

Egg Industry

News for the Egg Industry Worldwide

WATT

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Will fringe groups decide the future of agriculture?

Conference on the future of the egg industry in America raises questions about balancing the wishes of advocacy groups with the reality of feeding a growing world population.



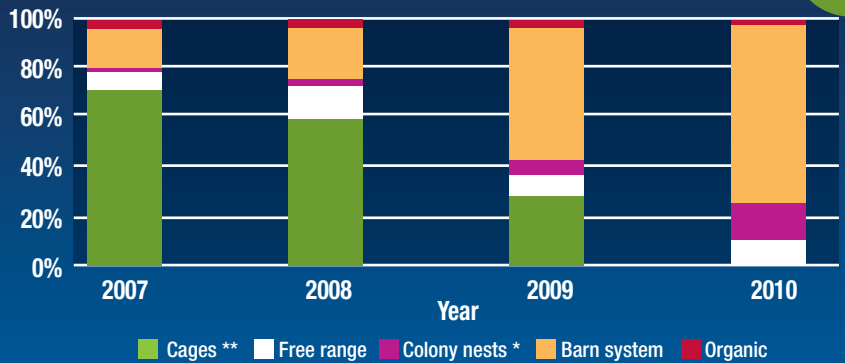
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Standards for pasteurized egg products may change

A study is underway to establish baseline microbial loads in liquid eggs prior to pasteurization at US egg products plants.

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Layer housing by type in Germany



Barn systems have become the primary means of housing layers in Germany as cages have been outlawed.

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EDITORIAL

BY TERENCE O'KEEFE

Is technology good for hen welfare?

Left the Executive Conference on the Future of the American Egg Industry, which was held in conjunction with the International Poultry Expo in Atlanta, with more questions than answers. Jeff Simmons, president, Elanco, presented the case for the necessity of preserving agriculture's right to employ the latest technologies to increase food production while minimizing inputs in order to feed a growing



Terrence O'Keefe

world population. Tom Silva, vice president, JS West, shared the results of the first flock of hens on a commercial egg farm in the U.S. in enriched colony housing. (These two presentations are highlighted in this issue, Will fringe groups decide the future of agriculture?). If the U.S. egg industry transitions from conventional cages to enriched colony housing, is it preserving the right to employ technology to continue to increase egg production while minimizing inputs?

One could make the argument that by seeking federal legislation to transition hens out of traditional cages, U.S. egg producers are giving in to what Simmons calls the "fringe." But, there is another way of looking at this situation. Egg producers in Germany, by a combination of legislation and market place intervention by activists, now can't even use enriched colonies or "colony nests" to produce eggs for most German retailers. (The German cage ban is also detailed in this

issue, Cage ban shrinks the German layer industry). It can be argued that a transition to enriched colony housing in the U.S. is a necessary step to prevent a complete move to cage-free production. It might also be argued that enriched colonies will allow for easier implementation of new technologies than might cage-free systems.

Enriched colonies

For decades the egg industry has used the egg laying performance, feed efficiency and low mortality of hens housed in cages as evidence of good welfare for these birds. These production metrics have been replaced by other measurements by researchers who attempt to measure bird welfare, but it has been the continual improvement in these production metrics that have made eggs the most affordable source of high quality animal protein for human consumption around the globe.

It seems that just about everyone in this country is now on record saying that the welfare of hens housed in enriched colonies is at least as good or better than welfare of hens housed in conventional cages. JS West only has data on one flock of hens in enriched colony housing, but that flock had lower mortality and higher egg production than the breeder's optimal standard. It makes me wonder, maybe bird performance is a good indicator of welfare after all?

If the U.S. egg industry transitions from conventional cages to enriched colony housing, is it preserving the right to employ technology to continue to increase egg production while minimizing inputs?

Terrence

tokeefe@WATTnet.net

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: Terrence O'Keefe

tokeefe@WATTnet.net Tel: +1 704-795-4646

Managing Editor: Andrea Saladino

COPY DESK TEAM

Managing Content Editor: Tara Leitner

Associate Editors: Lindsay Beaton, Alyssa Conway, Kayla Kling

Community Manager/

SEO Editor: Kathleen McLaughlin

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

Mary Harris, mharris@wattnet.net

Tel: +1 847 387 3167; Fax: +1 847 908 7551

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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Work continues on national laying hen welfare legislation

Discussion of efforts to secure passage of the recently introduced laying hen welfare bill dominates United Egg Producers meeting in Atlanta.

By Terrence O'Keefe

The proposed legislation, H.R. 3798, which would amend the Egg Products Inspection Act, to codify the laying hen welfare agreement between the Humane Society of the United States and the United Egg Producers as the law of the land was introduced



"The egg industry did not cave in to the Humane Society of the United States," stated Gene Gregory.

into the U.S. House of Representatives on January 23. Gene Gregory, president, United Egg Producers, announced the introduction of legislation to attendees at the United Egg Producers board meeting which was held prior to the International Poultry Expo in Atlanta.

At the time of its introduction, H.R. 3798 had four cosponsors: Kurt Schrader, D-Ore., Jeff Denham, R-Calif., Elton Gallegly, R-Calif., and Sam Farr, D-Calif. The next step for the United Egg Producers, according to Gregory, will be to get a companion bill introduced in the Senate. Gregory said that it will be important for all United Egg Producers members to support the efforts to achieve passage of the legislation.

Members will be asked to contact their representatives in the U.S. House and Senate and educate them on the legislation and ask them to sign on as a cosponsor.

