific evaluation of available knowledge and literature to provide counsel to the industry. During the late 90s the American Egg Board and the United Egg Producers (UEP) were aware of the trends in welfare emerging in Europe and their possible effect on the U.S. industry. In 1998 I was asked to form a committee of scientist to evaluate current knowledge and to provide advice including a review of existing guidelines. The committee was composed of scientists versed in welfare, physiology, ethics and other matters. Producer represent-

atives were involved but not included as voting members of the committee. Our mission is to provide scientific appraisal since it is not appropriate for the academic community to dictate to industry.

EI: How do you interact with breeding companies, egg producers and the allied industry on innovations?

JDA: The committee has worked closely with scientists affiliated to the major primary breeders who have access to both published and proprietary in-company research. Obviously our involvement with cage manufacturers is helpful and has facilitated interaction with design and production engineers involved with cages, floor systems, housing and ventilation. This has been especially the case with developing innovative cage systems such as colony and enriched cages and cage-free systems.

EI: How has the work of the Scientific Committee been structured?

JDA: Our committee meets at regular intervals and individual members have evaluated publications and reports from universities, U.S. and EU manufacturers especially in relation to alternative systems. We have attempted to determine how these systems affect production parameters including egg yield and livability. The egg industry has been the most proactive among all livestock groups in applying scientific principles to the development of welfare guidelines. Our recommendations which are based on science are forwarded to the Producer Committee of the UEP who are responsible for writ-

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committee of the United Egg Producers and is a member of welfare advisory panels operated by multinational chain

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Nick: “Here at S&R, we keep a very close eye on our processing information. After the installation of the new Moba, it took me a while to get used to a new concept in the grading of eggs. At first I was focusing on getting the numbers in line with my previous experiences, but then I started to appreciate the principle of the Moba Omnia when in the end some 1.5 to 2% more Grade A's were counted. The engineers who installed the machine, were tuning the performance during the startup phase with only one goal: Combining the highest possible output with the best possible egg quality. This made me think. For instance the number of rewash eggs was such an eye opener; adjusting the machine to a milder washing process with a slight increase of rewash eggs is in the end better than aiming for only clean eggs by making the washing process more aggressive, even for the clean eggs.”

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S&R does not only appreciate the concept of individual egg handling for creating the highest possible output, but also for its sanitary features.

Nick Schimpf: “In these days where food safety is a hot issue, it is good to know that literally all parts in a packer that



Nick J. Schimpf, General Manager of S&R: “Amazing that a different concept can result in 2% more Grade A's...”

come in contact with eggs can be easily clicked out and disinfected. Basically the whole packer consists of only a few elements made of industrial plastics. Washing these is easy and can be done while the machine is running by using an extra spare set. This is combined with a foamable and high pressure cleanable infeed. These features on the Moba machine are a big step forward.” After experiencing the Moba Omnia machine for 3 months, the management of S&R decided to invest in a second Omnia 500 grader for their operation. This grader will be installed in the spring of 2011.

For more information look at www.moba.nl.

ing guidelines. During our association I am not aware of any compromise of science in the guidelines issued although at times we have been criticized for being either too slow or too fast in our deliberations. Welfare is an actively developing field and it is necessary to carefully consider all aspects of published research especially with regard to application to the U.S. situation.

EI: How do you view trends in future housing and equipment technology?

JDA: Our future depends on the direction in which we are being pulled. We are heavily influenced by activities in the EU which will ban conventional cages

converted to fully enriched colony units at some stage in the future should this be required. Subsequent modification will be achieved with minimal disruption of ongoing production and minimizing investment. The future of facilities in the U.S. is not clear.

EI: How will the industry respond to welfare legislation in California and the Michigan agreement?

JDA: Interpretation of California Proposition 2 is a subject of debate. J.S. West, supported by members of the scientific community considers that the enriched system they have installed as a large-scale test unit complies with

there will have to be clarification of what Proposition 2 actually mandates or it should be supplanted by a more precise legislation. Delaying the decision will limit the options open to current and prospective producers. It is also clear from a scientific perspective that the enriched cage should meet the needs of the legislation passed in Michigan. A big question that remains is the space requirements for US strain birds housed in enriched cages. The EU guidelines of 116 square inches per bird is based on very few studies and using brown strains of hens.

EI: What progress has been made in evaluating alternative housing systems?

JDA: The 4 to 5 year study to be undertaken by the Coalition for a Sustainable Egg Supply will be conducted as a joint venture between MSU and UC Davis. The study will consider three systems each with 50,000 hens. These

▶ *“Our future depends on the direction in which we are being pulled.”*

by 2012. It is evident that some U.S. producers are hedging their bets by installing “enrichable” cages which can be

the requirements of Proposition 2. It is understood that other units are being considered for the State. Ultimately



