

The Mid-Atlantic POULTRY

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FARMER

A monthly supplement to The Delmarva Farmer • June 8, 2010

DPI's Satterfield recognizes change in industry over years

By NANCY L. SMITH
AFP Correspondent

GEORGETOWN, Del. — Unlikely as it may seem, Bill Satterfield, executive director of Delmarva Poultry Industry Inc. claims, "I rarely see a chicken."

In fact, Satterfield is a more common sight in Maryland, Delaware and Virginia statehouses than chicken houses, doing his job "trying to be a united voice for the industry."

Satterfield, a Dover native, began work as a radio broadcaster after graduating from Wake Forest University, serving as news director and farm news director at stations in Dover, Del., and Salisbury, Md.

He joined DPI in 1986 and became executive director in 1993.

There are, he says, parallels between his two careers.

"They're similar because I'm helping to serve the farm community by putting out information," he said.

Connie Parvis, director of education and consumer information at DPI who has worked with Satterfield throughout his tenure with the organization, praises those communication skills.

"His strength is his ability to communicate with the legislatures of three states and the media. He



Bill Satterfield, executive director of Delmarva Poultry Industry represents the industry in three states, and as an advocate. He said he generally sees the inside of the legislative buildings of Delaware, Maryland and Virginia more than the inside of poultry houses.

does an excellent job conveying the mission and message of DPI," she said.

•• Unique to the industry ••

Although there are other state poultry groups and at least one other multistate entity, The Poultry

Federation, with members in Arkansas, Missouri and Oklahoma, DPI is unique, Satterfield said.

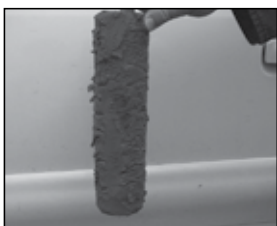
"We focus mostly on meat chickens. There are not many breeder bird farms here," he said. "No turkeys. We don't have big egg pro-

Photo by Sean Clougherty
duction. We have a lot of grower members," he noted, reporting that most of what he does relates to grower issues.

"Most state organizations are

See SATTERFIELD, Page 6

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Is your chicken house ready for summer weather?

Summer is quickly approaching, and some of the equipment that has sat idle for the last few months probably needs some maintenance so it will be working properly when needed.

Poultry scientists from the National Poultry Technology Center at Auburn University have published a newsletter containing equipment maintenance checklists.

This article will summarize some of the information provided in the "Summertime tune-up checklists" newsletter; however, the complete newsletter with checklists can be found at <http://www.aces.edu/poultryventilation/documents/Nwsltr-65Summertime-Checklists.pdf>.



POULTRY SPECIALIST

By Jennifer Timmons

Extension Poultry Specialist
University of Maryland Extension

documents/Nwsltr-65Summertime-Checklists.pdf.

Tunnel fans on chicken houses have taken a beating from the recent 2010 blizzards. It is important to have any damaged fans repaired or replaced soon before hot weather

arrives. Another item to check on your fans is the drive system or pulleys and belts.

Belt tension should be checked as loose belts will cause a reduction in airflow and reduce the life of the belt. Any worn belts should

also be replaced. Worn belts ride low in the motor pulley and will reduce the efficiency of the fan.

Belts should be tight and ride high in the motor pulley to achieve the fan's maximum revolutions per minute (rpm).

In addition to the drive system, fan shutters and guards should be cleaned routinely to remove dust and feathers.

Airflow can be obstructed from the buildup of dust and feathers which will cause fans not to operate at maximal performance.

Dirty shutters require more

See TIMMONS, Page 3

It's fair season!

Yes indeed, fair season is here. What does that mean for small flock owners?

It is a chance to take a trip to your local or state fair and see the best of what the area has to offer.

Are you interested in trying out a new breed or variety of chicken in your flock?

Take a trip to your fair and see some of the birds and talk to the owners.

Ask questions about their laying capacity, temperament or perhaps flightiness.



SMALL FLOCKS

By Brigid McCrea

Small Flock Poultry Specialist
Delaware State University

The fair is a chance to connect with local owners and perhaps support a breeder who is closer to home.

If you have not been to your county fair before, many fair schedules can now be found online.

Some fairs do not keep their birds on the grounds due to lack of facilities.

In these circumstances, the fairs have what is called a carry-in show.

