



THE EGG INDUSTRY CENTER
CONTRIBUTING TO A SUSTAINABLE EGG SUPPLY
2018



EIC IMPACT REPORT

WHEN THE EGG INDUSTRY CENTER WAS ESTABLISHED AT IOWA STATE UNIVERSITY IN 2008,

California's Proposition 2 was top of mind. There was a noticeable lack of funding for egg research and concerns existed about potential challenges to the structure of all the commodity check off programs.

Against this backdrop, the Egg Industry Center came into being — seeking to add value to the egg industry by facilitating practical, issues-focused, need-driven research and learning for industry stakeholders through national and international collaborations and partnerships; then disseminating that information among the U.S. egg industry, and to the world.

Through the actions of our founding visionaries, the industry was ensured future access to scientific expertise and needed solutions. At the center, a funding mechanism was born for research that was neither tied to federal government funding fluctuations nor vulnerable to legal challenges of commodity check-off programs.

Now, producers, their associations, government, academia, allied industries, media and consumers can find solutions through the Egg Industry Center. It is these times of inquiry, and particularly in times of crises, that EIC is reminded what an honor it is to serve such a resilient and committed industry.

The decade of accomplishments reviewed in this 10th Anniversary issue of the Egg Industry Center Impact Report would not be possible without the dedicated support of our donors. Their commitment to advancing our mission of research, communication and collaboration has been a valuable investment in the future of the entire U.S. egg industry.

As the Egg Industry Center continues our work to provide value to the egg industry, your faith in our mission, and your support of our vision is both humbling and gratifying.

Thank you.



Hongwei Xin
Director, Egg Industry Center
Assistant Dean for Research, College of Ag & Life Sciences
C.F. Curtiss Distinguished Professor
Iowa Egg Council Endowed Professor
Iowa State University



HONGWEI XIN

Now, producers, their associations, government, academia, allied industries, media and consumers can find solutions through the Egg Industry Center. It is these times of inquiry, and particularly in times of crises, that EIC is reminded what an honor it is to serve such a resilient and committed industry.

CELEBRATING 10 YEARS ADVANCING THE INDUSTRY

“EIC has remarkably impacted the industry with its Egg Industry Issues Forum, market reports, and the conducting, funding and communication of relevant research. The Center’s services have impacted individuals and state, national and international organizations. The industry should be proud of what EIC has accomplished.”

BOB KROUSE, CEO, MIDWEST POULTRY SERVICES



No matter what challenge the egg industry is facing, the Egg Industry Center is a trusted resource showing the way forward since 2008. In that time, the Center has benefitted from the support of devoted donors, dedicated partners, and faithful friends. The impact of that support — on the center and the industry — is laid out in this retrospective of a decade of powerful work.

At the Egg Industry Center, we focus on the needs of egg producers, processors, and consumers, but the bottom line in virtually everything we do is the welfare and wellbeing of the birds themselves. Through the research we fund, we ask whether their nutrition is adequate, or would a tweak improve an aspect of their health? Are their surroundings safe, or might an adjustment in their environment help them be more comfortable? How can we improve biosecurity to protect the hens and the integrity of their eggs?

This important work would not be possible without the support of like-minded individuals.

The Egg Industry Center Endowment was established through the generosity and forethought of patrons who support the Center’s many research and outreach efforts. New and continued support is critical to the fund’s growth, which ultimately enhances the work of the Center and the advancement of the American egg industry.

We invite you to become part of the essential work described in this report by supporting the Egg Industry Center Endowment. Contact us to join a growing number of industry contributors who are taking action to ensure the future of dynamic egg production.

Egg Industry Center endowment funds are managed by the Iowa State University Foundation. For more information, visit www.foundation.iastate.edu or call 515-294-3303.



FOR MORE INFORMATION, PLEASE CONTACT:

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LOOKING BACK AND MOVING FORWARD

Some major forces came together to negatively impact the egg industry in the early 2000s. Poultry education and research programs were losing popularity and being phased out. Retiring researchers and extension specialists were being lost to attrition, and for the researchers who remained, the competition for funding was fierce as fewer and fewer funding sources were available to support them in their work.

