California Farm Animal Welfare Coalition Meets

PEPA is currently working with a coalition of California groups representing a broad spectrum of animal species. The main objective of this group is to set up an infrastructure to track and address animal rights activists’ actions affecting livestock production not only in California but throughout the United States. The welfare coalition has had two meetings and is planning on forming a 501 (c) (6) corporation in the very near future. PEPA will be extremely active with the formation and operation of this association.

CBS to Partner with EggFusion

CBS announced that it will partner with EggFusion to promote its fall television season. Beginning in September more than 35 million eggs will be marked with the CBS logo and slogans such as “CSI: Crack the Case on CBS” and “The Class, New Grade-A CBS Comedy.” The logo and slogans will appear along with coded expiration dates on eggs sold by grocers. EggFusion will use laser technology to create the “On-Egg Messaging.”

Arizona Farmers and Ranchers Warn Voters of “Hogwash Campaign”

On July 6th Arizonans for Humane Farms filed petitions with the Arizona Secretary of State to qualify an initiative to ban gestation crates for pregnant pigs and veal crates on the November ballot.

A coalition of Arizona farmers and ranchers has been working hard to educate the public about the animal rights activists coordinating the statewide campaign. Major funding for the initiative has been provided by two of the largest animal rights organizations in the country, Farm Sanctuary based in upstate New York, and the U.S. Humane Society based in Washington D.C. Also of note is the fact that Arizona has zero veal production and ranks relatively low in hog production. The Arizona campaign is yet another example of the animal rights activists’ tactics to divide and conquer. PEPA and UEP have both donated to the Campaign for Arizona Farmers and Ranchers. For more information about the Campaign for Arizona Farmers & Ranchers please visit www.azfarmersranchers.com

FDA Guidance Document on Records Required by Bioterrorism Act

United Egg Producers (UEP) had requested clarification of the record keeping requirements for shell egg grading operations on farms relative to the Public Health Security and Bioterrorism and Response Act of 2002. The revised guidelines released in June explain that a producer that grades and packs only his own production at the production farm is not required to keep records under the Act. Further, a producer grading and packing his own production at the farm site and production that comes from a site separate from the location of the “packing farm” but under the producer’s ownership is not required to keep records.

According to the FDA guidelines, records are required if an on-farm packing plant receives eggs from a farm that is not under the same ownership. However, the farm must keep records only of the eggs that it receives from farms not under the same ownership. When a central processing plant is located off the farm, records are required for all eggs processed at that plant. It is not clear if ownership extends to contract farms. The guidance document is at http://www.cfsan.fda.gov/~dms/recguid3.html

This report was provided by UEP Washington Report.

98% of Americas Farms Are Family Farms

Article by Animal Agriculture Alliance

July 7, 2006 – In May 2006, the U.S. Department of Agriculture’s Economic Research Service (ERS) released a report that showed 98% of farms in the USA are family farms. The report titled, Structure and Finances of U.S. Farms: 2005 Family Farm Report, defined family farms as proprietorships, partnerships or family operations that do not have hired managers...

The study also discovered that 61% of all farms did not participate in any farm program in 2003. This finding clearly indicates that only a minority of farmers receive agricultural subsidies.

**Avian Influenza Posters**
The University of California, Davis Animal Science Department has created a poster to inform ranch employees about the facts of Avian Influenza. “What Does Bad Bird Flu Look Like?” and “Can I Get Avian Flu?” are available in English and Spanish and can be accessed at [http://animalscience.ucdavis.edu/Avian/](http://animalscience.ucdavis.edu/Avian/).

**Organic Industry Grows**
California’s organic industry is undergoing significant changes. The number of producers reporting sales has not changed much, but total acreage devoted to organic production and income from sales is growing. In 2000, there were 1,903 organic growers. The 148,552 acres in production generated $200.8 million in sales that year. In 2003, 1,757 organic producers harvested 173,821 acres and generated $329.8 million in sales.

Vegetable crops lead organic farm sales with 46.9 percent of total sales in 2003, but the livestock, dairy, poultry and apiary (beekeeping) group has the greatest rate of increase in sales.


In addition to information on the number of growers, acreage, and farm level sales, the report presents information by commodity groups and by specific commodity for counties, regions and the entire state.

When released in early 2006, Statistical Review of California’s Organic Agriculture, 1998 – 2003 will offer the best overview of California’s dynamic organic industry available to policy markers and other interested parties. The report was compiled by Karen Klonsky, AIC associate director for agricultural environmental management, and Kurt Richter, AIC graduate research assistant.