This is basically a one day show where the winners may remain on display for the remainder of the fair.

If you are not sure if your local fair does this type of show, it is

best to look at the fair schedule on-line so that you do not miss the show.

The Delaware State Fair has birds at the show throughout the fair, but the Maryland State Fair has a carry-in show.

If you are at the fair as the chickens are being judged, then this can be quite an exciting prospect.

Keep in mind that the judge has a great many birds that must be evaluated in a short amount of time.

If you see a judge, permit them to complete their judging duties and hold your questions until they take a break.

Also, if you see a judge and his or her clerk working in a row of cages that is blocked off, then please respect the judging process

See McCREA, Page 4

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THIS MONTH'S DPI RECIPE

Chicken breasts with tropical salsa

- 4 boneless, skinless chicken breast halves
- ½ teaspoon garlic salt
- ¼ teaspoon allspice
- 2 tablespoons olive oil

With meat mallet or a similar flattening utensil, pound chicken breasts to half-inch thickness.

Sprinkle salt and allspice over chicken. In large, nonstick frypan, place oil and heat to medium-high temperature.

Add chicken and cook about 6 to 8 minutes per side or until chicken is brown and fork tender.

Arrange chicken on serving platter. Top with a portion of salsa; pass remaining salsa.

Tropical Salsa: In bowl, toss together 1 large mango, peeled and cut in cubes; one can (eight ounces) crushed pineapple in juice, drained; and three tablespoons each diced red pepper and sliced green onion; and 1 to 2 tablespoons minced cilantro. Add two tablespoons fresh lime juice and two tablespoons honey; toss to mix. Makes about 2 ½ cups.

Courtesy of the Delmarva Poultry Industry Inc.

Timmons ...

Continued from Page 2

energy (and higher electric bills) to open and reduce airflow and efficiency.

Another item to consider is fan motors. As with most electrical equipment, motors will run more efficiently and last longer at cooler temperatures. Dust will act as an insulator on the motor and will not allow the motor to cool effectively therefore impacting the energy efficiency and life of the motor. The evaporative cooling pad system on chicken houses is another area that should be examined and serviced before the onset of hot weather.

The debris on dry pads can be removed with a backpack blower.

Any damaged pads should be replaced. You also may want to sweep out the dog house area behind the cooling pad.

Once the debris has been blown off of the pads you will want to rinse the pads with a water hose. It is not recommended to use a high pressure washer as it will damage the pads. Use only recommended chemicals if pads require a chemical cleaning.

Dirty pads make it difficult for tunnel fans to pull air through them and as tunnel fans are choked down they draw more electrical current and tunnel air velocity decreases.

In addition to cleaning the pad, the evaporative cooling system recirculation trough and sump tanks should be drained to clear any debris from the system.

A dirty evaporative cooling system can lead to premature failures of filters, pads and pumps.

Check filters and clean or replace any dirty or old filters. It is recommended to keep extra filters on the farm so they are available when needed. At the time filters are replaced, write the date directly on the filter with a marker so the age of the filter will be known when it is checked. Make sure intake screens are in place for the evaporative cooling system pump.

Also check to ensure floats are in place and adjusted and tanks are clean. It is recommended to check pump screens at least once a week during times of high usage.

Another item to check on the pad system is the tightness of the dog house area. Any cracks or holes can be sealed with spray foam. It is important to remember air that bypasses the recirculating pads is not cooled and decreases the effectiveness of the system.

Flock performance can be impacted when fans and pads are not functioning properly; however, a generator or electrical system failure can result in a catastrophic loss of the flock. Therefore, it is critical to perform regular preventative maintenance on generators and electrical systems. Some things to check on the generator are vital fluid levels and air filters.

It is recommended to change

the engine oil at least once per year and replace air filters as needed. Additionally, batteries should be replaced every three years. Battery connections should also be checked to ensure there is no corrosion buildup and all connections are tight. It is also important to check the battery charge level to confirm there is a full charge on the battery.

Check the transfer switch to make sure it is set to automatically transfer power when the grid power fails and inspect breakers and fuses to ensure proper operation. It is a good idea to keep exact

replacement breakers or fuses on hand in case of an emergency.

During the summertime check the main breaker panel on a weekly basis to make certain it is not overheating. Breaker spots can be placed on both sides of each main breaker as a tool to monitor for early signs of overheating. An exact replacement main breaker should be stored in a known location so it is easily accessed if needed.