The reduction in extension staff and research personnel meant there were fewer and fewer people available to provide critical scientific solutions or recruit students and encourage them to try careers in the egg industry. It seemed that without thought leaders to plant the seeds of a career path, student interest in the egg industry would surely decline. Technical experts were still needed to solve the challenges that lie ahead, like sustainability, environmental stewardship, animal health and welfare, efficient housing design, genetic improvement, advanced nutrition and feeding, as well as value-added processing and marketing. Alarmed by this looming vacuum, a core group of visionaries were not ready to let the industry crack under the pressure.

The swift actions by these forward thinkers ensured the industry's ongoing access to science-based information through the establishment of the Egg Industry Center in 2008. The wisdom of establishing the Egg Industry Center at Iowa State University was that it provided a funding mechanism for future research that was not based on the changing winds of federal government funding and it was not vulnerable to any legal challenges to commodity check-off programs.

Today, the Egg Industry Center has access to a collection of funds from producer and allied industry groups that believe in the importance of continuing egg industry research. These funds have allowed the Egg Industry Center Research Grant Program to award over \$1 million in high-quality egg-related research at academic institutions nationwide. The future will only continue to expand the variety of scientific solutions provided to both national and international audiences as a result of the Egg Industry Center.

The Egg Industry Center is grateful to its founding visionary members. We extend an invitation to all others to join us in our mission. We are proud of our past, and excited about our future. We are committed to continuing the advancement of the U.S. Egg Industry through objective scientific study and the liberal dissemination of unbiased research information.

EGG INDUSTRY CENTER IMPACT

LEVERAGING OVER \$3.5 MILLION
OF EXTERNAL RESEARCH FUNDING TO PROVIDE ANSWERS FOR THE INDUSTRY

FUNDING OF EGG INDUSTRY RESEARCH TOTALING OVER **\$1 MILLION** WITHIN THE FIRST 5 YEARS OF OUR GRANT AWARDS PROGRAM

SPONSORSHIP OF **57** AGRICULTURAL LAW STUDENTS

ECONOMIC REPORTING TO OVER **96%** OF THE U.S. LAYER FLOCK OWNERSHIP


RESEARCH AND ISSUES EDUCATION OUTREACH TO OVER **55%** OF THE U.S. LAYER FLOCK OWNERSHIP, YEAR-OVER-YEAR, THROUGH THE EGG INDUSTRY ISSUES FORUM

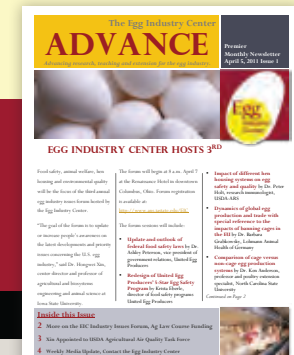
COLLABORATION, FUNDING OR CONDUCTING OF **33** PROJECTS RELEVANT TO THE EGG INDUSTRY

PARTNERSHIPS WITH **9 NATIONAL INSTITUTIONS AND ONE INTERNATIONAL CENTER** FOR RESEARCH THAT WILL BENEFIT THE US EGG INDUSTRY

OVER 120 PRESENTATIONS TO INDUSTRY STAKEHOLDERS

RESEARCH ENABLING THE PUBLICATION OF **OVER 57 JOURNAL ARTICLES AND ABSTRACTS**

YEAR	2008	2009	2010	2011	2012
INDUSTRY SNAPSHOT	<ul style="list-style-type: none"> Animal rights groups attack farms and industry groups California Proposition 2 passes Trend in funding decline of poultry research continues 	<ul style="list-style-type: none"> FDA publishes final rule for prevention of <i>Salmonella Enteritidis</i> 	<ul style="list-style-type: none"> Nationwide egg recall because of <i>Salmonella Enteritidis</i> In the face of the recall, egg prices rise for three weeks, and then drop 	<ul style="list-style-type: none"> Summer heat wave affects production HSUS and Ohio agree to specific standards of animal care for the state 	<ul style="list-style-type: none"> California Proposition 2 legal challenges continue
EIC HAPPENINGS	<ul style="list-style-type: none"> EIC forms and Dr. Hongwei Xin is announced as director Founding donation of \$2M from the Iowa Egg Council 	<ul style="list-style-type: none"> Economist Maro Ibarburu is hired First Egg Industry Issues Forum is held 	<ul style="list-style-type: none"> Ibarburu provides market analysis on the recall effects EIC supports its first students in the <i>Animals & Ag Production Law & Policy Course</i> 	<ul style="list-style-type: none"> Egg Forum sets attendance record EIC conducts survey to determine the effects of the summer heat wave EIC joins the Coalition for Sustainable Egg Supply (CSES) research team 	<ul style="list-style-type: none"> EIC holds three workshops to help small egg producers understand the SE rule "Production Performance of Laying Hens During the 2011 Heat Waves in US" published by EIC
	EGG FORUM				
		DES MOINES, IOWA	CHICAGO, ILLINOIS	COLUMBUS, OHIO	DENVER, COLORADO
				EIC RESEARCH AND PROJECTS	
				<ul style="list-style-type: none"> A carbon footprint analysis of egg production and processing supply chains in the Midwestern United States Coalition for Sustainable Egg Supply (CSES) 	<ul style="list-style-type: none"> Environmental and energy assessment of an aviary laying hen house in the Midwest