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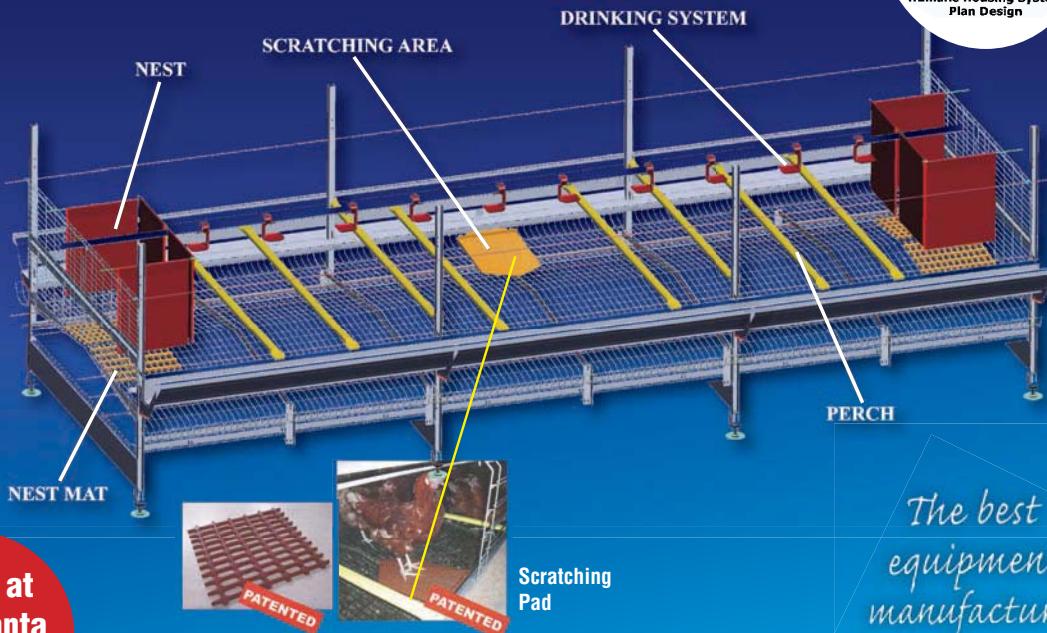
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will comprise enriched cages allowing 116 in², conventional cages with a floor allowance of 72 in² and an aviary. The enriched cage density is based on EU recommendations complying with brown-feathered strains. Michigan State University wishes to host the proposed \$2.7 million research unit to

EI: What is your long-term vision for the U.S. egg industry?

JDA: I believe that there is a bright future for egg production in the U.S. The inherent efficient conversion of ingredients into high quality protein will be critical to feeding upwards of 9 billion people by the middle of this

economic realities will have to prevail over emotion. While extensive systems provide a role, we cannot feed 9 plus billion people with fewer resources without intensive production. Additional research is needed to determine the pros and cons of different systems. We have to evaluate sustainability from a holistic perspective – food safety, animal welfare, carbon footprint, worker welfare, etc.

EI: Thank you, Professor Armstrong, for your considerable contribution to the development of our industry and training the next generation of scientists.

Dr. Jeff Armstrong was appointed to the position of President of California Polytechnic University subsequent to this interview. Egg Industry wishes him every success in this new challenge.

▶ “We will have to increase food production by 70% using currently available resources.”

evaluate alternative systems. Unfortunately we will not break ground until the funding is obtained. We have received initial contributions and commitments and we trust that the project will go forward. Advisors to the Coalition include the American Veterinary Medical Association, the USDA-ARS and the Environmental Defence Fund.

century. We will have to increase food production by 70% using currently available resources. This means that we have to maximize utilization of energy and water through the entire chain of production from ingredients to eggs. Obviously we can only feed our burgeoning populations using intensive agricultural systems. Practicality and

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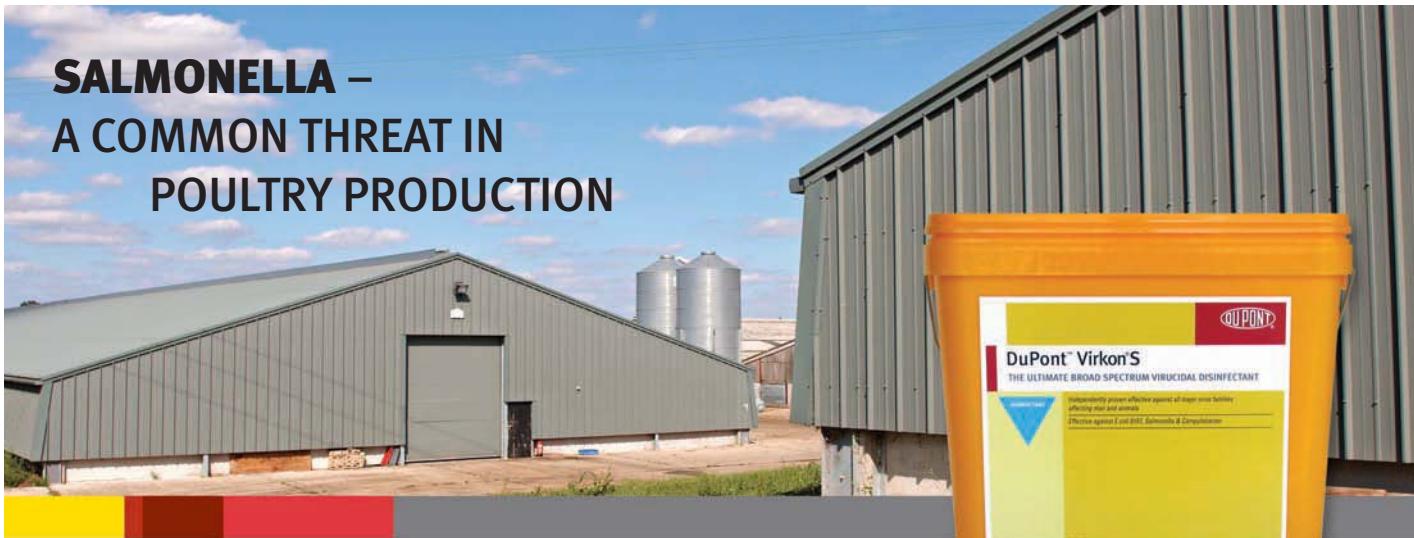
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Mannanligosaccharide dietary supplement for laying hens