Gregory described the efforts of the United Egg Producers membership to get the legislation introduced as somewhat of an uphill struggle. "So far it has been a grass roots effort by the egg industry to get to this point despite all of the opposition," he said. "Up to this point it has only been the egg industry telling Congress that we want this and need this. The Humane Society of the United States will now unleash its members to lobby Congress in support of the legislation."

Passage won't be easy

A number of animal welfare groups and state egg producer associations have come out in support of H.R. 3798. The American Society for the Prevention of Cruelty to Animals, National Consumers League, the Association of California Egg Farmers, Colorado Egg Producers Association, Florida Poultry Association, Michigan Agri-Business Association, Michigan Allied Poultry Industries, North Carolina Egg Association and Ohio Egg Processors Association have all come out in support of the bill.

groups who have lined up in opposition to the bill at the Executive Conference on the Future of the American Egg Industry, which was held during the International Poultry Expo. "Our opposition is the National Cattlemen's Beef Association, National Pork Producers Council, National Turkey Federation, American Sheep Industry Association, American Farm Bureau Federation, National Milk Producers Federation and the National Farmers Union, but not on the list is the National Chicken Council," he said.

Discussing legislation

Gregory was quite animated in talking about his attempts to discuss the legislation with other agriculture groups, most of whom Gregory said declined offers to discuss the situation that egg producers find themselves in. The National Turkey Federation and the National Chicken Council spoke with Gregory, but other agriculture groups did not.

He said that this legislation is not precedent setting, because in his opinion, any legislation affecting an ani-

Read more in

Making the case for enriched colony housing for layers

www.WATTAgNet.com/146640.html

The problem is that a number of large and influential livestock and agriculture groups have announced opposition to the legislation. Gregory discussed the

mal agriculture industry could not be passed through Congress without the agreement of that industry, producers and welfare groups would have to be



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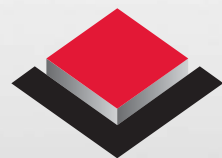
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in agreement. He said that H.R. 3798 only affects eggs.

Speaking at the United Egg Producers board meeting, Gregory was steadfast in his support of H.R. 3798. “Despite all the opposition, the board (of the United Egg producers) has given us the direction to get this done, and we will get this done,” Gregory said.

Setting the agenda is crucial

“The United Egg Producers and egg farmers have spent millions of dollars trying to defend the industry,” Gregory said at the Executive Conference on the Future of the American Egg Industry. He said that negotiations with the Humane Society of the United States were undertaken by the United Egg Producers proactively so that the egg industry could set the agenda.

“The egg industry did not cave in to the Humane Society of the United

States,” Gregory said. “We set the agenda. For years they had been setting the agenda and we were losing. We set the agenda and said in our first meeting, these are the things we want. A lesson to everyone else in agriculture, a year ago we would have said that you can-

you want,’ then you set the agenda. We found out that you can have meaningful discussions and negotiations with the Humane Society of the United States.”

Gregory said that the conversion to enriched colony housing will cost the

▶ **“Despite all the opposition, the board has given us the direction to get this done, and we will get this done.”**

not have a discussion with the Humane Society of the United States because it’s either their way or no way, and that is exactly how it will be for you if you let them set the agenda. When you go and say, ‘these are things that we think will improve animal welfare and it helps you do some of the things

egg industry \$4 billion, but he thinks that the additional cost per egg will not be great.

“It is my belief that when we reach that ultimate goal of 124 square inches per bird, the cost per dozen eggs will be considerably less than anyone thinks at this time,” he said. **EI**

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Market data
The statistics on this page are collected from various USDA reports and assembled here for easy reference and viewing. Data is updated as soon as possible after it is published. Frequency of the data and update times are listed with each chart.

Grain prices
Daily Grain Review - Jan. Nov 01, 2011

EXPORT	PRICE (\$bu)	CHANGE (\$bu)	BASIS	CHANGE
Chicago - 00, OR110				
Com	6.2425 - 6.2925	+17.25 - -7.25	-30.00 Z to -15.00 Z	+10.00 UNCH
Soybeans	11.8950 - 11.7750	-13.00 - -10.00	-33.00 F to -25.00 F	No Comp
SRW	8.2000 - 8.2500	+6.75 - -10.00	Z to -5.00 Z	+5.00

Source: AMI news service, USDA, updated daily, 10 a.m. CST

Grain futures
Daily Grain Review - Jan. Nov 01, 2011

FUTURES	PRICE	CHANGE	PRICE	CHANGE
CME Group				
Corn	Z Dec 11 6.5425	-7.25 H	Mar 12 6.9525	+6.25
Soybeans	X Nov 11 11.9225	-15.25 F	Jan 12 12.0250	-14.75
Wheat (SRW)	Z Dec 11 6.3000	+1.75 H	Mar 12 6.6575	+1.25
Oats	Z Dec 11 3.3500	+0.50 H	Mar 12 3.4450	-0.50

Source: AMI news service, USDA, updated daily, 10 a.m. CST

Broiler-type eggs set
Line chart showing weekly egg set data from September 17 to October 22, 2011. The chart compares 'Previous Year Total' (yellow line) and '19 State Total' (blue line). The y-axis ranges from 1,700 to 2,200 million.

Broiler-type chicks placed
Line chart showing weekly chick placement data from September 17 to October 22, 2011. The chart compares 'Previous Year Total' (yellow line) and '19 State Total' (blue line). The y-axis ranges from 1,450 to 1,950 million.

Source: USDA 19 state region, updated Wednesday, 6 p.m. CST. Click on chart for more detail.