CELEBRATING 10 YEARS RESEARCH WITH IMPACT

The founding members of the Egg Industry Center set themselves a lofty mission with an inspiring vision to support it back in 2008.

Their challenge to themselves and the industry was to add value to egg farming by facilitating research and learning for producers, processors and consumers through national and international collaboration. The Center approached this mission by leading the industry in creating efficiencies through coordination, identifying industry needs that could best be impacted through the Center, identifying and attracting funds to direct to high priorities to accomplish more effective problem-solving, and finally by communicating solutions to audiences throughout the egg industry and consuming public.

The Center took to heart the call of the founding members to conduct meaningful research and communicate it. In the last 10 years, the Center

has lead, collaborated on, or funded more than 33 projects. **The center has partnered with nine other institutions on funded projects providing researchers over \$1 million. In addition, EIC has leveraged over \$3.5 million in external funds to help find scientific solutions to current industry issues.** To date, funded research projects have touched 42 post-doctorate students, graduate students, visiting professors or undergraduate students who have been exposed to what a future in egg industry research could look like.

In 2017, the Center launched its first Egg Industry Center Research Summary, which was distributed at EIC events and remains available on the Center's website. However, the future of egg industry research communication isn't limited to the center's work. EIC is currently working to expand its online searchable database of egg industry research. This portal is designed to be a quick guide for producers who are looking for scientific answers to challenges they face. While it will take time to populate, the Center is hopeful that these short summaries of research will be a great resource for producers.

The Egg Industry Center looks forward to continuing to develop partnerships and deliver scientifically driven solutions to the industry for many years to come.

FUNDED RESEARCH PROJECTS HAVE TOUCHED 42 POST-DOCTORATE STUDENTS, GRADUATE STUDENTS, VISITING PROFESSORS OR UNDERGRADUATE STUDENTS WHO HAVE BEEN EXPOSED TO WHAT A FUTURE IN EGG INDUSTRY RESEARCH COULD LOOK LIKE.

FROM THE START

The Egg Industry Center Research Grant Program is funded through the Egg Industry Center Endowment, supported by the many dedicated contributors who understand the need to research current industry issues. The Program itself is a highly competitive process in which proposals are selected based on scientific merit and relevance.

Although the Center was launched in 2008, it wasn't until 2013 that endowment funding reached a level suitable to make an award. That first funding was awarded to Maja M. Makagon, who was at Purdue University at the time. Her proposal was selected from almost two-dozen highly qualified entries, which highlights the critical need for additional financial support.

In her study, Makagon explored risk factors associated with keel bone damage in laying hens. Today, Dr. Makagon is Assistant Professor of Applied Animal Behavior in the Department of Animal Science at the University of California, Davis. Not only has her research with EIC spawned new approaches, but additional avenues of research for herself, her peers, and her students as well.*



MAJA M. MAKAGON

Dr. Makagon explained, "The EIC project was very fruitful in terms of the information and data that came out of it. But perhaps just as important for me, it was fruitful in terms of the new questions it inspired me, my colleagues and lab members to want to ask and answer. Many of these follow-up questions

stemmed, to some degree, from formal and informal observations we made during the course of the EIC-funded study, and the conversations that we have had with academic colleagues, egg producers, and housing system manufacturers about that project."

"In addition," Makagon concluded, "the project has created opportunity for my lab student Sydney Baker. She received a Student Merit Award from the Pacific Egg and Poultry Association for the potential she showed for impacting the industry, partially based on her work on this project." As support for the endowment continues to grow, the Center aims to increase the number of projects funded each year, effectively building future successes on the shoulders of that first endowment-funded project.