Feed conversion efficiency and hen day egg production were significantly improved by supplementation with MOS

By Danny M. Hooge, Ph.D.

In view of the interest in non-antibiotic dietary supplements to enhance production and immune function, a meta-analysis was carried out on available reports on the benefits on mannanligosaccharide (MOS) for laying hens.



Danny M. Hooge, Ph.D.

Eight controlled feeding trials conducted from 2004 through 2006 were reviewed

from six nations comparing hens receiving diets supplemented with MOS (BioMos, Alltech Inc.) compared to non supplemented controls. One trial



Eight controlled feeding trials found supplementation with MOS at an average dietary inclusion of 0.1% (2 lbs per ton of diet) improved feed conversion efficiency and hen day egg production.

from Greece was conducted using non-confined hens on a wooden slat floor and the remaining seven trials were conducted in caged hens in the U.S., Turkey, Spain, Romania and Hungary.

The results of the trials which were

published in proceedings of national and international scientific meetings, abstracts and a peer reviewed journal were reviewed with respect to egg production, egg mass, feed conversion and livability. These parameters are all

CONTROLLED FEEDING TRIALS

Parameter	Control	MOS ²	% Difference	Number of Trials with a Numerical Improvement
Hen day egg production (%)	81.74 ^b	83.15 ^a	+1.72	7/8
Egg Mass lbs/doz	1.72	1.74	+1.16	4/7
lbs/case	51.60	52.20		
Feed Intake (lb/100/day) ³	26.8	26.6	-0.75	4/6
Feed Conversion (lbs/doz)	3.81 ^a	3.63 ^b	-4.70	6/6
Mortality (%)	5.87	2.60	-55.70	4/14

The beneficial effect on feed conversion efficiency was noted in all six trials; hen-day egg production was enhanced in seven out of eight trials.

SUMMARY OF RESULTS OF MOS COMPARISONS ^{a,b} Mean values with a common superscript are not significantly different (P<0.05) applying a paired t-Test ² MOS = mannanligosaccharide supplementation at 0.1% diet (2 lb/ton) ³ Brown-feathered hens in EU Trials

of financial significance. Differences between mean values reported by the authors were analyzed for significance using a paired t-Test.

Enhanced production

The results of trials are shown in the table below. Feed conversion efficiency and hen day egg production were significantly improved by supplementation with MOS at an average dietary inclusion of 0.1% (2 lbs per ton of diet). The beneficial effect on feed conversion efficiency was noted in all six trials where specific results were provided and hen-day egg production was enhanced in seven out of eight trials. Although there were numerical advantages with respect to egg mass, daily feed intake and livability, there were no significant differences between treatments which could be attributed to MOS.

The mode of action of MOS in enhancing production parameters of hens producing table eggs has not been defined but it is apparent that advantages maybe attributed to a combination of effects. These include:

- ✓MOS inhibits colonization of potentially pathogenic bacteria bearing Type-1 fimbriae thereby blocking adhesion to the receptor sites of enterocytes lining the intestinal tract.
- ✓MOS modifies the microflora of the distal intestinal tract production of ammonia is suppressed.
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creased villus height in relation to the depth of crypts.

Given the ever increasing cost of feed and the competitive situation in U.S. egg industry, feed supplements which provide positive benefits to cost ratios should be considered based on a known mode of action and supported by scientific data. **EI**



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Vaccination against pasteurellosis indicated for some floor-housed flocks

Administering vaccine to pullets becoming more common

By Simon M. Shane

Dr. Andy McRee of Lohmann Animal Health commented on protection of flocks against *Pasteurella* infection by vaccination. Long regarded as an essential measure in the broiler industry, it is becoming more common to administer *Pasteurella* vaccine to pullets reared on litter before transfer to a floor laying system.



Dr. Andy McRee of Lohmann Animal Health reviewed vaccination against pasteurellosis at the 2010 North Carolina Poultry Health Meeting in Raleigh, NC.

This is especially the case when producing brown shelled eggs in units previously used to house broiler breeders which may have become infected with *P. multocida*.