Broiler-type chicks hatched, millions per month

Broiler-type pullet chicks intended placements per month

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Livability At 60 - 90 Weeks	98.2%	95.7%
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Feed / 100 / Day	21.6 lbs.	19.4 lbs.
Feed Per Dozen	3.02 lbs.	3.13 lbs.



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ggris@ipa.net

Jim DenBleyker
1-586-764-0188
jdenbleyker@bigdutchmanusa.com

Kent Krogman
1-616-218-6333
kkrogman@bigdutchmanusa.com

Will fringe groups decide the future of agriculture?

Conference on the future of the egg industry in America raises questions about balancing the wishes of advocacy groups with the reality of feeding a growing world population.

By Terrence O'Keefe

"Don't let the fringe determine things for everyone," said Jeff Simmons, president, Elanco, to the audience of the Executive Conference on the Future of the American Egg Industry held in conjunction with the International Poultry Expo in Atlanta. He stated that the "fringe" constitutes only about 1 percent of the population, but they want to eliminate food choices for everyone. The fringe pushes for food bans and restrictions, according to Simmons.

The other 99 percent of consumers want choices. He said that 95 percent of people are "food buyers," and they make decisions based on cost, taste and nutrition. Four percent of people are "lifestyle buyers," and they will buy luxury or gourmet items such as organic or locally grown items.

Simmons said that the fringe is responsible for reduced sodium levels in many products, removal of high fructose corn syrup from many foods and for keeping irradiation from being used routinely on high risk food items. He cited the example of Campbell's Soup Company reducing sodium levels by 45 percent in over half of its soups in February 2010, because of pressure from

Technology is the answer to getting safe, abundant and affordable food in the future.



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fringe groups with concerns about the impact of sodium in the diet on all consumers. Unfortunately for Campbell's, the move resulted in a reduction in market share, and the sodium levels were increased in July 2011, in an attempt to win back customers who preferred the taste of the soup with the additional salt.

JS West first flock in fully enriched house

Performance to 90 weeks of age

	JS West Enriched	Extrapolated Optimal Hyline Standard
Number of hens	151,200	
Mortality	4.22%	7.61%
Average production 18-90 weeks	84.99%	81.81%
Egg per hen housed	421	399
Average case weight (pounds)	49.4	47.93
Feed per 100 eggs (pounds)	22.6	20.45
Feed per dozen eggs (pounds)	3.19	3
Body weight at 90 weeks (pounds)	3.52	3.47

Source: JS West

Double the food in 50 years

Simmons said that the goal needs to be to make safe, affordable and abundant food a global reality. Hunger is the number one health problem in the world today, according to Simmons. "More people live with food as an issue in their lives than those that don't, but the minority of people who don't live with food as an issue in their lives hold the keys to the solution," he said.

"Technology is the answer to getting safe, abundant and affordable food in the future," said Simmons. "In the next 50 years we will need to double food output. Meat, milk and egg consumption will grow 66 percent to 75 percent as much as total food consumption does. Over the last 60 years U.S. agriculture has doubled output while using the same inputs. We need to do this again."

Simmons said that experts think that



Jeff Simmons, president, Elanco, said that the "fringe" constitutes only about 1 percent of the population, but they want to eliminate food choices for everyone.

Watch videos from the 2012 International Poultry Expo in Atlanta at www.WATTAgNet.com/viewvideo.aspx

technology will provide 70 percent of the increased productivity needed to feed a growing world population and that agriculture needs to preserve the use of new technologies. "Access to safe, proven efficiency enhancing technologies ensure that consumers around the world will have three rights; food, choice and sustainability," he said.

Will the fringe choose layer housing?

Preserving the use of technology to improve agricultural output to feed a growing population that will want choice in their diets, and not just a subsistence number of calories, was the theme of Simmons' talk. From the talk given by Dr. Ferry Leenstra, Wageningen University, The Netherlands, on alternative housing systems being utilized in Holland, as a result of the EU ban on cages for housing layers, it was easy to draw the conclusion that in the EU, perhaps the fringe has already ruled. Will the fringe make the decision on what is acceptable housing for layers in the U.S.?

In an impassioned address, Gene Gregory, president, United Egg Producers, insisted that after years of battling with the Humane Society of the United States, the agreement reached on laying hen welfare that calls for a transition to enriched colony housing in the U.S. is good for egg producers, consumers and for bird welfare. He said, "The egg industry did not cave in to HSUS."

Enriched colony housing results

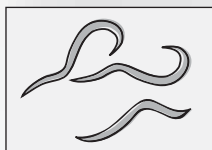
Tom Silva, vice president, JS West, reported his impressions of the first flock of hens placed in enriched colony housing on a commercial egg farm in the U.S. Birds were placed in June 2010 and kept in production until the flock reached 90 weeks of age without molting. JS West now has two enriched colony houses with birds placed at 116 square inches per bird.

Silva said that the enclosures are 17 inches tall at the lowest point, and that you need every bit of the height for the perches and so that the hens can flap their wings. He said that visitors con-

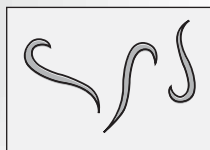
sistently comment about the amount of head room the birds have.

"The flock performed very well," Silva said. "We didn't spend too much additional time in the house." He said that they ran the manure belts every four or five days, they checked for mortality twice a day. "We ran the feeders the same as we would another house," Silva said. "We had Hyline birds and did not need to coax them into eating

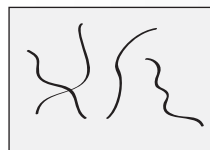
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¹Eckman, M.K. 1998. "Controlling Helminth Parasites in Layer, Broiler Breeder Flocks." *Poult. Sci.*: June/July.