***DETAILS ON DR. MAKAGON'S NEW RESEARCH CAN BE FOUND AT [HTTPS://WWW.UCDAVIS.EDU/NEWS/CAN-WE-BETTER-PREPARE-HENS-CAGE-FREE-LIVING/](https://www.ucdavis.edu/news/can-we-better-prepare-hens-cage-free-living/).**

YEAR	2013	2014	2015
INDUSTRY SNAPSHOT	<ul style="list-style-type: none"> Egg exports reach all-time high Federal Egg Bill discussion continues 	<ul style="list-style-type: none"> Industry prepares for enforcement of California Proposition 2 	<ul style="list-style-type: none"> Avian flu hits the industry McDonalds makes announcement committing to cage-free hen housing
EIC HAPPENINGS	<ul style="list-style-type: none"> EIC funds first research project, addressing alternative housing The 50-year environmental footprint study is released 	<ul style="list-style-type: none"> EIC releases its first impact report 	<ul style="list-style-type: none"> EIC establishes Don Bell memorial lecture The Egg Farmers of Canada give \$500,000 Canadian dollars to the EIC to fund avian flu research Egg Forum sets new attendance record
EGG FORUM	<ul style="list-style-type: none"> ST. LOUIS, MISSOURI 	<ul style="list-style-type: none"> INDIANAPOLIS, INDIANA 	<ul style="list-style-type: none"> DES MOINES, IOWA
EIC RESEARCH AND PROJECTS	<ul style="list-style-type: none"> Causes of keel bone abnormalities in laying hens housed in enriched colony systems Comparative assessment of the environmental footprint of the U.S. egg industry in 1960 and 2010 	<ul style="list-style-type: none"> LED vs. CFL lighting for pullets and laying hens Assessment of lighting needs by W-36 laying hens via preference test Effects of horizontal distance between perches on perching behavior Effects of egg yolk on piglet growth, health, and gut microbial populations Characterization of predisposing factors and pathogenesis of FDN in egg layers 	<ul style="list-style-type: none"> Modeling of ventilation shutdown (VSD) to help stop HPAI virus transmission Air and environmental sampling of infected poultry (layer and turkey) barns to determine dust as a possible carrier of the HPAI virus The role of terrestrial wild birds, litter beetles, water, rodents and feed in the avian influenza virus transmission Identifying genetic basis for resistance to avian influenza in commercial egg layer chickens Evaluation of feedstuffs for the presence of avian influenza virus collected from feed mills and poultry farms and their role in spreading AIV



CELEBRATING 10 YEARS SPREADING THE WORD

National and international outreach efforts to exchange research outcomes and share educational discoveries is a key priority of the Egg Industry Center. Disseminating information gleaned through research and other center-supported pursuits ensures industry stakeholders are well prepared to make informed decisions about current and emerging issues. However, as much as it is about sharing intelligence, outreach is also about learning new facts and sharing information: about impending regulations, emerging trends, technical developments and how other countries are handling industry changes coming soon to the U.S.

“Outreach is often more about what I learn than what I teach,” says Maro Ibarburu, associate scientist and business analyst at the center. Hongwei Xin, director of the center, agrees, “It’s a good opportunity to learn what others are doing, and I often bring new learning back to our producers.”

While in-person reporting of the findings and achievements of the Center’s research is riveting and impactful, those searching for the results in the digital world will find a treasure-trove on the Center’s website. The premise for the research, the results, challenges and surprises as well as the costs and final assertions are all detailed at eggindustrycenter.org.

Xin and Ibarburu are always in demand, making dozens of trips across the country and the globe as keynote speakers, presenters and advisors. Xin says he is appreciative of the invitations and notes that they are reflective of the growing relevance of the center and its expertise.

Through its outreach efforts, the Center helps facilitate the exchange of information among industry stakeholders that is critical to the industry’s long-term sustainability — in the U.S. and throughout the world.

“Outreach is often more about what I learn than what I teach.”