<table>
<thead>
<tr>
<th>Year</th>
<th>Growers</th>
<th>Acres</th>
<th>Annual Sales</th>
<th>Sales (million)</th>
<th>growth rate percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>1,757</td>
<td>85,131</td>
<td>183</td>
<td>183</td>
<td>27*</td>
</tr>
<tr>
<td>1999</td>
<td>1,741</td>
<td>125,720</td>
<td>204</td>
<td>204</td>
<td>12</td>
</tr>
<tr>
<td>2000</td>
<td>1,903</td>
<td>148,552</td>
<td>201</td>
<td>201</td>
<td>2</td>
</tr>
<tr>
<td>2001</td>
<td>1,925</td>
<td>167,460</td>
<td>207</td>
<td>207</td>
<td>3</td>
</tr>
<tr>
<td>2002</td>
<td>1,847</td>
<td>164,503</td>
<td>250</td>
<td>250</td>
<td>21</td>
</tr>
<tr>
<td>2003</td>
<td>1,757</td>
<td>173,821</td>
<td>330</td>
<td>330</td>
<td>32</td>
</tr>
</tbody>
</table>

*based on 1997 sales level of $144 million

**Eggstra! Eggstra!
Read all about it!**
AEB’s long standing slogan has been nominated for inclusion in the advertising “Walk of Fame” honoring outstanding advertising slogans and icons. This nomination comes at a particularly poignant time for the egg industry as we celebrate the 30th Anniversary of AEB, and 30 years of continual use of “The Incredible Edible Egg TM” slogan. You can vote for the slogan at [http://advertising.yahoo.com/advertisingweek_06/](http://advertising.yahoo.com/advertisingweek_06/) during the weeks of June 20th to September 28th. Anyone can vote, limit one per computer, and the two slogans with the highest number of votes will be added to the Walk of Fame.

DON’T FORGET TO VOTE!

**Farm Animal Stewardship Purchasing Act**
Introduced in House of Representatives
On June 8, Congressmen Shay (D-CT) and DeFazio (D-OR) introduced H.R. 5557 the Farm Animal Stewardship Purchasing Act. This bill if enacted would require animal producers that contract with the Federal government to comply with a set of animal welfare standards.

The compliance language requires that a covered animal have (1) adequate shelter which allows sufficient space for the covered animal to stand, lie down, get up, walk, move his or her head freely, rest, and turn around completely and fully extend all limbs or wings without touching any part of an enclosure; (2) daily access to adequate food and water sufficient to ensure the health and well-being of the covered animal without forced feeding or feed withdrawal; and (3) adequate veterinary care, including prompt treatment or humane euthanasia of a sick or injured covered animal.

H.R. 5557 was referred to the House Committees on Government and Agriculture. Additionally, PEPA at a recent meeting of the California Farm Animal Welfare Coalition learned that the bill may also be presented as an amendment to the 2007 Farm Bill which will be heard early next year.

The Humane Society of the United States President and CEO Wayne Pacelle thanked the Congressmen for introducing this “important legislation, which would dramatically improve the lives of the millions of animals being raised for the meat, eggs and dairy products that the federal government purchases.”
State Budget: For the first time in many years the state had a budget by the start of the fiscal year. The budget was approved in June and signed by the Governor. PEPA staff worked with California Department of Food and Agriculture (CDFA) officials over many weeks with regard to securing funding for CDFA. The state legislative analyst’s office (LAO) and various legislators had attacked core programs of the agency relative to plant and animal pests with proposals to have these programs (which have traditionally been funded with general taxpayer funds) funded with agriculture industry funds from various sources.

One proposal was to require consolidation of agricultural commission and marketing order promotional activities and take purported savings from same to fund plant pest exclusion activities. Fortunately, this idea did not gain any traction. Another proposal was to use USDA Specialty Crop Grant moneys paid to California to help fund CDFA’s Emerging Threats Budget (CDFA’s program for detecting and eradicating plant and animal pests). PEPA opposed this attempt as it could jeopardize Congress from approving additional specialty crop grant funds if they are used for general fund activity purposes. Members may recall that PEPA secured a $33,000 grant from Specialty Crop funds to underwrite expenses of the California Egg Quality Assurance Program. And, there were proposals to impose special assessments on farmers to fund pest prevention and related activities of CDFA as well as to fund state water board functions relating to irrigation run-off coalitions.

Agricultural organizations including PEPA remained united in their position that animal disease and plant pest programs at CDFA should remain funded with general tax payer funds, and that some of those programs should also be enhanced. The bottom line is that agriculture sought $5 million for high risk plant pest activities, $7.2 million for the Emerging Threats Program, opposed imposition of water board fees, sought $10 million for West Nile Virus programs, with no money to fund these activities coming from Specialty Crop Money from USDA. In the final budget, $3 million was approved for high risk pest programs, $5.2 million for Emerging Threats and the Specialty Crop funds were protected, $2 million for West Nile, no water fees were imposed and the Specialty Crop Funds were protected. Agriculture is quite pleased with the budget results for CDFA. The new Emerging Threats Program is key to getting prepared for a potential Avian

PEPA participated in the budget process by working with legislative budget committee members, capitol staffers, CDFA officials and testifying at various budget committee hearings.