²Shumard, R.F. et al. "Hygromycin B: An Anthelmintic for Effective Control of Nematode Parasites of Chickens." Symposium of Tylan and Hygromix.

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to bring them up in production.” He said that the birds reached 90 percent production much sooner than has been



Commenting on the first flock in JS West's enriched colony house, Tom Silva said, "Production was fabulous, particularly late. The persistency was great, it just didn't drop off."

the case with their flocks housed in conventional cages.

Silva presented the first flock's performance numbers and compared them to the optimal results reported by Hyline extrapolating the performance of an 80 week old flock out to 90 weeks. "We had exceptional mortality," he said. "We didn't do anything different, but the mortality did not increase at the end of the flock." He said that the mortality never got over 0.1 percent in a week late in the life of the flock.

"Production was fabulous, particularly late," Silva said. "The persistency was great, it just didn't drop off. They peaked in the mid 90s and didn't drop off. Case

weight was good and egg size came in fast. We put eggs in the carton all the way to 90 weeks, so egg quality was good."

The flock in the enriched cages did use more feed than the standard. Silva attributed some of the increased feed use to waste in the scratch area where some feed is augured on to the scratch pad to encourage foraging and dust bathing behaviors. "They ate a lot of feed early," he said. "We learned from this, and our second flock is well under this for consumption but our production is still high." Silva thinks

birds ate less food in the last half of the flock than the first half."

More research needed

Silva was complimentary of the impact of the nest area and perches on the birds. "Over 95 percent of the eggs are laid in the nests," he said. "Undergrade eggs are as low as they have been in any of the houses with conventional cages." He said that the nest pads stay clean, the birds are only in the nest long enough to lay their eggs. The perches

The depreciation cost for housing birds in enriched colonies at 116 square inches per bird runs about 75 percent higher than what you have at 67 square inches per bird in conventional cages.

that feed consumption will run around 3 percent higher because of the feed on the scratch pad and increased exercise for the birds. "For the first flock we are happy," he said. "We don't ever restrict feed, but the

have a positive effect on bird behavior. "Birds really seem to calm down when they are on the perches," he said.

Silva said that he was not really fond of the scratch area. JS West runs the feed into the scratch area twice a day. He said the scratch pad just won't stay clean. He thinks researchers need to come up with a better solution. The first flock of birds had a touch of coccidiosis, according to Silva, but with a little treatment it was resolved. Silva also thought that the claw shortener could be improved upon.

The bottom line

Silva said that the depreciation cost for housing birds in enriched colonies at 116 square inches per bird runs about 75 percent higher than what you have at 67 square inches per bird in conventional cages. "Square inches cost money, it is a number that won't go away, and you really can't do much better than that," he said. "The feed will be 2-3 percent higher; we are still learning and it might get better. Supplemental heat may be an issue in colder climates. They will figure out the scratch area. That will get solved." **E**

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Cage ban shrinks the German egg industry

Enacted three years prior to the rest of the EU, Germany's ban on cages for housing laying hens has wrecked havoc on the country's egg producers.

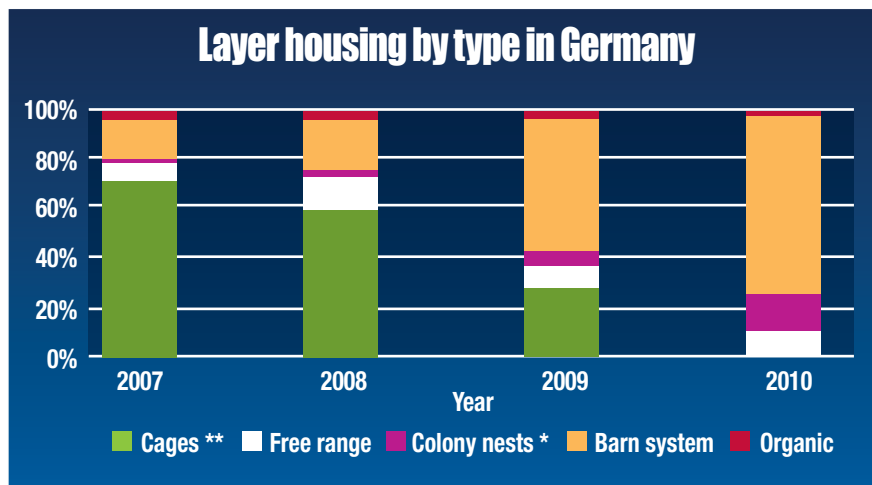
By Terrence O'Keefe

By law, the EU's ban on conventional cages for housing laying hens took effect on January 1, but according to the European Commission, estimates of as many as 46 million hens, around 14 percent of the total, were still in conventional cages at the start of the year in the EU. Egg producers who have already converted to approved alternative housing systems are upset with government officials because they are incurring higher costs of production than producers who are still housing hens in cages. German egg producers have been at the same type of disadvantage since January 1, 2009, when a ban on housing hens in cages took effect in Germany.