Dr. McRee recommends administration of an inactivated emulsion vaccine at approximately six weeks of age to establish a low level of circulating immunity of relatively short duration directed specifically against the subsequent dose of relatively virulent live attenuated CU strain vaccine. Subject to priming with the inactivated vaccine the live attenuated product can then be administered to pullets at approximately 12 weeks of age with minimal adverse reaction.

This two-phase vaccination program is different to the approach used for viral respiratory infections in which the first vaccine is usually a live attenuated agent to stimulate immunity. Thereafter protection is boosted with an inactivated oil emulsion vaccine. When protecting against pasteurellosis, the first inactivated vaccine establishes sufficient antibody response to prevent morbidity or even mortality when the



Vaccine is given to pullets reared on litter before transfer to a floor laying system.

CU strain is administered by wing web stab.

Providing flock protection

The need to employ good vaccination practices and to monitor “takes” at the point of administration of the wing web stab was stressed by Dr. McRee to ensure that the flock is effectively protected. The live CU strain vaccine will provide protection against all known strains of *Pasteurella multocida* in contrast to inactivated emulsion vaccines, either commercial or homologous, which are strain specific.

The program of vaccination should be accompanied by strict biosecurity and rodent control since rats and mice can serve as reservoirs of infection. It is also advisable to include an effective vaccine against *E. Coli* in the pullet vaccination program since septicemia can occur concurrently with pasteurellosis as a result of contaminated house. **EI**

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HSUS disclosures on egg production complex

Company confirms that it functions in accordance with the United Egg Producers' Animal Care Guidelines

Simon M. Shane

On November 17, the Humane Society of the United States (HSUS) released a video and commentary alleging abuse at a Cal-Maine egg production complex in Texas. The clandestine video was filmed by an HSUS investigator during October 2010. The allegations included: failure to promptly remove dead birds from cages, trapping of individual birds in cages by defects in wire and injury to the feet of some hens.

As an experienced poultry veterinarian, I am aware that it is possible in the best run and operated farms to encounter a dead bird in a cage even with routine daily collection. It is also possible to find localized areas in houses where atmospheric conditions may be less than optimal for a limited period.

Codes of conduct

Unfortunately, HSUS has the luxury of selectively editing videos and presenting their version of what may or may not be consistently present in the operation. The fact that HSUS investigators make false

▶ *SE infection is independent of housing system*

claims when completing pre-employment forms places in questions their veracity. Their independence and impartiality is obviously not as pronounced as their zealotry and commitment to a cause.

In response, the implicated company issued a press release on November 18 confirming that all their units function in accordance with the United Egg Producers' Animal Care Guidelines, which are based on recommendations from an independ-

ent scientific advisory committee. "The company operates in full compliance with existing environmental, health and safety laws and regulations and permits. Each employee involved in the care and handling of hens is required to review, sign and comply with company codes of conduct regarding the ethical treatment of hens."

Housing systems and SE

The disclosure by HSUS is in all probability timed to influence Senate deliberations on public health legislation. Consistently, the HSUS has incorrectly correlated cage housing with a high prevalence of SE infection. In their press release they incorrectly implicated the accused company in the recent SE recall. It is a matter of record that the suspect product was produced by other than the company implicated in the press release. They responded rapidly to information that the purchased eggs were potentially infected and a complete and effective recall was completed within a day with full transparency.

The HSUS cites scientific research as the basis for their allegations relating to the relationship between cage housing and SE. Many of the papers and non peer-reviewed reports forming the basis of their contention are defective. Nearly all are derived from Europe, are out of date or do not reflect the realities of protective vaccination, enhanced biosecurity and hygiene which are standards in the U.S. industry.

The prevalence of SE among the various housing systems currently used in the U.S. has not been subjected to a comprehensive structured survey. It is a matter of record

that tens of millions of hens in cages maintained at the current 67 in² have been free of SE infection for over 15 years. By the same token there are barn and free-range flocks infected with SE. Infection is independent of housing system despite the results of some flawed EU studies cited by HSUS which purport to show an association between intensive cage production and SE infection.

What we have learned from this latest episode is that HSUS is ever vigilant and ready to publicize alleged deviations from standard. It is however evident that they probably evaluate more operations than they can find fault, given the relevant infrequency and timing of their releases.

Greater care

If individual producers are deviating from accepted standards it would be advisable to rectify any deficiencies either in cages, procedures and management. The introduction of the FDA Final Rule prescribes minimum requirements with respect to biosecurity, rodent control and monitoring for SE. Some producers within our industry exceed these requirements and in addition have embarked on an aggressive program of vaccination to provide security.

It is difficult to identify investigators and agents of HSUS and kindred organizations and exclude them from farming enterprises. It is however suggested that greater care should be applied to vetting employees and obtaining written assurances that they are not connected to animal rights organizations or the media before employment. By the same token, producers should ensure that there are no practices or conditions which are below the accepted standards of housing and management. **EI**



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Pursuing SE cases proves difficult

Lawyers are negotiating settlements with insurance companies for the two implicated farms

Simon M. Shane

Lawyers representing consumers alleging SE infection as a result of consuming products derived from Wright County Eggs and affiliates are having a difficult time in pursuing their cases. The significant issue relates to proving that infection was in fact derived from the farms alleged to be the source of SE.