Agricultural Biotechnology – SB 1056 (Florez): The California State Assembly Committee on Agriculture approved a state preemption bill on agricultural biotechnology in late June on an 8-0 vote despite testimony by over 50 witnesses from the environmental and organic community against the measure. The bill will prohibit any additional counties or cities in California from banning the production or use of genetically modified crops and from regulating them in any other way. Although the bill is patterned after preemption legislation passed in other states, this bill applies to both seed and nursery stock.

Four counties in California have banned agricultural biotechnology (Marin, Mendocino, Trinity and Santa Cruz). PEPA has positioned itself in favor of agricultural biotechnology and in the past has helped fund efforts to defeat restrictions on agricultural biotechnology in Oregon and Sonoma County California. The bill now goes to the Assembly floor where it will be taken up in August.

Pet Stores/Poultry – AB 2862 (Ridley-Thomas): This bill is a comprehensive proposal to regulate all activities of “Pet Stores”. Early versions of the bill would have applied to live poultry markets as well. It was later changed to apply only to pet stores, however some are concerned about the definitions in the bill and indicate it would impact 4-H’ers and FFA’ers in the sales of animals and birds. Also, some of the requirements in the bill for birds including poultry sold as household pets including perches, non-wire platforms and the like are precedents that might be applied later to commercial poultry operations. Although the bill has passed the Assembly it did not pass out of the Senate Business and Professions Committee recently. Reconsideration was granted, however, so the bill can be taken up again in August in that committee. Our thanks to Dr. Francine Bradley who attended the hearing to work against the bill.
Minimum Wage. Several bills were introduced this year regarding increasing the minimum wage. Democrats in general want to increase minimum wages and then have an automatic annual escalator in the future. The Governor supports an increase in the minimum wage, but without indexing future increases to inflation. The main bills on minimum wage are:

**AB 1835 (Lieber) and SB 1162 (Cedillo)** - Will increase the minimum wage to $7.25 July 1, 2007 and to $7.75 per hour on July 1, 2008 and then index future increases automatically to the rate of inflation. The Lieber bill is under consideration on the Assembly Floor and will likely pass and the Cedillo bill is on the Senate Floor and will likely pass.

As an alternate strategy Governor Schwarzenegger recently petitioned the Industrial Welfare Commission (IWC) to increase the minimum wage by $1 an hour. The Governor’s letter to the commission explains that California’s strong economic recovery allows for the first increase since 2001. In his January State of the State address Governor Schwarzenegger called for a one dollar increase to the state minimum wage. The IWC took its first step towards considering the governor’s petition by appointing a 13 member wage board to make recommendations to them regarding the minimum wage. Labor groups and candidate for governor Phil Angelides are asking the board to tie future increases to inflation. Business groups are opposing this request and are challenging whether or not the Commission even has authority to do so. The IWC must act by October 1, 2006 if a wage increase is to be in place by January 1.

By way of information, California’s minimum wage is currently $6.75 per hour. Some other minimum wages in the west are: Washington - $7.63; Oregon - $7.50; Alaska- $7.15; Hawaii - $6.75. The federal minimum wage is $5.15 per hour.

Agriculture Omnibus Changes- AB 1598 (Committee on Agriculture) - This is an omnibus agriculture bill and includes various provisions related to various programs under CDFA’s jurisdiction. One of the provisions of the bill that will impact buyers and sellers of eggs are changes to the new low-cost, expedited mandatory arbitration program under the Market Enforcement Branch to assist farmers in getting paid for crops they sell to California buyers of farm products. The new language in the bill helps speed up the process by allowing arbitrators to be directly paid for their services by the stakeholders instead of having to run the payments through CDFA accounting systems.

California Governor’s Appointments - Some key appointments made by the Governor in June are as follows:

**Water Board**

Charles Hoppin, 59, of Yuba City, has been appointed to the State Water Resources Control Board. He has over 35 years of farming experience and currently farms 700 acres of rice and 2,000 acres of melons, walnuts, safflower, wheat and corn. Hoppin has served on the California State University Agricultural Advisory Committee since 2005, as chair of the California Rice Industry Association since 2000 and as vice chair of the Farmer’s Rice Cooperative since 1995. Previously, he served on the State Board of Agriculture from 2002 to 2006 and the Sutter Mutual Water Company Board of Directors from 2000 to 2002. This position requires Senate confirmation and the compensation is $114,191. Hoppin is a Republican. Charlie is well known in agricultural circles in Sacramento and will be a great voice for our industry on the state board.