Also check the circuit breakers to ensure they are not overheating or tripping. If this is occurring, the problem may be in the electri-

cal system or the breaker itself. As with the main breaker, keep identical replacement circuit breakers on the farm so they will be easily accessed if needed.

Establishing and conducting a routine preventive maintenance program on chicken house equipment can help reduce electrical costs, improve flock performance and lower the risk of an electrical failure which could result in a catastrophic loss.

Remember Ben Franklin's famous adage: "An ounce of prevention is worth a pound of cure."

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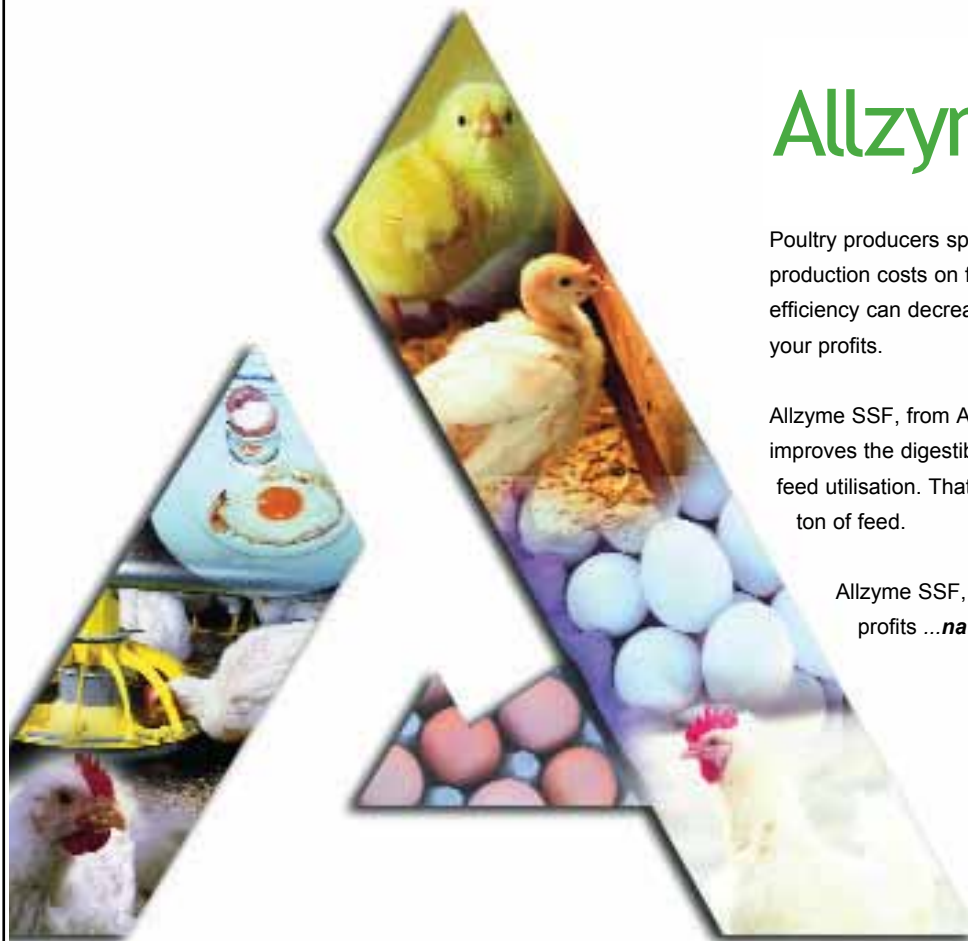
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DPI's Outstanding Poultry Producers

Fifteen outstanding poultry producers were honored at this year's Delmarva Poultry Booster Banquet on April 14 in Salisbury, Md. In subsequent issues of *The Mid-Atlantic Poultry Farmer*, photos of each of the outstanding poultry producers will appear.



Lori and Chip Crosswell, left, of Marion Station, Md., who are poultry growers for Mountaire Farms of Delmarva, were honored at the 54th annual DPI banquet in Salisbury, Md., along with Marilyn and Lee Ellers, above, of Harrington, Del., poultry growers for Perdue Farms Inc.

Photos courtesy of Delmarva Poultry Industry Inc.

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McCrea ...

Continued from Page 2

and do not interrupt.

Judges are quite happy to explain their methods of evaluation after judging is completed. ... So stick around, you may learn something new.

