

Checklists, Consumer Trends, Disease Control At Poultry Day

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Responsibility also means fixing problems quickly. "If something malfunctioned and there's manure all over the road, we immediately clean the road."

Stay educated on the latest management technologies, recommended Brubaker, and take advantage of composting, injecting, and no-till techniques.

A responsible operator keeps the farm neat and clean, the yards mowed, weeds sprayed, and equipment washed, which also lends to good neighbor relations and trust.

"We try to put ourselves in our neighbors shoes as much as possible," said Brubaker. Not spreading on holidays, driving

at reasonable speeds past the houses for safety and dust reasons, and being careful of lights consistently shining into homes during night spreading keeps good communications lines open.

"We take every opportunity we have to educate our neighbors and non-farm public on what we're doing," he said. "We want to hear what they have to say and act promptly."

After a complaint about flies, for example, they tilled the field at a less-than-optimal time because it "lets them know that they are heard and what they said was important to us."

"Most people will be reasonable when given the chance.

Those who are not probably are angry at more than just you," he said.

Communicating directly and handling complaints not only gives an opportunity for the producer to answer questions but also keeps communications lines open.

"We set the stage for agriculture in the future," said Brubaker. "I'd love to be able to hand over to my children a great way of life, not a hat full of headaches."

PEACCE

Amy Van Blarcom, PennAg representative and public liaison, explained the Pennsylvania Environmental Agriculture Conservation Certification of Excellence (PEACCE). The program attempts to promote environmentally safe agriculture practices, encourage producers to

minimize environmental risks, and recognizes producers who meet or exceed PEACCE standards.

Three components of the program includes an environmental literacy and awareness course, or the Penn State Livestock Certification Course. Twenty-five of these courses have already been completed in Pennsylvania. The second components includes a voluntary, free, confidential on-farm assessment by America's Clean Water Foundation.

The assessment report provides recommendations to help improve water quality, odor, or pests. The final components of PEACCE is performed by the county conservation district, which assesses the operation and then reports to the district board which will then approve or deny certification.

The national curriculum will be administered twice a year and producers who wish to maintain certification will complete the credit program every three years. Benefits include good relations with the community, minimized risk of litigation, possible insurance benefits, and statewide recognition.

The program is being pilot tested in Chester, Lancaster, and Berks counties.

Bronchitis Situation

Dr. Eric Ginerich, University of Pennsylvania, informed the audience about the poultry industry's ever-changing bronchitis situation. Infectious bronchitis can mutate readily, producing variant viruses, said Ginerich, which means continual monitoring is necessary for effective vaccination programs.

To broilers, bronchitis is an upper respiratory disease which causes difficulty in breathing. In layers bronchitis, besides being an upper respiratory disease, causes a 2-50 percent drop in egg production. The shell and internal egg quality decreases. The eggs may also be shaped ir-

regularly because the virus attacks the oviduct tissue.

Bronchitis has no specific treatment because it is a viral disease. Supportive therapy such as antibiotics, vitamins and electrolytes in water, and decreasing dust in the facilities are treatments commonly used to alleviate the symptoms.

Prevention includes careful watch over the people entering the facility or the equipment used in the house. Egg material on equipment, said Ginerich, provides a place for the virus to reside and consequently spread.

Broilers are vaccinated typically at one day then at 18 days with a sprayer. The layer vaccination program includes vaccination and boosters 15, 28, 42, and 84 days, plus a booster every weeks in lay.

Researchers will continue to isolate problem flocks and viruses and characterized the viruses for vaccination strategies, according to Ginerich.

What We Can Learn From Two Mice

Jim Shirk, PennAg representative, and Dr. John Schwartz, York County extension director, combined to present highlights from management advisor Spencer Johnson's book, "Who Moved My Cheese?" The story follows the progress of a mouse in a maze that is learning how to navigate to search for cheese.

Change happens, said Schwartz, and each producer needs to ask, "do I need to be venturing out?" he said. Anticipate change, said Schwartz. Monitor it, adapt to it quickly, move with it, enjoy it, and savor the adventure, he said.

Consumers are "moving the cheese," said Shirk. "They are dictating not just what they want us to produce, but also how to produce it. The challenge is not only to recognize what they are saying but decide what to do about it."

Consumers are reshuffling,

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Speakers at Thursday's Lancaster County Poultry Progress Day included, from left, Jim Shirk, PennAg representative; Tom Pantano, Tyson foods; Bill Achor, Wenger Feeds; Dr. Robert Owen, Hubbard ISA; Nelson Groff, president, Lancaster County Poultry Association; Dr. Eric Ginerich, University of Pennsylvania; Dr. John Schwartz, York County extension director; Andy Bradford, secretary, Lancaster County Poultry Association; and Leon Ressler, Lancaster County extension director.

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First Union's Agri-Finance Department is proud to support 4-H and FFA members and programs. We believe preserving the family farm is one of the most effective ways to ensure a better future for everyone. So First Union is committed to working with young people and supporting their goals.

With guidance and encouragement, they will develop the skills and values they'll need to be successful in farming or wherever their lives take them. And their achievements will benefit us all.

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Jessica Schmidt (right) from Drumore sold her 4-H steer at the 2001 PA State Farm Show to First Union Bank, which donated the steer to the Lancaster County 4-H Livestock Banquet. Pictured also are Ted Bowers (left) and Scott Hauseman, both representing First Union Bank.