Gary Wolff, Ph.D., 48, of Castro Valley, has been appointed to the State Water Resources Control Board. Since 2001, he has served as principal economist and engineer for the Pacific Institute for Studies in Environment, Development and Security. In addition, Wolff has served on the San Francisco Bay Regional Water Quality Control Board since 2005. He was previously a visiting professor of environmental economics at the Monterey Institute of International Studies, director of incentives programs at Redefining Progress, an engineering consultant and the founder and principal engineer for 3E Engineering. This position requires Senate confirmation and the compensation is $114,191. Wolff is registered decline-to-state. Wolff is said to be a strong environmentalist.

California Environmental Protection Agency

Governor Arnold Schwarzenegger also appointed Linda S. Adams as the new secretary of the California Environmental Protection Agency (CalEPA). Adams, 57, of Sacramento, has served on the Central Valley Regional Water Quality Control Board since 2005. Prior to joining the board, she served as chief of staff for the State Controller’s Office from 2004 to 2005. In 2004, Adams served with the California Performance Review and from 2003 to 2004 was director of the Department of Water Resources. She was legislative secretary in 2003 for the Office of the Governor and chief deputy legislative secretary from 1999 to 2003. Adams previously served as...
a senior consultant for a number of Legislative Com-
mittees from 1979 to 1995, including the Senate Agri-
culture and Water Resources Committee, Assembly Wa-
ter, Parks and Wildlife Committee and Assembly Local 
Government Committee. She has received several 
awards and recognitions for her work and was 
awarded the “Environmental Hero Award” by the Cali-
ifornia League of Conservation Voters in 2002 for nego-
tiating the first law to combat global warming in 
the nation. Adams also serves on the Board of Directors for 
the Sacramento Local Conservation Corps. 

This position requires Senate confirmation and the 
compensation is $131,412. Adams is a Democrat. Ad-
ams is known as somebody agriculture can work with 
on issues of concern to the industry.

Heavy Congressional Push 
Set Through July to Clear Calendars

There’s only three weeks left until Congress recesses 
for the month of August, and this time crunch sets up a 
rush to complete several pending measures.

On deck for consideration this month is the Depart-
ment of Homeland spending bill for FY2007, with De-
mocrats contending the GOP is not spending enough 
to protect transit and rail systems, as well as chemical 
facilities. Immigration reform won’t see the light of day 
as more hearings are scheduled for August by leaders 
in both chambers to check the pulse of the public go-
ing into the November election. The first two of those 
hearings were marred by partisan sniping. Also mired 
in controversy is the FY2007 agriculture spending bill, 
again controversial because of disaster aid money in-
cluded by the Senate, and leadership is now talking 
about deferring action on ag spending until after the 
November election. And conferees will again try to 
reach an agreement on estate tax repeal.

NAS to Release EPA Draft 
Dioxin Reassessment Review July 11

The National Academy of Sciences (NAS) will release 
July 11 its review of a nearly 20-year-old EPA effort to 
finalize a reassessment of human exposure to dioxin and 
related compounds, including PCBs, all suspected car-
cinogens. The review was ordered by Congress in 2003 
when a White House Interagency Working Group at-
ttempting to seek consensus on the draft reassessment 
failed to meet a late 2003 deadline for finishing its work.

The EPA draft, last formally released in 2000, is contro-
versial because it says that 95% of human exposure to 
dioxin, an air-borne contaminant, is through consump-
tion of meat, dairy and fish. It also contends an 
adult male’s risk of dying from dioxin-induced can-
cer is 1 in 1,000 over his lifetime, a risk level lower 
even than set in Europe and by the World Health 
Organization (WHO). Yet at the same time, the 
draft called food only a “conduit,” advising consum-
ers to follow federal dietary guidelines.

The agriculture community, through the ad hoc 
Food Industry Dioxin Working Group (FIDWG) co-
ordinated by the American Feed Industry Assn. 
(AFIA), argued in 2000 to EPA and presented data 
to NAS during its public comment and hearing pe-
riod, that EPA used old consumer data, that pur-
chasing patterns used in EPA’s analysis were seri-
ously out of date, and that EPA had failed to review the 
total draft risk reassessment in the context of 
new data from USDA and FDA based on food mar-
ket basket sampling, as well feed and feed ingredi-
ent sampling.

Further, EPA’s own data shows that controllable 
industry dioxin emissions have been reduced nearly 
95% over the last decade, dramatically lowering ex-
posure, reducing body burdens and showing back-
ground levels of dioxin have approached levels not 
seen for 100 years.