MARO IBARBURU, ASSOCIATE SCIENTIST AND EIC BUSINESS ANALYST (RIGHT)

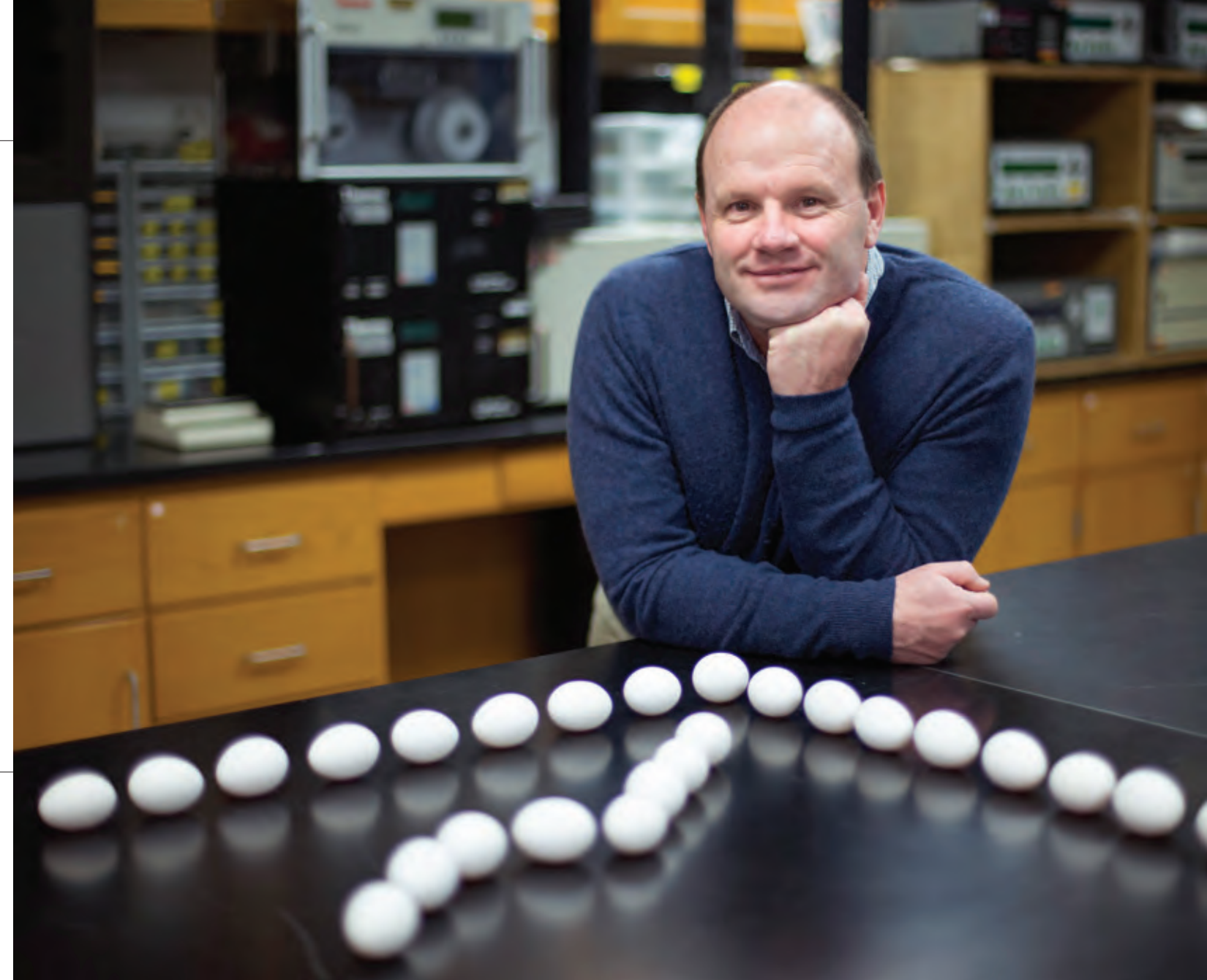


PHOTO BY CHRISTOPHER GANNON

YEAR	2016	2017	2018
INDUSTRY SNAPSHOT	<ul style="list-style-type: none"> Avian flu and the current movement toward cage-free egg production sends egg market into all-time low 	<ul style="list-style-type: none"> Egg market begins to stabilize in the last quarter 	<ul style="list-style-type: none"> Iowa governor signs into law bill requiring stores participating in federal food assistance programs to carry conventionally produced eggs California law mandating cage-free commercial egg production is added to public ballot for vote
EIC HAPPENINGS	<ul style="list-style-type: none"> EIC’s investment in industry research reaches \$630,000 EIC staff receive the ISU Dean’s Citation for Extraordinary Contributions Award for its work on the avian flu outbreak Researcher spotlight series started 	<ul style="list-style-type: none"> EIC produces first year-end research summary report EIC launches land and water sustainability videos EIC provides comments on the economic impact of the proposed changes to the organic rule 	<ul style="list-style-type: none"> EIC funds over \$1M in industry research The EIC website receives the Educational Aids Blue Ribbon by American Society for Agricultural and Biological Engineers
EGG FORUM	<ul style="list-style-type: none"> CHICAGO, ILLINOIS 	<ul style="list-style-type: none"> COLUMBUS, OHIO 	<ul style="list-style-type: none"> SCOTTSDALE, ARIZONA
EIC RESEARCH AND PROJECTS	<ul style="list-style-type: none"> Quantifying individual hen’s feeding and nesting behaviors in group housing and the impact of resource allocation Heat treatment of egg flats to ensure biosecurity Assessment of the relationship between HPAI outbreaks and weather pattern through meteorological modeling Reducing particulate matter and ammonia by spraying acidic electrolyzed water onto litter of aviary hen houses Perch-shape preference and perching behaviors of young laying hens 	<ul style="list-style-type: none"> Mitigation of ammonia and PM generation in litter-floored cage-free hen housing systems Evaluation of an electrostatic air filtration system in a high-rise layer house Infection parameters of the newly emerging avian reovirus variants on egg-laying hens and efficacy of non-metallic disinfectants on reovirus Robotic systems for reducing and collecting floor eggs in cage-free hen housing systems Characterizing intestinal health, bacterial communities, and their interaction between caged and cage-free housing in commercial layer 	

CELEBRATING 10 YEARS THE POWER OF PARTNERSHIPS

Since 2008, the Egg Industry Center has added value to the egg industry by facilitating research and learning for egg producers, processors and consumers through national and international collaboration.