At many fairs, you may see 4-H, FFA or independent youth showmen participating in related poultry activities.

Showmanship is an event where youth examine their birds and provide answers to questions posed by the judges.

Poultry showmanship, as with showmanship in other species, is an opportunity for a young person to build his or her self-confidence and interview skills.

Not only must the young person be knowledgeable about examining and handling their chicken, he or she must also demonstrate general knowledge about keeping chickens.

Both 4-H and FFA showmanship are performed according to the Poultry Showmanship National Standard which is a booklet that may be purchased through the University of California, Division of Agriculture and Natural Resources

The cost of the booklet is less than \$10.

Both 4-H and FFA have additional events that may be viewed.

The poultry judging contest is

See McCREA, Page 7

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Satterfield . . .

Continued from Front Page

chicken company organizations. We have growers on the board. We've had a grower committee since the '60s. We've had growers as president."

Another factor that makes DPI unique is the number of poultry company employees who are members.

"Their jobs are tied to the success of the industry," Satterfield said.

One third of DPI dues are from growers, one third from allied industry suppliers and one third from chicken companies and employees.

Although Satterfield and DPI represent the industry in three states, he says most of his legislative work is in Maryland.

"Chicken is huge in Delaware, there are fewer legislators and more of them recognize that the industry is huge," Satterfield said, noting that the importance of the Delaware chicken industry is appreciated even by legislators from Wilmington. "In Maryland, because the chicken industry is on the Eastern Shore, a lot of people in other parts of the state don't care about the industry."

•• From education to advocacy ••

Satterfield, who lives in Wicomico County with his wife Susan, said that his job and the work of DPI have changed over the years.

"Before 1998, we worked on things related to the growing of chickens and promoting chicken," he said, adding that environmental issues now are driving the DPI agenda and his work.

"Our members rely on us. We have to be flexible enough and nimble enough to change direction as necessary," said Satterfield.

Kenny Bounds, DPI president in 1999 and now government affairs officer for MidAtlantic Farm Credit, agreed.

"DPI has gone from promotion of eating chicken and telling the chicken story and [informing about] chicken diseases to spending time advocating and fighting regulations that would be harmful to growers.

It's much more active," he said.

Satterfield, Bounds said, "is very respected by anyone who comes to know him. Members of the General Assembly find him professional, accurate and reliable.

"They don't see him as being radical, but reasonable."

Satterfield has seen other changes during his tenure.

"We do fewer education meetings because of industry consolidation. When I started, we had eight companies, maybe nine. They were smaller than the four we have now and some didn't have in-house expertise," he explained. "There are more grower issues now. Most environmental issues are grower-related.

"We're trying to keep the industry profitable for growers," he says. "When Maryland and Delaware deregulated electricity, we realized we as an organization could aggregate growers to get better electricity prices than Delmarva Power" offered.

"We put together electricity buying groups and saved growers several million dollars in the last three or four years," he said, noting that electricity is the biggest grower expense.

Roger Marino, a DPI board member who served as president in 2007 and 2008, says Satterfield has "gotten us into issues heretofore we hadn't responded to, like environmental issues and land use."

Marino, currently community relations/communications director for Mountaire Farms, said, "Bill has brought a lot of organization to the organization. He's been a regular proponent in Annapolis, Richmond and Dover," the capital cities of Maryland, Virginia and Delaware, respectively.

•• Bay issues take forefront ••

Satterfield says environmental issues are "amongst the biggest challenges to the industry" and recounts some of the state and federal regulatory challenges that have faced the industry over the past decade noting that the "biggest issues now are Chesapeake Bay issues.

"We're concerned the Chesapeake Bay model is incorrect," Satterfield said.

"It doesn't account for environmental practices that have been and are implemented on farms. Lots of farmers do voluntary work with their own money, not cost shared, and that's not reflected in the model," he said.

Satterfield and other representatives from DPI are meeting with the chief of the Natural Resources Conservation Service in Washington to discuss the issue.

Of special concern to Satterfield are a recent Presidential Order concerning the Chesapeake Bay and a federal court order to create a total maximum daily load, requiring states "to get the Bay and its tributaries to meet state water quality standards.

"The court order doesn't require individual action by homeowners. They don't have to have government-reviewed plans," he said, noting that runoff from suburban lawns is unmonitored and unregulated.