Canada Confirms Sixth BSE Case

Canadian authorities July 4 confirmed that nation’s 
sixth case of BSE, this time in a cross-bred beef cow 
in Manitoba. The animal is at least 15 years old, 
having been bought as part of group of cattle by 
the farm in question in 1992, but born well before 
the Canadian feed ban was instituted. While au-
thorities are attempting to locate the birth farm – 
and a calf born to the animal in 2004 – officials con-
firmed no material from the animal entered the 
food or feed chain. USDA said its scientists were in-
vited to participate in the epidemiological study of 
the animal’s origins, feed consumption and off-
spring, but indicated it will not be necessary for the 
U.S. to send experts, but it will review reports by the 
Canadian team when they’re available. USDA said 
it also does not expect the latest case will cause any 
disruption to U.S.-Canada beef trade.
Scholarship Recipients

Oregon State University

Julie Kelly - Sidney Strear/ George Petrusich, Sr.
Natalie Rooke - Demler Memorial
Travis Schaal - William J. Walkinshaw Memorial
Beau McLean - Myron Satrum
Andrea Bruce - Tom & Sally Dybrad/John H. Perry

University of California, Davis

Sara Leisgang - Joe Haddy
Thomas O’Hare - Morris & Jack Polack Memorial
Kimberly Livingston - Fred N. Hunt
Laura Flatow - Don Wharton
Katherine Sanui - Hy-Line International, LLC
Anne Robinson - John Bouwman

California Polytechnic, San Luis Obispo

Ryan Holt - Emby
Ashley Knoll - Women for Turkeys
Brian Wright - Chilson Memorial
Tomasz Bocianski - Charles Pine/Richard & Jennabelle Leach
Laura Meriwether - Albert Beverly Zacky
Kevin Haywood - Dick Freisen
Melissa Jenkins - W.D. Woody Woodward

Fresno State University

Angie Bottarini - Olson Foundation/E.S. Christoffersen

Modesto Junior College

Emily Birr - Nunes

University of Alberta

Nicholas Wolanski - William Austin
Luis Romero - Freda Gandler
Jacob Hamidu - Luda Rico Deluca Foundation

Colorado State University

Phillip Bass - Jim Eastman Memorial

Foundation Update

The PEPA Scholarship & Research Foundation awarded thirty scholarship stipends to students representing California Polytechnic University, San Luis Obispo, California State University, Fresno, Colorado State University, Modesto Junior College, University of Alberta and the University of California at Davis at the annual convention.

At their annual meeting Trustees unanimously voted to retain the current slate of officers. Dennis Kamstra was reelected to serve as President, Sharon Hohberg was reelected as Vice President and Kim Hernandez was reelected Treasurer.

Trustees also discussed the “state of fundraising” and adopted several action items to facilitate this year’s fund drive. Chief among the action items adopted was the “reenergizing” of the PEPA Fundraising/Foundation Committee, chaired by PEPA Vice President Kurt Allen. Additionally, Trustees agreed to personally solicit donations from designated companies and individuals.

The board also bid a fond farewell to long time trustee Joe Haddy and trustee Harry Nakaue. Leis and plaques were presented to the “retirees” at their last board meeting. The board welcomed new members, John DeGroot and Ken Lee. The aforementioned members join Dennis Kamstra, Kim Hernandez, Sharon Hohberg, Tony Cobarrubia, Dr. Charles Corsiglia, Jack Engle, Mark Oldenkamp, Dr. Ram Saini, Jim West and Richard Zacky on the board.

Following the convention the Scholarship Foundation met on July 10th in Shell Beach, California in conjunction with the California Poultry Federation’s summer board meeting. Trustees reviewed and acted on the Foundation’s financial portfolio, discussed upcoming fundraising events, critiqued research projects and approved summer internship stipends.
The board was pleased to acknowledge substantial donations to the Hy-Line, Tom and Sally Dybvad, and Joe Haddy endowments. Additionally, the Northwest Poultry Council was acknowledged for donating proceeds from the 2005 golf tournament to the Ray and Carol Holt endowment.

This year’s summer internship stipends were awarded to, Ernesto Elenes, Stevie Perry and Alexis Reese all students from California Polytechnic University at San Luis Obispo. Ernesto and Alexis are working at Gemperle Enterprises. Ms. Perry is working as a volunteer at the California Animal Health & Food Safety Laboratory – Turlock. Congratulations to these young scholars!

The summer internship stipend award program is open to qualified students who have arranged summer employment in a poultry related operation (layer or meat bird) within the PEPA Scholarship & Research Foundation’s western sphere of influence. Candidates may access information about the scholarship and summer stipend awards at the PEPA website located at www.pacificegg.org

The Scholarship and Research Foundation will meet again in Modesto, California on October 25th.

Oregon State University and University of California, Davis, first place scrapbooks!

2006 Scholarship Winners

California Egg Industry Association Update

The California Egg Industry Association (CEIA) was founded in 2002 following the dissolution of the California Egg Commission (CEC).

The main mission of CEIA is to protect and maintain the intellectual properties of the CEC. The “California Fresh” logo is used on a substantial number of egg cartons in California and is one of the intellectual properties maintained by CEIA. CEIA guards against potential trademark infringements by unauthorized users, including out-of-state marketers.

