



**11th ANNUAL  
EGG INDUSTRY  
ISSUES FORUM**

*The Westin at Crown Center  
Kansas City, MO*

**Tuesday April 16, 2019**

- 1:00 Opening remarks
- 1:05 THE DON BELL MEMORIAL LECTURE:**  
The World Organization for Animal Health (OIE) standard setting process and the proposed chapter on welfare and production of laying hens  
**Dr. Michael David, USDA-APHIS**
- 2:05 What in the world is going on? A handicap of global events and their impact on Agriculture  
**Joe Kerns, Kerns & Associates**
- 3:00 BREAK**
- 3:30 Outcome- vs. Resource-based animal welfare standards: Differences and changes this makes  
**Industry Panel Representatives from UEP, AHA, VALIDUS, USDA-APHIS and Academia**
- 4:30 Mass disposal options during a HPAI event  
**Mark Van Oort, Versova**
- 5:00 Cage-Free research update  
**Dr. Hongwei Xin, Egg Industry Center**
- 5:30 ADJOURN**
- 6:00 RECEPTION**

**Wednesday April 17, 2019**

- 6 - 8 BREAKFAST**
- 8:00 Understanding Focal Duodenal Necrosis in egg layers  
**Dr. Monique Franca, University of Georgia**
- 8:40 Practical implications of a 20-year poultry manure application study  
**Dr. Michelle Soupir, Iowa State University**
- 9:20 BREAK**
- 9:50 Stabilizing egg quality in longer laying cycles  
**Dr. Petek Settar, Hy-Line International**
- 10:30 Attracting and retaining employees in rural areas  
**Tammy Jensen, AgriCAREERS, Inc.**
- 11:15 The cost of cage-free transition and Proposition 12 to producers and consumers  
**Maro Ibarburu, Egg Industry Center**
- 12:00 LUNCH**

*Registration and other details at [www.eggindustrycenter.org](http://www.eggindustrycenter.org)*

## Egg Issues Forum Pre-Conference Workshop

### Values First - The Building Block that Connects with Consumers April 16, 2019 | 9:00 - 11:30 a.m.

Everyone knows connecting with consumers is important; but do you have the right tools to actually *do* it? If a consumer asked what you do or why you do it, how would you respond? Would your response 'connect' with them?

As a flock owner, or an allied industry member, we **MUST** engage in these conversations. If we don't, who will? This workshop talks about the importance of connecting based on shared values, and also walks you through how to communicate them. Leave with specific responses to hard questions for your job, showing that farm values do align with consumer values.

Led by Dr. Leah Dorman, Director of Food Integrity and Consumer Engagement at Phibro Animal Health. Dr. Dorman understands the important role we play in answering questions in a non-defensive, open and honest fashion. As a veterinarian and previous Assistant State Veterinarian for the Ohio Department of Agriculture, she also understands the role of production agriculture to deliver healthy affordable food for all families. Join her in this interactive session, learning from her experiences in addressing antibiotic use, animal welfare, nutrition and much, much more.



## Egg Issues Forum Post-Conference Workshop

### Ventilation: Challenge or Opportunity? April 17, 2019 | 1:00 - 3:00 p.m.

Ventilation is critical to the success of every flock; but is your team managing it to get the best out of your birds?

Come learn about the fundamentals and ways to identify and fix common challenges with ventilation systems in today's modern poultry buildings. Bring your phone, tablet, or laptop to help you learn how to think through some real-world scenarios that can help you hone in your ventilation management skills.

Do you have questions specific to your specific site, building style or equipment? Bring them and start an era of enhanced ventilation management for your facilities.

This workshop will be led by Dr. Brett Ramirez, assistant professor in Agricultural and Biosystems Engineering at Iowa State University. Dr. Ramirez focuses his research and extension programs on ventilation systems, natural resource and energy efficiency, animal energetics, environmental control, and precision livestock farming.