"Farmers have to file plans before putting anything on the land," he said. He is concerned that compliance costs could drive farmers out of business and result in the residential development of their land. "As regulated land becomes unregulated land, (the remaining) farmers have to cut back further."

He sees a direct connection between the survival of the industry on the Delmarva and the health of the Chesapeake Bay.

"If chicken disappears, farms with corn and beans disappear. Developers will come in," he explained, saying residential development "produces more pollution per acre than farmland."

•• Looking ahead ••

Satterfield is contemplative about the future. "People are going to continue to eat and to eat chicken. It will continue to be an important part of the American diet," he said, adding "The questions is — is it going to continue here? There are fewer regulations in other parts of the country.

"Concentrated Animal Feeding Operations regulation is applied more rigorously on Delmarva. It puts us at a competitive disadvantage. Other parts of the world have less regulation," he said.

"Very little foreign chicken is coming into the U.S., but that could change. You could see more fierce competition with American chicken," he said.

On the positive side, he noted that Allen Family Foods, Inc. is investing in its Harbeson, Del., plant and Tyson Foods Inc. is expanding capacity by 30 percent.

A large part of Satterfield's job is "educating people about chickens and agriculture. We need to do a better job of informing people. It's frustrating that people don't know where food comes from," he said.

Satterfield said DPI soon will release revised versions of "From Delmarva's Farms to America's

Table," videos on how chicken is produced in versions for adults and school children. "We want to do more youth education," Satterfield said.

He's planning three projects over the next year to spend \$50,000 DPI received from the United Soybean Board.

One project will promote chicken during bicycle races and rides on the Eastern Shore. "We will identify (chicken producing) farms along the routes and place signs with positive messages about the chicken industry and positive messages about the agriculture industry," Satterfield said.

He is also planning "lunch-and-learn" meetings at five locations where invited local politicians and business leaders will hear about the poultry industry.

The third project planned with the Soybean Board grant is the planting of trees in vegetative environmental buffers. "New operations ... don't qualify for government cost sharing dollars or don't want them," said Satterfield, who said DPI will oversee the planting of "tens of thousands of trees."

Satterfield's reach extends well beyond the Delmarva. Since 1966, DPI has sponsored a national meeting on poultry health and processing.

The October meeting is expected to draw some 250 food safety professionals and veterinarians as well as representatives of government, universities and processing plants from all poultry-growing states.

In DPI's June golf tournament to raise money for DPI's college scholarship program, Satterfield, who recently shot an 83, his second best round ever, will take on all comers.

This year, \$6,000 in scholarships was awarded to four students. "We want to encourage kids to study poultry and to come work in the Delmarva poultry industry," he said.

Both Bounds and Marino praise Satterfield's intellect. "Bill is smart, analytical and can understand intricacies of issues quickly. He understands the ramifications on all sectors of the industry," said Bounds.

"He brings to the table a good, solid mind," echoed Marino. "If I wanted a technical person to work with, it would be him. He has the ability to retain technical information. His strength is in the details."

Although Satterfield is not thinking about retirement, he already knows what the right gift will be when the time comes — a fireman's hat. "The organization is always putting out fire. We don't have time to be as proactive as we'd like to be," he said.

But for years yet to come, Satterfield, who says the best part of his job is "helping people," looks forward to being the voice of the Delmarva chicken industry. "We have to remember that we are working for our members," he said.

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BROILER REPORT

Placements up 3 percent

For the week ending May 29, 2010, growers placed 12 million broiler chicks in Delmarva growing houses, according to the Maryland field office of USDA's National Agricultural Statistics Service. These placements were 3 percent above the comparable week a year earlier. Broiler-type chicks hatched (11 million) decreased 4.8 percent from the comparable week in 2009. Eggs set in incubators during the week totaled 13.1 million, an decrease of 2.9 percent from the same week a year earlier. Federally inspected slaughter on Delmarva was 11.9 million for the week ending May 22, 2010, compared to 11.9 million slaughtered during the same week in 2009.