Additionally, CEIA is the designated California representative of the American Egg Board (AEB). As such, CEIA determines how the allotted state portion of AEB funds collected from California egg producers will be spent.

Last year CEIA committed its share of AEB state support funds to the AEB sponsored “media blitz” program focusing on the San Francisco/Northern California market. AEB had already targeted 11 markets including Los Angeles for the “blitz” which included a radio campaign, ad campaign and direct mail campaign in the months of February and May. The CEIA board believed that adding the northern California market to the original list of AEB targeted markets would be a fair disbursement of state funds, as both the northern and southern California markets would benefit from the media blitz. In 2004 CEIA funded billboards in Los Angeles, San Francisco, Sacramento, San Diego and Fresno. In 2003 CEIA broadcast Spanish radio ads in LA, Fresno, San Diego, San Francisco/San Jose and Sacramento. This year CEIA is in the process of choosing to run radio ads and/or posters in the LA, San Francisco, Fresno, San Diego and Sacramento markets.

Long term goals of the CEIA include the development of California Egg promotional events and strategies to assist all California producers with marketing eggs.
Aloha! A big mahalo to all who attended this year’s convention. We definitely made the best of paradise, despite the torrential down pours!

The program consisted of four General Sessions. Main topics discussed were marketing, animal welfare and disease issues. Additionally, Industry updates were also presented by the American Egg Board and United Egg Producers.

Is it Five O’clock somewhere? The convention began at 5:00 pm on Monday, February 27th with a visit from the Oahu Convention & Visitors Bureau and the Polynesian Cultural Center. Everyone was welcomed Hawaiian style with a lei greeting by students from Oregon State University and University of California, Davis.

The next day at the Surf’s Up Early Rise Annual Meeting and breakfast, PEPA’s incoming board members were confirmed and annual reports given by PEPA officers. Chef Roy Yamaguchi founder of Roy’s Restaurants, Chef Troy, Roy’s Restaurant and Dean Okimoto, President of the Hawaii Farm Bureau Federation demonstrated two egg dishes, Lobster Deviled Eggs and Truffle Eggs (see recipes on page 10). Rooster Club members were also honored at the breakfast (see sponsors page 9).

Dick Brownell, California Egg Marketing Association was the moderator for the Egg Marketing Panel. The panel consisted of Rick Brown, Urner Barry Publications, Paul Sauder, R.W. Sauder, Inc., and Kevin Whaley, Country Creek Farms, Inc.

Arnie Riebli, Sunrise Farms LLC was the moderator for the Animal Welfare Panel. Mark Oldenkamp, Chairman of the UEP Animal Welfare Panel, Darin Watkins, Washington State University, and Dr. Janice Swanson of Kansas State University were on the panel. Topics included “What to do if the gorilla comes knocking on your door.”

FORE! On Tuesday players hit the ocean side links. Over 75 golfers participated and mother nature ceased the rain for the duration of the tournament. A good time was had by all. (see sponsors page 10)

During the Wednesday Hang Ten Breakfast, emcee extraordinaire Jim Ford, Coast Packaging Co., announced and roasted both golf winners and losers alike. First place winners included Hugh McConville, Norm Patterson, Brad Indelicato and Paul Sauder. Specialty holes were also awarded. (see page 10)

Dr. Francine Bradley, U.C. Davis Cooperative Extension, moderated the Avian Influenza General Session. She also filled in for panel participant Dr. Stewart Ritchie, Canadian Poultry Consultants. Other members of the panel were Darin Watkins, Washington State University, Dr. Richard Breitmeyer, California Department of Food & Agriculture, State Veterinarian, and Dr. James Foppoli, Hawaii Department of Food & Agriculture, State Veterinarian.

Joanne Ivy of the American Egg Board (AEB) presented the new commercials and advertisements for AEB’s 2006 marketing campaign. Chad Gregory of the United Egg Producers (UEP) was also on hand to update members on UEP activities.

Hula! Hula! Record attendance at the Luau couldn’t have been due to the monsoon outdoors. Families gathered indoors for a traditional Hawaiian Luau dinner, complete with a private performance from the Polynesian Cultural Center. The performers also took pictures with the audience members. The PAC Auction was a great success with over 30 items donated, (see sponsors page 11). The PEPA Scholarship & Research Foundation also received many generous donations on the bidding for the “Friends of the Armadillo Band.” Over $7,000 was raised to benefit the foundation. As always, emcee, Jim Ford did a fabulous job!