It is noted that in a “normal” year ap-

proximately 5,000 cases of SE are reported to the CDC of which 64% are attributed to consumption of eggs. The majority of patients investigated with confirmed SE in the July-August outbreak yielded isolates with the pulse field gel electrophoresis pattern JEGX01.0004.

Read the CDC report on the SE recall at www.wattagnet.com/18812.html

Commonality of PFGE patterns among isolates obtained from the suspect farm and from consumers is not definitive. DNA sequencing, now in progress, must be used to differentiate outbreak-related cases from sporadic cases and to specifically determine the source of infection.

Negotiating settlements

Attorneys in Seattle, Houston, Chicago and Minneapolis have filed cases relating to Wright County Egg and Hillandale Farms of Iowa. Fortunately, there have been no mortalities and most cases have responded without hospitalization using supportive therapy or in some cases antibiotics. A few incidents of immunosuppressed persons were those with predisposing intestinal conditions have been more severely affected.

Since the magnitude of claims is relatively low and determining cause and effect has been difficult, lawyers are negotiating settlements with insurance companies carrying the liability coverage for the two implicated farms to obtain nominal settlements with minimal expenditure on expertise, analysis and to avoid long and expensive trials. Thus far, only one attorney has filed in a Federal court seeking class-action status for consumers.

According to an informed observer, this process may extend over many years. **EI**

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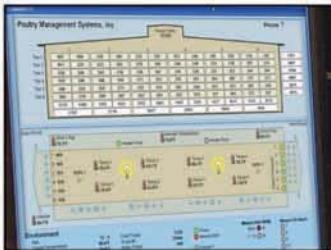
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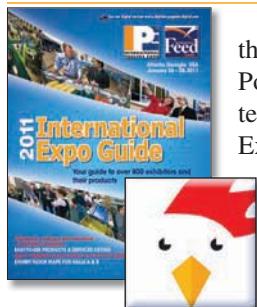
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and iPad. IPE/IFE, the world's premier show for the poultry and feed industries, will take place in Atlanta January 26-28, 2011.

The guide includes full information on the show, a complete list of exhibitors, a listing of exhibitors by product category, show floor maps, seminar schedules and hundreds of listings of what specific exhibitors will be displaying at the event.

The guide can be viewed on computers and digital-enabled smart phones at www.digitalexpo.com, and the iPhone/iPad app can be downloaded by searching for IPE Guide at the Apple App Store.

U.S. Poultry & Egg Association opposes proposed GIPSA rule

The U.S. Poultry & Egg Association in cooperation with the National Chicken Council filed comments with the U.S. Department of Agriculture to oppose proposed regulations to be imposed by the USDA Grain Inspection, Packers and Stockyards Administration (GIPSA). According to the submission by John Starkey, President of the U.S. Poultry & Egg Association, and George Watts, President of the National Chicken Council "GIPSA fails to provide an adequate justification for imposing such sweeping and detrimental changes to the poultry industry and does not explain corresponding benefits to counterbalance hundreds of millions of dollars of detrimental effects this proposal will have on the U.S. economy."

US Senate approves FDA Food Safety Modernization Act



The U.S. Senate has approved the Food & Drug Administration (FDA) Food Safety Modernization Act (S.510), by a vote of 73 to 25.

A different version of the bill was passed by the House in July of 2009, but was not picked up by the Senate until the middle of this year. The bill addresses three main issues:

- 1.Improving the capacity to prevent food safety problems,
- 2.Improving the capacity to detect and respond to problems and
- 3.Improving the safety of imported food.

Miscellaneous provisions address food safety funding, whistleblower protections, jurisdiction and compliance.

More specifically, the Act calls for better preventative control measures by manufacturers, more frequent facility inspections and greater FDA authority over recalls. "We are one step closer to having critically important new tools to protect our nation's food supply and keep consumers safe," said President Barack Obama.

S.510 is the first significant change proposed to the federal food safety regulatory system in over 70 years. The House and Senate must both agree on a version of the bill before President Obama can sign it into law.

Intervet opens filling/freeze-drying unit at Boxmeer Biosciences Center

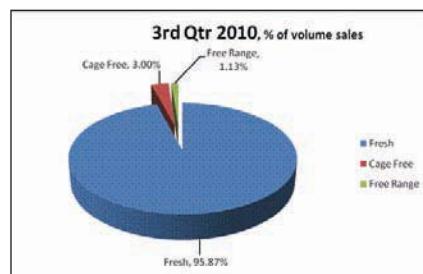
Intervet/Schering-Plough Animal Health has opened a specialized filling

and dry-freezing unit at its Biosciences Center in Boxmeer, the Netherlands.

The extension of the existing department began in September 2008 and cost a total of \$18 million to complete. "With this significant investment into the new unit here in Boxmeer we ensure the high standards and efficient manufacturing process at this important facility in our manufacturing network and enable the people who work here to continue contributing to the success of our growing vaccine business," said Senior Vice President Malte Greune.