Significant events over the last decade have made clear the urgent need for egg industry research. “The egg industry is facing critical issues with many unknown variables. Research is very much needed, yet where are the resources?” asked Hongwei Xin, director of the center. “This is one reason why it is imperative to have strong strategic partnerships.”

While partnerships offer financial resources, strategic partnerships provide other benefits such as access to a wider scope of knowledge and technical expertise, increased efficiency by eliminating the duplication of efforts, a deeper understanding of constituent needs, and multiple perspectives that lead to enhanced innovation. **“Strong partnerships ultimately benefit everyone — partner organizations, the industry, and consumers. In our case, partnerships help advance fundamental and applied research needed for a thriving egg industry,”** said Xin.



Dr. Hongwei Xin, Director, EIC; Dr. Wendy Wintersteen, Dean, College of Ag & Life Sciences (now President, Iowa State University); Anne Alonzo, President & CEO, American Egg Board

AS THE EGG INDUSTRY CENTER’S REPUTATION HAS GROWN, SO HAVE THE NUMBER OF ORGANIZATIONS WORKING IN COLLABORATION WITH THE CENTER. THE CENTER HAS CONTRIBUTED TO AND REAPED THE BENEFITS OF MANY NATIONAL AND INTERNATIONAL PARTNERSHIPS, INCLUDING:

AMERICAN EGG BOARD

An early supporter of the Center, the American Egg Board continues to be a valued partner. From donating research equipment and sponsoring the center’s monthly economic reports, to collaborating on the hallmark 50-year environmental footprint study and contributing funds toward avian influenza research, AEB has consistently helped enable the center to meet current and emerging needs of industry and consumers.

EGG FARMERS OF CANADA

“The egg industries of Canada and the U.S. have a lot in common. For example, both countries are developing guidelines for cage-free and other production systems. There is a lot to share and discuss,” said Xin. Egg Farmers of Canada provided new market projection software and is collaborating to improve the accuracy of EIC’s price and flock projection process. In 2015, Egg Farmers of Canada donated 500,000 Canadian dollars in support of Avian Influenza research coordinated by the Center. EIC and EFC continue to collaborate on research funding and share findings and lessons learned with each other.

INTERNATIONAL EGG COMMISSION

The Center’s formal partnership with the International Egg Commission started in August 2015. The partnership provides the Center access to the world’s industry experts and the opportunity to glean valuable knowledge for the U.S. egg industry. Simultaneously, the center contributes its expertise on two committees: Avian Influenza Global Expert Group and Global Initiative for Sustainable Eggs. “The work is very timely, especially as we look at the movement toward cage-free environments. We need to determine whether this is sustainable long-term in the U.S. and other parts of the world,” said Xin.