The Big Kahuna Brunch featured AEB’s beloved Howard Helmer. Howard was in for a surprise as PEPA honored him for his commitment to the egg industry. He has supported the industry for almost his entire adult life traveling around the world to promote the “Incredible Edible Egg!” AEB board member Arnie Riebli lauded Howard on behalf of PEPA and presented Howard with a portrait of Howard painted by artist Rita Ford.
Kim Hernandez, Haley Farms, Inc., Dr. Francine Bradley and Sharon Hohberg awarded scholarships and student awards. Travis Schaal of Oregon State University swept the competition winning the poster presentation, Merit Award and 2006 scholarship stipend. Anne Robinson of UC Davis also received a Merit Award. (see scholarship recipients on page 6) The scrapbook competition was intense. “They were both exceptional books and it was difficult to choose a winner”, said judge Chad Gregory of United Egg Producers. And as it turned out it was a tie. Oregon State and UC Davis were awarded the customary blue ribbons. Industry awards were also given during the final breakfast. Poultry Scientist of the year was awarded to Dr. Mark Bland of Cutler & Associates. Dr. Bland has been an advocate for the poultry industry in the pacific states for many years. Industry Person of the year was awarded to Arnie Riebli of Sunrise Farms LLC. Arnie was recognized for his passionate commitment to the egg industry.

Former PEPA Scholarship recipient Jeff Peterson concluded the program with a motivational message with a surfing twist. He introduced the new waves of surfing and related it to the poultry industry.

Finally, we would like to thank all who attended this years convention and we hope to see you next year at the Lowes Coronado Bay Resort & Spa in San Diego, California.

Pacific Egg & Poultry Association
2006 Rooster Club
Sponsorships
PLATINUM
Coast Packaging Co./Pactiv Corporation
Dolco Packaging
Hy-Line North America, LLC
GOLD
American AgCredit
BRIT Farms/Centurion Poultry, Inc.
Chore-Time Poultry & Egg Production Systems and Brock Manufacturing Distributed by Alpha Inc.
Hohberg Poultry Ranch
NuCal Foods, Inc.
Ridley Feed Ingredients
SILVER
Aerotech, A Munters Company
Big Dutchman, Inc.
Chino Valley Ranchers
degussa Corp.
Diamond Systems
Egg Clearinghouse, Inc.
FPS Food Processing Systems, Inc.
Farmer Automatic of America
Fort Dodge Animal Health
Hidden Villa Ranch
Intervet Inc.
ISA/Shaver/Babcock
Keyes Fibre Corporation
Lohmann Animal Health International
Lohmann Tierzucht Inc., Canada Ltd.
Lubing Systems, LP
Merial Select
Moss Adams LLP
Norco Ranch, Inc.
Nulaid Foods, Inc.
Nutrius LLC
Star Milling Co.
Val-CO
Vencomatic Inc.
Veterinary Service, Inc.
Walco International
William C. Loughlin & Co./Danisco
2006 Golf Tournament Sponsorships

**Specialty Hole Sponsors**
- Hidden Villa Ranch
- Hy-Line North America, LLC
- Intervet, Inc.
- Ken Lee Service & Supply, Inc., Vencomatic, Inc., AmeriVap Systems
- Thoits Insurance

**Hole Sponsors**
- Armstrong Egg Farms
- BRIT Farms
- Biomed Co.
- California Grain & Feed Association
- Coast Packaging Co.
- Country Creek Farms
- Chino Valley Ranchers
- Dolco Packaging
- Featherland Farms
- Fort Dodge Animal Health
- Gemperle Enterprises
- Haley Farms, Inc.
- Hi Point Industries
- Hohberg Poultry Ranch
- J.D. Heiskell Company
- J.S. West Milling Co.
- Lohmann Animal Health International
- Lubing Systems LP
- Merial Select
- Merrill’s Poultry Farm, Inc.
- Norco Ranch, Inc.
- NuCal Foods, Inc.
- Pactiv Corporation
- Pennfield Animal Health
- Swanson Packaging
- Veterinary Service, Inc.
- Willamette Egg Farms
- William C. Loughlin & Co.

**Registration/Hospitality Sponsors**
- degussa Corporation
- Henning Construction Company
- Hickman’s Egg Ranch
- Pennfield Animal Health
- Urner Barry Publications, Inc.

**Speaker Sponsors**
- Biomune Co.
- Hohberg Poultry Ranch

**Entertainment Sponsor**
- Poultry Management Systems
Pac Auction Sponsors
Coast Packaging Co.
   Tony Cobarrubia
Culter & Associates
J.S. West Milling Co.
Farmer Automatic of America
Hartford Insurance
   Hartmann
Hi Point Industries
Hidden Villa Ranch
Howard Helmer
Jones-Hamilton, Co.
Ken Lee Service & Supply
Kurt Allen & Paul Bahan
   Roberta Matteis
Mayhew & Associates
Merial Select/Randy Segars
Mtomco, Ltd.
Norco Ranch Inc.
NuCal Foods, Inc./Chuck Elste
   Nutrius LLC
   Pactiv Corp.
Ridley Feed Ingredients
Sunrise Farms LLC/Arnie Riebli
Sunrise Farms LLC/Sean Riebli
   Turtle Bay Resort Golf
U.C. Davis Poultry Science Club
   Veterinary Service, Inc.
   Whiting Farms, Inc.