The new filling line can accommodate speeds up to 24,000 glass vials per hour, while the freeze-dryer can process 136,000 vials per batch.

IRI report: majority of Americans purchase traditional eggs



Source: United Egg Producers

A recently released Information Resources Inc. (IRI) report reveals that the overwhelming majority of American consumers continue to buy traditionally produced eggs.

According to the report, Americans purchase 19.8 billion (96%) traditional eggs annually. In comparison, 619 million (3%) eggs purchased are cage-free and 227 million (1%) are organic free range. Perhaps as a result of these numbers, cage-free and organic eggs have dropped in retail price, with cage-free coming in at \$2.50 per dozen (down 14% from a year ago) and organic free range decreasing to \$2.64 per dozen (33% less than a year ago). In contrast, traditional egg retail prices are up 8% to \$1.02 per dozen.

According to the International Egg

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Commission, 85% of eggs are produced in traditional cages.

Crystal Farms introduces scrambled egg patty



Crystal Farms, a subsidiary of Michael Foods Inc., has introduced a scrambled egg patty that is fully cooked and presented in a resalable pouch pack comprising nine 1.5 oz. patties.

“We are proud to introduce our new Scrambled Egg Patties as yet another example of how we are helping consumers

start their day,” said Rebecca Manges, marketing manager for Crystal Farms.

Crystal Farms has also added new ingredients to the line of Chef’s Omelet® frozen breakfasts, including Western Style, Ham and Cheddar Cheese and Three Cheese varieties.

CTB announces the passing of Howard S. Brembeck

Howard Brembeck, the founder of Chore-Time in 1952, died on Sunday, December 5, 2010.

A sister company, Brock was established in 1957 to manufacture silos for feed and grain storage. In 1976 Chore-Time and Brock were joined as CTB establishing a substantial domestic and international market for feed bins and feeding systems. Brembeck retired from CTB in 1995 but continued his interest in the company, participating in the 50th anniversary celebration in 2002. Howard

Brembeck celebrated his 100th birthday on February 9th 2010.

Victor A Mancinelli, President and CEO of CTB commented, “He combined the rare talent of product development and product excellence with a devotion to innovation that guides us still”

Midwest Poultry Federation Convention

The Annual Midwest Poultry Federation Convention in 2011 will take place at the Saint Paul MN Convention Centre March 15 - 17, 2011. The pre-show scientific events will take place on Tuesday, March 15.

The 2010 Convention was attended by 1,850 participants representing 32 states and five Canadian provinces. For further information on the program and to arrange hotel accommodation at access the Midwest Poultry Federation website www.midwestpoultry.com. Specific in-

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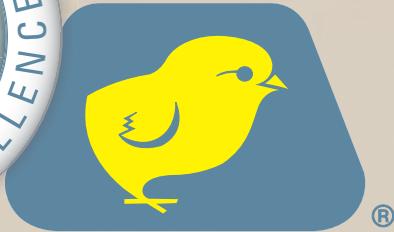
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formation can be obtained from the Communications and Program Director, Ms. Lara Durben 1.763.682.2171 or lara@midwestpoultry.com.

Air outbreak in Japan

A localized outbreak of H5 strain AI has been reported at a farm in Yasuki, Shimane Prefecture in Japan. Authorities initiated depopulation of the 21,000 hen unit immediately after confirmation of the diagnosis. A surveillance zone has been established over a radius of 10km in accordance with OIE directives. It is presumed that surface water supplied to

the farm was contaminated by free-living waterfowl.

Air Scientifics Equipment offers air sterilization

Close coupled field technology when used in conjunction with electrostatic filtration can eliminate potential pathogens in the air, according to a press release from UK company Air Scientifics Equipment. The equipment generates a high voltage field which induces an altered oxygen state which can destroy bacteria, viruses and fungi.

The system incorporates a high ef-

iciency filter interposed in the exhaust stream to remove ozone and particulates, which is necessary to comply with European emission regulations. Studies have shown that the combination of CCFT and HAF will remove pathogens, ammonia and volatile organic compounds in an enclosed area. The system would have application in egg coolers and vaccination preparation rooms in hatcheries and even chick handling areas.

The combination of the two technologies has potential to improve the environments of medical facilities, pharmaceutical plants and situation where a high degree of air purity is required.

Walmart to establish sustainability standards



Walmart intends to establish standards for sustainability in the production of livestock and dairy products. The Sustainability Consortium has been established involving the University of Arkansas, Arizona State University and agribusiness concerns including Monsanto, Syngenta, Tyson Foods and Stonyfield Farms.

The coordinator of the consortium, Mike Faupel, indicated that the exercise will evaluate the entire life cycle from farm to consumer. The initial project will involve yogurt. The stated goal of the initiative is to establish label scores relating to the environmental impact of various products. Walmart will also apply data on sustainability in purchase and stocking decisions.

The proposal has been met with skepticism and muted opposition from certain sectors of organized agriculture, including the American Farm Bureau Federation and the Iowa Environmental Council.

The Walmart initiative appears to have

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support from the organic fraternity as the company has indicated its interest in improving soil quality and conserving water. The article relating to the Walmart initiative authored by Philip Brasher was published in the November 7 edition of the *Des Moines Register*.