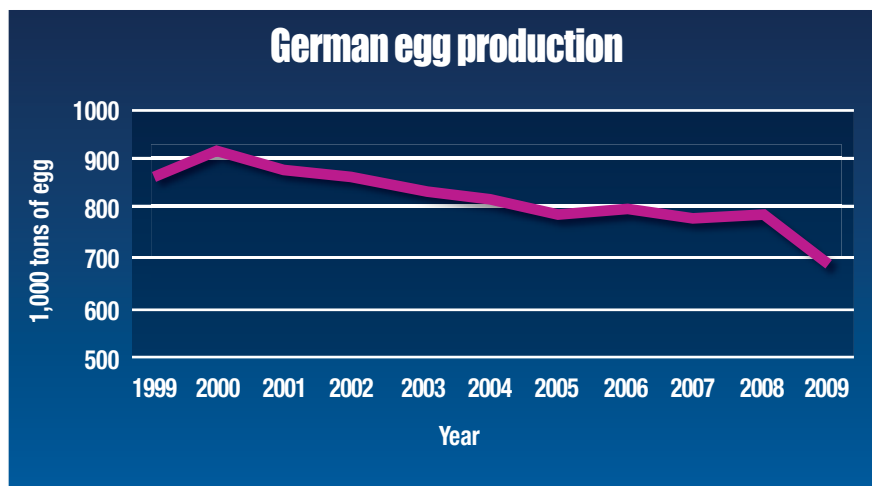
Cages and politics

The Green Party in Germany was founded in 1980 and it gradually rose in prominence until it participated in a coalition federal government from 1998 until 2005. While being best known for backing so-called pro-environment causes like being against nuclear power, the German Green Party is also pacifist and opposed to housing laying hens in cages.

The legislation passed by the European Parliament banned cages for housing laying hens on January 1, 2012, but it also allowed for member states to impose the ban at an earlier date and they could enact stricter standards for hen housing within their own borders. The EU cage ban legislation passed 12 years before it was scheduled to take effect, but it took nine



Barn systems have become the primary means of housing layers in Germany as cages have been outlawed.



Egg production fell in Germany by 22.5% from 2000 through 2009.

years for the EU to set standards for what would be considered acceptable housing for hens and this left egg producers only three years prior to the ban to convert. Included among the acceptable forms of housing for hens in the EU was the enriched colony, which may become the pri-

mary means of housing hens in the U.S. if the H.R. 3798 is enacted as law.

The German Bundestag took advantage of the both the option to enforce the cage ban at an earlier date, three years sooner, and to set a higher standard for hen housing than was enacted for the rest of the EU. Dr. Hans-Wilhelm Windhorst, professor emeritus, University of Vechta,

Read about the impact of the Swiss cage ban at www.WATTAgNet.com/27048.html



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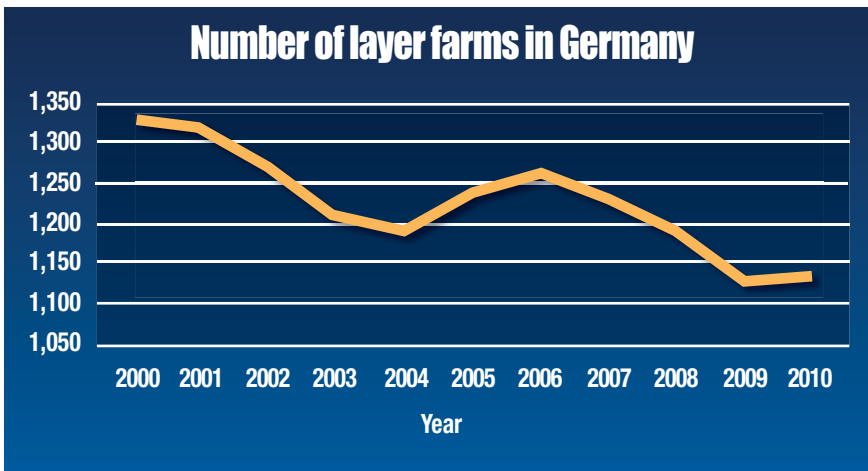
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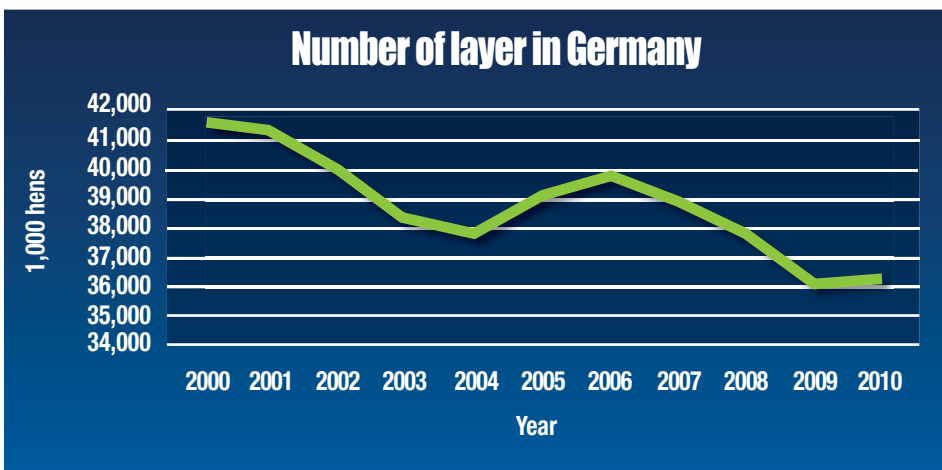
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The number of layer farms in Germany fell by almost 16 percent from 2000 to 2009.



The number of layers housed in Germany fell by almost 11 percent from 2000 to 2009.

Germany, described to the audience at the Iowa Poultry Association Fall Banquet how the Bundestag's decisions have negatively impacted German egg producers.

Colony nests

German authorities decided that EU-approved enriched colonies could not be used in Germany to house hens. Instead, an alternative type of enclosure the Kleingruppenhaltungen, colony nest, was approved. Colony nests were required to provide at least 124 square inches per hen up to 4.4 pounds in weight, and 139 square inches per hen for birds weighing over 4.4 pounds. Single enclosures had to be at least 20.6 square feet in size, at least 23.6 inches high at the feed trough, and be at least 19.7 inches high everywhere else. No more than 60 hens were permitted per enclosure.