2007 PEPA Convention
Loews Coronado Bay Resort & Spa
Mark your calendars March 13 - 16, 2007 are the dates set for the 83rd annual convention. The convention will be held at the stunning Loews Coronado Bay Resort & Spa on Coronado Island in San Diego, California. We look forward to seeing you in the spring! If you have ideas for general session topics or speakers, contact Lensi Hopkins in the PEPA office lensi@cgfa.org

UC Davis students generously donated a California Agriculture basket to the PAC Auction. The winning bidder was Wayne Winslow, NuCal Foods, Inc.
ASSOCIATION BUZZ

DATES TO REMEMBER

July 30– Aug. 3, 2006 - The National Egg Products School
August 29, 2006 - PEPA Golf Tournament, Norco, CA
August 30, 2006 - UEP Area Mtg., Ontario, California
August 31, 2006 - UEP Area Mtg, Seattle, WA
October 10-13, 2006 - UEP Board Meeting, San Antonio, TX
Week of October 16, 2006 - Jim Eastman Golf Tourney
October 25, 2006 - PEPA S& R Meeting, Modesto, CA
October 26, 2006 - Good Egg Breakfast, Modesto, CA
October 26, 2006 - PEPA Board Meeting, Modesto, CA
January 22-23, 2007 - UEP Board Meeting, Atlanta, GA
Convention 2007 - March 13-16, 2007 - Loews Coronado Bay Resort & Spa, Coronado, California (San Diego)

100th Happy Birthday

Roland Hartman – Celebrated his 100th birthday. Rollie’s contributions to the advancement of the industry for more than 72 active years of his life are extensive. Rollie has served as editor for most of the popular poultry magazines during the last 70 years. He founded Poultry Digest and was editor until 1979. He wrote two very important books: Hatchery Management, and Keeping Chickens in Cages. The latter book sold almost 25,000 copies world-wide. He is the recipient of many industry awards including: PEPA’s “Man of the Year” award in 1976, the Poultry Hall of Fame award in 1995 and PEPA’s first “Lifetime Achievement” award in 2000.

In Memory

Doug Lashbaugh - longtime National Food employee, passed away June 16, 2006 after a short illness. Services were held June 24. Memorial services may be given to the American Heart Association, 710 Second Avenue, Suite 900, Seattle, WA 98104

Dale Long - former President of Embly Ranch, passed away June 25 after a courageous battle with cancer. Memorial services may be given to the PEPA Scholarship & Research Foundation, 1521 I Street, Sacramento, CA 95814

Congratulations...

Joe Haddy - Haddy Egg Sales, Coast Packaging Co., celebrated his retirement at the Hawaiian convention. Family and friends showered Joe with praise and fond memories. He was even serenaded by a “American Idol” hopeful.

Mark Oldenkamp - Valley Fresh Foods Inc., appointed United Egg Producers secretary.

Lobster Deviled Eggs

2 Dozen Eggs
2 (1 1/4 pound) Lobsters, steamed, shelled and chopped
1 Tbsp Mustard
3 Shallots
2 Tbsp Mayonnaise
2 Tbsp Capers
1 Bunch Minced Chives
Salt and Pepper to taste

Simmer eggs in slightly salted water for 12-15 minutes. Run under cold water until eggs are cool, then crack and peel cleanly. Split the eggs neatly and remove the yolks. In a large mixing bowl blend the lobster, mustard, shallot, mayonnaise, capers and chives. Season with salt and pepper. Fill the eggs with lobster salad and garnish with chive.

Truffle Eggs

1 dozen eggs
1/2 cup heavy cream
4 ounces grated cheddar cheese
Drizzle of truffle oil
Salt and white pepper
12 sea scallops, cleaned
3 tablespoons butter
12 slices of crispy bacon
1 truffle

In a mixing bowl, whisk the eggs, cream and half of the cheese together. Season with salt and white pepper. Drizzle in truffle oil to taste. Season the scallops with salt and pepper. In a large sauté pan, over medium heat, melt one tablespoon of butter. When the butter has melted add the scallops and sear for 2-3 minutes on each side or until the scallops are slightly golden and have formed a nice crust. In a large sauté pan, over medium heat, heat the remaining 2 tsp of butter. When the butter has melted, add the egg mixture and scramble the eggs for about 2-3 minutes or until the eggs are soft and still runny. To assemble, place the spoonful of the eggs in the center of the plate. Arrange 3 scallops over the eggs. Lay 3 slices of bacon directly on top of the scallops, forming sort of a triangle hat. Sprinkle some of the remaining cheese over the bacon. Garnish the plate with shaved truffles, drizzle truffle oil, and chives.