UNITED STATES DEPARTMENT OF AGRICULTURE

When it became apparent that the avian influenza outbreak of 2015 would be the most devastating event ever to hit the U.S. egg industry, the Center went to work to develop the scientific methodology for the timely depopulation of infected flocks. Since then, the Center has collaborated with the USDA to create guidelines that will help protect the industry from future threats. Other research topics related to HPAI include air filtration, the effect of weather patterns on disease transfer and heat treatment of transport flats.

UNITED EGG PRODUCERS

In 2010, United Egg Producers (UEP) was a founding sponsor for the Center’s support of the *Animals & Ag Production Law & Policy* class which EIC supported through 2016. UEP’s allied organization helped provide funds for the landmark 50-year sustainability study and in 2015, UEP helped contribute to HPAI research and collaborate with EIC to launch a stakeholder-facing website called aboutavianinfluenza.org. In 2017, UEP approached the Egg Industry Center to help develop reporting tools that could potentially be needed for its producers to report ammonia emissions.

ACADEMIC INSTITUTIONS

The Center partners with academic institutions and scientists across the country and around the globe to leverage the talents and expertise of these scientists and their unique perspectives. The goal is to ensure more timely and innovative solutions to the industry’s most daunting concerns. Current academic institutional partnerships include Auburn University, Iowa State University, Mississippi State University, Penn State University, University of California-Davis, University of Georgia, the University of Nebraska-Lincoln, Michigan State University, and Purdue University. Collaborative partnerships with scientists include the countries of Belgium, Brazil, Canada, China, the Netherlands, Switzerland, and the U.K.

“The partnership between the International Egg Commission and the Egg Industry Center is a fundamental part of our organization to stay informed and understand what is important to the egg industry internationally. Only then can the commission perform its role of representing the egg industry to international and inter-governmental bodies.”

JULIAN MADELEY, DIRECTOR GENERAL,
THE INTERNATIONAL EGG COMMISSION



International Egg Commission



CELEBRATING 10 YEARS EDUCATING AN INDUSTRY

The Egg Industry Issues Forum is an annual education and outreach event organized and facilitated by the Egg Industry Center. The goal of the Forum is to update and increase producer and allied-industry awareness of the latest developments and priority issues concerning the U.S. egg industry. Because dissemination of relevant research related to the industry is one mission of EIC, presentations from each Forum are available on the Center's website.

The first Forum was held in 2009, in Iowa, and 2011 marked the first Forum held in conjunction with a state association's annual meeting – the Ohio Poultry Association Annual Banquet. Cayla Westergard, Communications Specialist for the Center during that time recalls the Columbus meeting, "attendees were eager to have condensed, ready-to-use research-based information that they could take home and share with their companies and organizations."