Disney executive to speak at IPE

The U.S. Poultry and Egg Association has invited Lee Cockerell, a retired executive vice president of operations for the Walt Disney World Resort, to speak on "Creating Magic in the Poultry and Egg Industry" at the 2011 International Poultry Exposition.

The presentation will be in Room A-411, Georgia World Congress Center, on Thursday, January 27, at 9:00 a.m. The "Benefits of Modern Poultry Production" program, which is part of the general education session, will include Matt Lohr, commissioner of the Virginia Department of Agriculture and Consumer Services, and Trent Loos, a prominent commentator, author and rancher.

Virtual farm project offers tours of Canadian operations

Virtual farm tours of animal production operations in Canada can be viewed on www.farmissues.com. The project is supported by livestock and grain farmers in Ontario. The section on egg production is supported by Burnbrae Farms and egg farmers in the Province. Separate sections are provided for conventional, free-range and non-confined systems.

FDA implicates Salmonella Heidelberg

In the concurrence letter from the FDA addressed to Jack DeCoster in early December, the FDA communication makes mention of Salmonella Heidelberg in the required program of suppressing Salmonella enteritidis which is the principal focus of the Final Rule. Mention of other than a Group D Salmonella creates concern.

Although S. Heidelberg along with many other salmonella serotype is potential pathogenic to consumers, there is no evidence that serotypes other than SE can be transmitted by the vertical route. Contamination of the surface of shells with

Group B and Group C Salmonella should be inactivated by effective washing in an efficient and well-managed plant. It is understood from industry sources that the FDA does not intend to initiate a program requiring either depletion or diversion in the event of detecting Salmonella Heidelberg.

The present action relates specifically to Wright County Eggs where S. Heidel-

berg was detected in the process of extensive environmental sampling. There is concern that this aspect of the Wright County Egg investigation has created a precedent since FDA has the authority to investigate outbreaks of any food-borne disease. In the event of a traceback due to a non-Type D Salmonella it is presumed that appropriate remedial action will be required or mandated. **EI**



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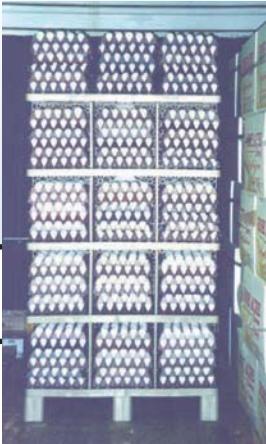
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Jansen Poultry Equipment MultiFlex Elevator



The Jansen Poultry Equipment MultiFlex Elevator offers an egg collection system designed to transfer eggs from multiple tiers to a cross conveyor, incorporating design features that ensure gentle handling of eggs. Maximum capacity

is 35,000 eggs per hour and the modular units are adaptable to retrofitting to existing houses. The egg carriers have an oval shape to reduce shell damage.

www.jpe.org

SDIX RapidChek SELECT SE test



The SDIX RapidChek SELECT *Salmonella enteritidis* test system is AOAC approved for detecting SE. The test delivers results a full day faster for environmental samples and five days faster for pooled egg samples, with substantially increased sensitivity and accuracy than the FDA BAM method and other rapid methods available.

www.sdix.com

KMG Chemicals Inc. Proxitane AHC



The KMG Chemicals Inc. disinfectant Proxitane AHC received EPA approval for use in poultry production facilities. The product is based on peracetic acid which is an oxidizing agent lethal to a broad range of microorganism including both Gram positive and negative bacteria, viruses and fungi. Proxitane AHC may be applied by fogging, spray or immersion of

objects which are compatible with the compound.

www.kmgchemicals.com

Van Gent International automatic laying nests

Van Gent International offers automatic laying nests designed for layers and breeders. The nests are made of film faced plywood and are 2400 mm long, ranging in width from 1430 to 1530 mm. The nests also include an expulsion system, which makes it possible to remove the hens periodically from the nests, preventing fouled nests and broody hens. A mechanical time-clock activates the expulsion station.

www.vangentint.com



FDI Cage Systems enrichable layer unit



The base system of the FDI Cage Systems condo enrichable layer unit can house from 18 to 72 hens per colony depending on the width of the partitions at a density of 67 in.² per bird. Condo installations incorporate belt manure collection, fixed or variable speed egg collection on 4-inch wide polypropylene egg belts and a flat chain feeder. Nest curtains, perches and an auger tube to deliver litter for the scratch area can be retrofitted to provide for full enrichment.

www.fdicagesystems.com

Lohmann Animal Health salmonella vaccine

Lohmann Animal Health's AviPro Megan Egg is a live attenuated salmonella vaccine developed to protect egg

layers against *Salmonella enteritidis* infection. The vaccine reduces the colonization of the intestinal tract and ceca, with a claim to protect ovaries and oviducts. AviPro Megan Egg is administered through coarse spray vaccination at two, four and 16 weeks of age. It can be used in association with inactivated, autogenous salmonella vaccines.