The cage ban went into effect on Janu-

ary 1, 2009, but that wasn't the end of the changes for German egg producers. Some activists groups were still not hap-

▶ Even with the cage ban taking affect for the rest of the EU at the start of 2012, German egg producers are still not competing on a level playing field.

py with colony nests for housing layers because they saw these as just a big cage with a few enrichments. Windhorst said that the activist groups put enough pressure on leading German food retailers to cause them to announce in 2010 that they wouldn't buy eggs from hens housed in colony nests. This move forced some egg producers who had already invested

in colony nests to replace their conventional cages to switch once again to barn systems.

Economic impact

The conventional cage ban has resulted in barn systems becoming the predominant means of housing laying hens in Germany, with nearly two thirds of hens in barn systems in 2010 (see graph 1). Egg production fell in Germany by 22.5 percent from 2000 through 2009. It fell by 11.6 percent in 2009, the year the cage ban went into affect, from the year before (see graph 2). In 2002, Germany produced 74 percent of the eggs that it consumed and this dropped to 55 percent by 2010. Egg products are not the only thing imported into Germany, shell egg imports increased by 37.4 percent from 2008 to 2010.

Windhorst said that in 2010, wholesale egg prices in Germany peaked at around \$2.47 per dozen at the farm level due to a shortage around Easter, but crashed to around \$1.02 per dozen by mid-summer. From 2000 to 2010 the number of egg farms in Germany dropped by 14.6 percent, and the number of hens housed dropped by 10.8 percent (see Graphs 3 and 4).

Even with the cage ban taking affect for the rest of the EU at the start of 2012, German egg producers are still not com-

peting on a level playing field. Some EU egg producers in other countries still have hens in traditional cages and German producers are not allowed to use enriched colony housing. The negative impact of different housing rules for different countries in the EU could be replicated in the U.S. as the ballot initiatives passed in California and other states take effect. **E**



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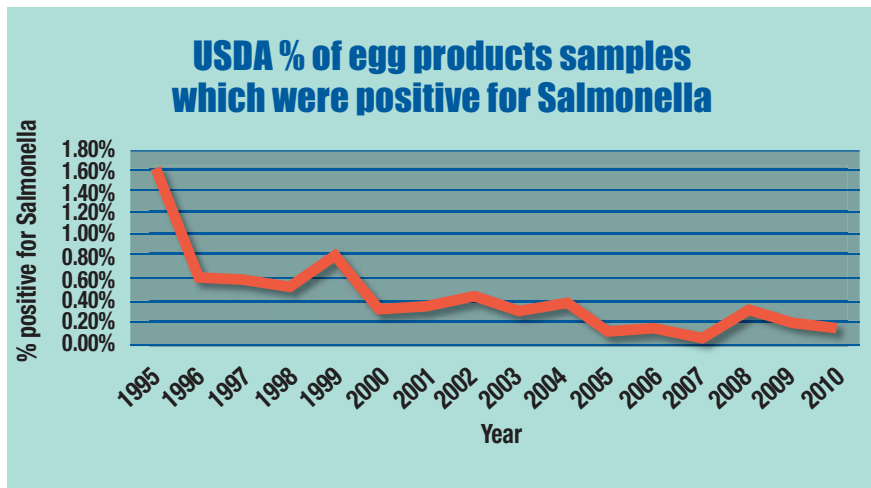
Standards for pasteurized egg products may change

A study is underway to establish baseline microbial loads in liquid eggs prior to pasteurization at US egg products plants.

By Terrence O'Keefe

Last fall, the U.S. Department of Agriculture Food Safety and Inspection Service began a two-part study to set a baseline for a group of pathogenic and indicator organisms in unpasteurized liquid egg products prior to the addition of other ingredients. The first portion of the study is a three month shakedown period to be followed by a survey period lasting 12 to 15 months. Samples will be taken of liquid whole egg, liquid egg white and liquid egg yolk.

During the shakedown phase, each sample will be analyzed for *Salmonella* spp., *Campylobacter* spp., *Listeria*



Current pasteurization standards have resulted in samples of egg products with a *Salmonella* positive rate of around one quarter of a percent since 2000.

Estimated annual illnesses from Salmonella by egg product type	
Egg white	2,636
Whole egg	1,763
Egg yolk	708
Whole egg with 10% salt	407
Whole egg with 10% sugar	0
Egg yolk with 10% salt	11
Egg yolk with 10% sugar	0
Total	5,525

Source: USDA quantitative risk assessment

USDA FSIS estimates that pasteurized egg products are responsible for over 5,000 human illnesses per year.

monocytogenes, *Clostridium perfringens*, *Bacillus cereus*, *Enterobacteriaceae*, generic *E. coli*, coliforms, and aerobic plate counts. According to the Food Safety and Inspection Service, the study “will provide Food Safety and Inspection Service and the regulated industry with the data to understand the prevalence and quantitative levels of selected foodborne pathogens and indicator microorganisms.

The data will enable the Agency and industry to work toward reducing the risk of foodborne pathogens in egg products by creating guidelines

and potential standards for thermal processing.”

Current performance

The Food Safety and Inspection Service has been testing samples of seven different kinds of pasteurized egg products for presence of *Salmonella* organisms for a number of years.

Since 1996, 100 of the 25,072 samples of pasteurized egg products, 0.4 percent, tested by Food Safety and Inspection Service have been positive for *Salmonella*. The rate of positive samples has declined over time and was at 0.14 percent in 2010, the most current year for which data was published (see graph 1).