Broiler-type eggs set and chicks placed on Delmarva

Week Ending	Thousands					
	Eggs set 1/		Chicks hatched 1/		Chicks placed 2/	
	2009	2010	2009	2010	2009	2010
04/03/10	13,788	14,006	11,719	11,576	11,920	11,787
04/10/10	14,011	14,111	11,208	11,769	11,411	12,468
04/17/10	14,012	13,956	11,539	11,596	11,706	11,792
04/24/10	13,758	13,241	11,624	11,747	11,810	11,846
05/01/10	13,684	12,114	11,748	11,850	11,966	12,246
05/08/10	13,549	13,091	11,796	11,750	12,048	12,031
05/15/10	13,833	13,084	11,600	11,188	11,853	12,034
05/22/10	13,764	13,324	11,641	10,156	11,795	11,472
05/29/10	13,455	12,071	11,510	10,955	11,612	11,957

1/ For all broiler-type chicks, including those intended for hatchery flocks.

2/ The difference between chicks hatched and placed. Includes chicks withdrawn for hatchery flocks, inshipments and outshipments. To avoid disclosure of proprietary information, those numbers are not published.

NATIONAL BROILER MARKET-AT-A-GLANCE

June 2 — The market tone was steady to barely steady in the East, steady to weak elsewhere. Retail and food service demand covered the full range, but was noted as mostly light to moderate for first of the month business.

Supplies of all sizes were adequate to available to satisfy current trade needs. Floor stocks were moderate to heavy. In the parts structure, movement was fair to moderate for mid week trading. Breast items and wings were moderate to heavy with cutlets in the weakest position. Dark meat items were moderate to heavy with some discounting noted to help clear. In production areas, live supplies were moderate at mostly desirable weights.

Source: USDA/AMS Poultry Programs, Market News Branch
Atlanta, GA 404-562-5850
PVMNATL@ams.usda.gov

DELMARVA BROILERS AND FRYERS

Movement of ready-to-cook whole birds ranged fair to moderate. Seller offerings were at least sufficient for immediate trade needs. Live supplies were moderate; weights were mixed, but noted as mostly desirable. Processor schedules were moderate to moderately heavy. Less than trucklot asking prices were unchanged at 90 to 98 cents. The market tone was about steady. In the parts complex, b/s breasts and wings were moderate to at times heavy. Bone-in breasts were light to moderate. Dark meat cuts were mostly moderate.

*Estimated Slaughter of Broiler/Fryers in Delmarva, June 2, 2010

Estimated	Actual	Avg. Weight	Actual	Avg. Weight
06/02	05/31	05/31	05/26	05/24
2,317	(holiday)	(holiday)	2,281	6.10

* 6 of 6 plants reporting

Source: USDA AMS Poultry Programs, Market News & Analysis Branch
Atlanta, GA 404-562-5850
http://www.ams.usda.gov/mnreports/AJ_PY039.txt
e-mail: PVMNATL@ams.usda.gov

EVENTS AND MEETINGS

WEDNESDAY, JUNE 16

• DPI College Scholarship Golf Tournament to be held at the Nassawango Golf Course in Snow Hill, Md. For more information contact Paul Chesnik at 410-251-8317 or dpigolf@gmail.com.

FRIDAY-SATURDAY, JUNE 18-19

• 61st annual Delmarva Chicken Festival to be held at Delaware

State University in Dover, Del. The festival will feature a carnival, which is also open Thursday night, an arts and craft show, a home and trade show, antique tractors, the Del Rods car show, the Giant Frypan, children's activities and games, a petting zoo and live musical entertainment. For more information contact DPI at 302-856-9037.

McCrea ...

Continued from Page 4

an intense knowledge competition that tests the areas of egg-laying hen and poultry meat evaluation.

Members must be able to evaluate the quality of products and the production capacity of hens.

Once hens are evaluated by the members, there is a speaking component of the contest where members present their opinion on the class of hens.

This is an opportunity for the members to demonstrate their skills of communication and professional presentation.

At some fairs, eggs by the dozen may be judged.

This competition is perfect for those who wish to support the fair by entering a competition without going through the process of washing and showing members of their flock.

Check your fair's premium

books to determine if this competition is available to you.

Although not always the most interesting competition to watch, the egg judging is nonetheless another interesting part of the fair.

Perhaps small flock owners would rather help the fair through volunteerism rather than directly competing.

There are many such great opportunities.

Help is always appreciated with both the setting up and tearing down of the poultry show equipment.

Just ask the show superintendent and they may be able to tell you the dates and times.

This is yet another great way to connect with fellow poultry enthusiasts in your area.

Come to the fair this year.

You may learn something new or make a new friend.

See you at the fair!

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