www.lahinternational.com

Valli Space Family layer breeders



Valli offers the Space Family layer breeders. The breeders are available in different configurations, ranging from two to eight tiers. They feature a manure drying system, egg collection by

elevator or lift system and a feeding system by travelling feeders or chain.

www.valli-italy.com

SKA automatic nest

Zeus is an automatic nest from SKA. Made of multi-layered wood, it has been designed and engineered to suit the needs of modern breeders and layers, providing a safe and comfortable environment for birds to lay their eggs. Eggs in the nest are kept safe and clean, and the automatic collection system requires less labour and results in fewer floor eggs. The nests can be positioned back-to-back along the length of the house.

www.ska.it

Kutlusan Poultry Equipment Co. Ecoplus layer cage

Kutlusan Poultry Equipment Co. offers the Ecoplus layer cage. The cage is

designed with a Feed Conversion Ratio (FCR) feeding system, and a fresh water supply line with two stainless steel nipples for each battery that runs through each row. It also features a polypropylene conveyor belt for the manure removal and egg collection systems. The cages have a wire mesh floor and sliding doors.

www.kutlusan.com.tr

Specht Ten Elsen Poultry Management System

Specht Ten Elsen Poultry Management System is available for layer and broiler rearing. The system is designed to optimize poultry house supervision, and results in the poultry house or farm can be continuously controlled by the capture and evaluation of the management data. The system is connected to the internet, and data stored on the Specht-AgriControl site.

www.specht-tenelsen.de



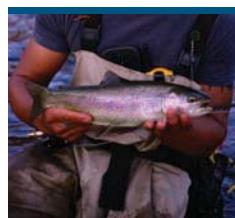
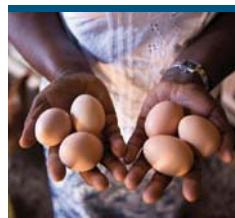
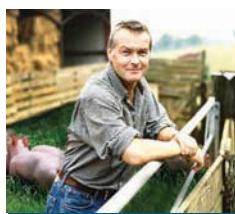
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For more information on how to place your ad, contact:
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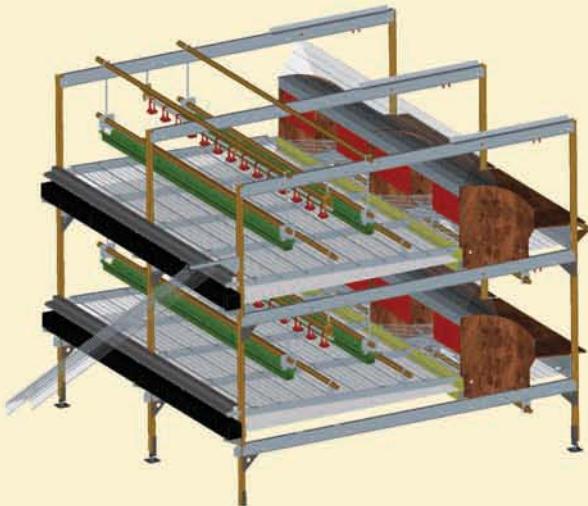
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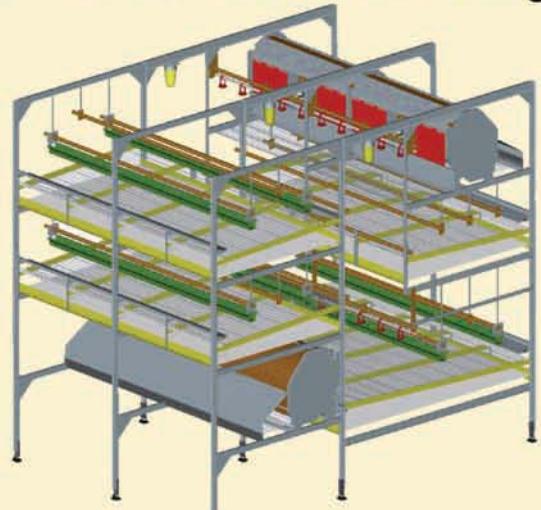
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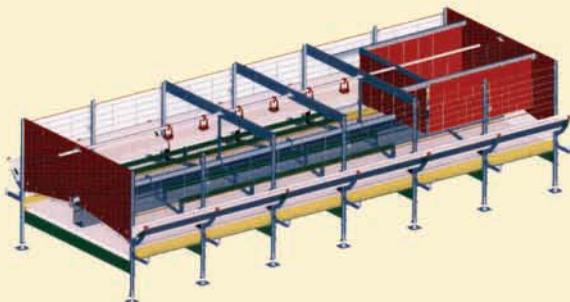
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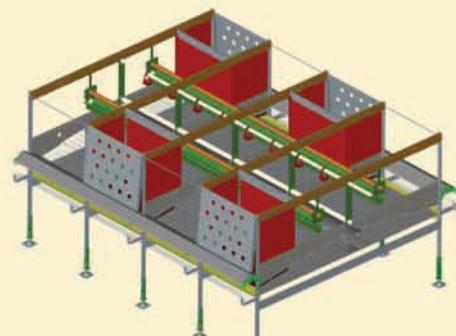
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