The Food Safety and Inspection Service has also attempted to determine the serotype of *Salmonellas* found in the positive samples. Since 1996, *Salmonella Heidelberg* and *Salmonella enteritidis* were each found in 19 samples, and *Salmonella typhimuri-*

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Poultry leadership roundtable, sponsored by Pfizer: www.WATTAgNet.com/148210.html

um was found in eight samples, and all three of these serotypes are considered to be human pathogens.

Risk assessment

The U.S. Department of Agriculture Food Safety and Inspection Service conducted a quantitative microbial risk assessment for all *Salmonella* serotypes in pasteurized egg products. The assessment was designed to assist risk managers in evaluating egg handling and pasteurization performance standards for reducing the likelihood of *Salmonella* in pasteurized egg products and the subsequent risk to human health.

Each of the seven major egg products categories was evaluated and an estimated annual number of human illnesses in the U.S. associated with consumption of these products were predicted (see Table 1). The risk assessment estimated that *Salmonella* in egg products is responsi-

ble for 5,525 human illnesses per year. Pasteurized egg products are already relatively safe food products. Data from the current baseline study of egg products prior to pasteurization will be used by the Food Safety and Inspection Service to determine the number of logs of reduction that would be required to produce egg products that are even safer than they are now.

The goal for the industry is to reduce the estimated number of human illnesses associated with pasteurized egg products to as close to zero as possible while still maintaining the quality and functionality of the egg products. **E**



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Poultry industry experts examine competitiveness in global market

Top poultry professionals dissected the strengths and weaknesses of the U.S. poultry industry among its international competition during the Poultry Leadership Roundtable at the 2012 International Poultry Expo January 23.

Listen to a podcast of the presentation:

- Sign in or sign up as a user on www.WATTAgNet.com and go to www.WATTAgNet.com/148210.html

Watch videos from the presentation:

- Excess poultry production can drive down prices, at www.WATTAgNet.com/148356.html
- US poultry industry recognizes importance of global trade, at www.WATTAgNet.com/148355.html

The event, sponsored by Pfizer Animal Health, included discussions on the effects



From top left: William Roenigk, National Chicken Council; Dr. Lloyd Keck, Pfizer Animal Health; moderator Gary Thornton, WATT PoultryUSA; Dr. Paul Aho, Poultry Perspective; Jim Sumner, USA Poultry & Egg Export Council; Steve Anderson, Lamex Foods; Dr. Steven Clark, Pfizer Animal Health; Gordon Butland, G&S Agri Consultants. Co. Ltd.

of politics, the cost of labor, company consolidation and production rates on the global poultry market.

Gordon Butland, director of G&S Agri Consultants. Co. Ltd., said overproduction of poultry is a serious problem. The excess capacity in Brazil, Thailand and elsewhere is undermining profitability in the global poultry industry and while 2011 was difficult, 2012 may be even more difficult, said Butland.

Jim Sumner, president of the USA Poultry & Egg Export Council, talked about U.S. poultry industry executives changing their attitudes about exports with their recognition of the growing importance of international trade. With the U.S. fighting the necessary legal battles to reopen its trade access to China, Sumner

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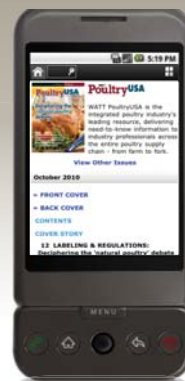
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said he believes the U.S. has a 99 percent chance of prevailing, with the assistance of the World Trade Organization, in its case against China.

American Egg Board launches campaign to boost egg consumption

In an effort to boost egg consumption for weekday breakfasts, the American Egg Board has announced the launch of its new national advertising campaign, “Wake Up to Eggs.” The campaign includes magazine ads, online banners, radio spots and in-store signage.

The advertising effort is the result of a thorough review of existing research by the American Egg Board, as well as qualitative and quantitative consumer studies to identify

the best opportunities to increase demand. Weekday breakfast in American households, where less than one in five features eggs, was recognized as a key growth area. Consumer message testing found that the fact that eggs are lower in cholesterol and higher in vitamin D than previously thought was motivating and generated positive feelings about the healthfulness of

eggs with consumers. The new marketing strategy aims

The advertising features five print ads that will appear in more than 25 different magazine titles, including Cooking Light, ESPN The Magazine, Food Network Magazine, Men’s Health, Parade, and Shape. Each ad features the egg demonstrating its benefits.



to leverage “new news” to keep eggs top-of-mind and drive purchase.

The impact of the “Wake up to Eggs” advertising campaign will be carefully measured by the American Egg Board, and the results will be used to strengthen efforts moving forward.

For more information about the campaign, read: American Egg Board asks America to ‘Wake up to Eggs’ in 2012 at www.WATTAGNet.com/147774.html.

United Egg Producers, humane society support layer hen legislation

The United Egg Producers and the Humane Society of the United States have joined together to call for Congress to pass H.R. 3798, the Egg Products Inspection Act Amendments of 2012, which would require egg producers to increase the cage space per hen in a tiered phase-in, with the amount of space hens are given increasing, in intervals, over the next 15 to 18 years.

Currently, the majority of hens are each provided 67 square inches of space, with tens of millions receiving 48 square inches. The

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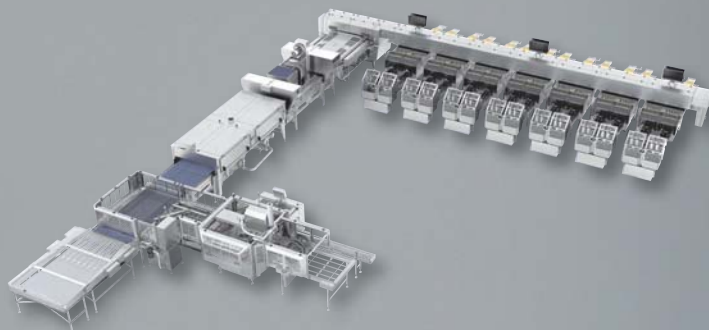
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proposed phase-in would culminate with a minimum of 124 square inches of space for white hens and 144 for brown hens nationwide. “Eggs are a national commodity, and egg producers should have a level playing field — not have different, costly rules in all 50 states,” said Gene Gregory, president and CEO of United Egg Producers. “We need this legislation for our customers and consumers and the survival of egg farmers.”

The act would also:

- ▶ require conventional cages to be replaced during an ample phase-in period with new, enriched colony housing systems that provide each egg-laying hen nearly double the amount of current space;
- ▶ require that, after a phase-in period, all egg-laying hens be provided with environmental enrichments, such as perches, nesting boxes and scratching areas, that will allow hens to express natural behaviors;
- ▶ require labeling on all egg cartons nationwide to inform consumers of the method used to produce the eggs — “eggs from caged hens,” “eggs from hens in enriched cages,” “eggs from cage-free hens” and “eggs from free-range hens”;
- ▶ prohibit feed- or water-withdrawal molting to extend the laying cycle, a practice already prohibited by the United Egg Producers Certified program;
- ▶ require standards approved by the American Veterinary Medical Association for euthanasia of egg-laying hens;
- ▶ prohibit excessive ammonia levels in hen-houses; and
- ▶ prohibit the transport and sale of eggs and egg products nationwide that don’t meet these requirements.

“The [Humane Society of the United States] and [United Egg Producers] have been long-time adversaries, but have come together and identified a solution that balances animal welfare and the economic realities of the industry,” said Wayne Pacelle, president and CEO of The Humane Society of the United States. The two groups have put together an advertising campaign in support of their efforts to pass the legislation.

US consumers support proposed laying hen cage legislation

American consumers support, by a margin of four-to-one, recently proposed na-

tional legislation that would transition egg production from the existing conventional cages used for egg-laying hens to enriched cages, according to a new survey conducted by independent research company The Bantam Group. Consumers also said that federal legislation was preferable to state legislation, by a margin of two-to-one.

Consumers support the transition to enriched cages for egg production by a mar-



Enriched cages allow egg-laying hens to exhibit their natural behaviors.

gin of 12-to-one. Consumers also said that the two most important groups to support this transition outlined in the federal legislation (H.R. 3798) to enriched cages are the United Egg Producers and the Humane Society of the United States, both of which support the bill, as do more than 11 egg and farm groups, 10 animal protection groups and the National Consumers League. Fifty-nine percent of consumers said they would be “more supportive” if they knew that the United Egg Producers and humane society supported such legislation; only 1 percent said they would be more opposed.

Enriched cages provide egg-laying hens nearly double the amount of space they currently have in conventional cages, plus provide perches, nest boxes and scratch pads which allow the hens to exhibit their natural behaviors.

The study was commissioned by United Egg Producers. However, the survey’s sponsorship was anonymous so as to not bias any of the 2,000 respondents, all of whom were registered voters.

IPE/IFE to remain in Atlanta through 2016

The combined International Poultry Expo/International Feed Expo/American Meat Institute show will remain in Atlanta, Ga., through at least 2016, and its location after that will depend entirely on where exhibitors and attendees want to see the show located, according to the heads of the three associations that are

co-locating their shows. Rumors that the show will be moving back and forth between Atlanta and Chicago are only show-floor rumors, and any decisions such as that are years in the future, they said at a press conference on January 26.

John Starkey, president of the U.S. Poultry & Egg Association; Joel Newman, president of the American Feed Industry Association; and J. Patrick Boyle, president of the American Meat Institute, said that the three associations are co-locating their shows, a logical progression for all three organizations. “We’ve been in these discussions for several years,” said Starkey. “For all three of us the time was right to make this move.”

According to Boyle, the American Meat Institute’s move to an annual spring show a few years ago made the co-location of the three easier. “When we were a biannual show, it would have been hard to do this,” he said.

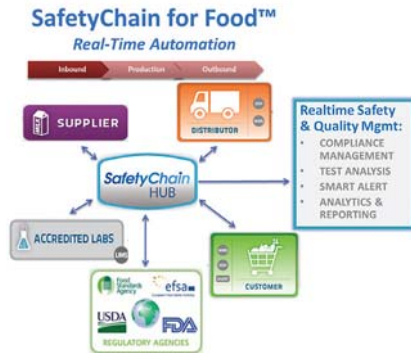


Leaders of the three associations co-locating their shows explained their future plans. From left: Joel Newman of the AFIA; J. Patrick Boyle of the AMI, and John Starkey of USPOULTRY.

The show organizers predict that the addition of the American Meat Institute show could add 100,000 square feet to the 2013 event, up from approximately 300,000 square feet this year. The show’s configuration probably won’t change much, with the feed and poultry live production exhibitors in Hall A, with Hall B being filled by the current processing exhibitors from IPE and the additional American Meat Institute exhibitors. “Reaction from exhibitors and attendees to the news has been overwhelmingly positive,” said Starkey.

The three associations will continue to operate independently, and each will offer targeted education and networking opportunities to meet customer needs and complement the expo. **E**

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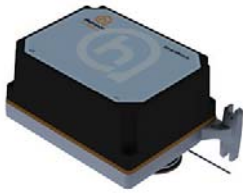
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