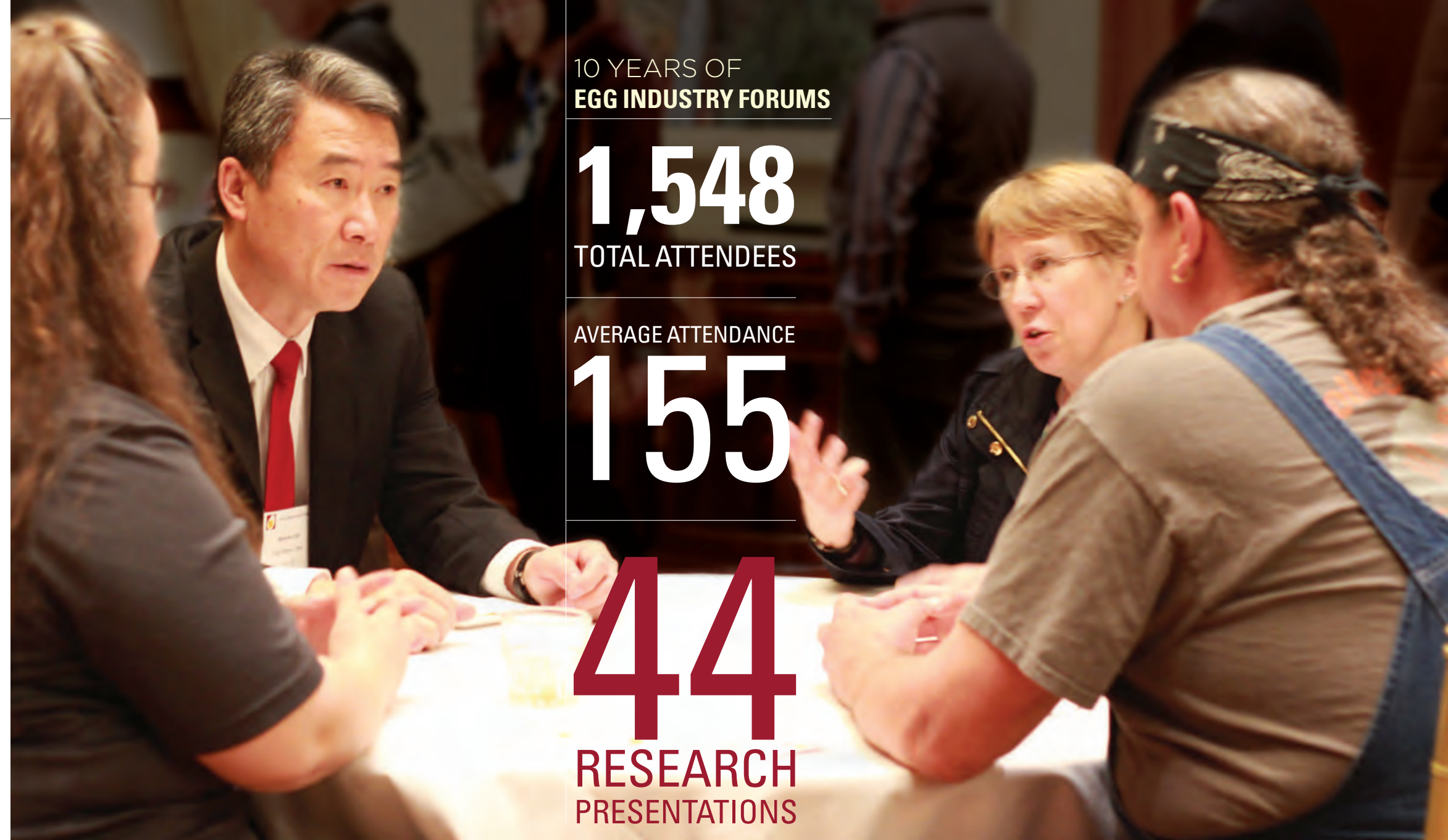
After moving out west to Denver in 2012, Forum returned to the Midwest in 2013 and 2014. In St. Louis, participants were treated to Forum's first off-site reception and dinner, while Indianapolis marked the first pre-event tour. Quality speakers continued to highlight hot topics and scientific breakthroughs ranging from the Egg Safety Rule and experiences with enriched colony housing in California to vitamin D enrichment of eggs and a first look at natural antimicrobial solutions.

The 2015 Forum held in Des Moines, set an all-time attendance record and hosted the inaugural Don Bell Memorial Lecture. Robert Fraley, executive vice president and chief technology officer at Monsanto discussed genetically modified organisms and what that means to the U.S. egg industry.

Save the date!

2019 Egg Industry Issues Forum
Omaha, Nebraska
April 16 & April 17

EIC looks forward to carrying on the Forum tradition of excellence for another 10 years to come.



10 YEARS OF
EGG INDUSTRY FORUMS

1,548
TOTAL ATTENDEES

AVERAGE ATTENDANCE
155

44
RESEARCH
PRESENTATIONS

In 2016, the industry heard from McDonalds about their historic decision to commit to cage-free egg purchases, and in 2017, the Center's first grant awardee, Dr. Maja Makagon reviewed her research findings regarding the risk factors for keel bone damage in laying hens.

The industry headed out west again in 2018 to celebrate its 10th Anniversary with a golf tournament before the Forum kicked-off in sunny Scottsdale, Arizona.

"Forum participants truly represent all facets of the egg industry including producers, allied industries, academia, associations and media," said Lesa Vold, EIC Communication Specialist. "To date, we have served an audience covering over 22 states and many international countries. Year over year, producers in attendance represent operations housing over 55 percent of the U.S. egg-laying flock. We are proud to serve them."



"I think the forum is a step-up from other meetings. It talks about current industry issues and provides information I can use."

ANDREW KALDENBERG,
COMPLEX MANAGER, ROSE ACRE FARMS
(2014)

CELEBRATING 10 YEARS
THE ECONOMICS OF EGGS

IN MEMORIAM

DON BELL



Perhaps one of the industry's biggest losses in the last 10-years was that of friend and advocate Donald Bell, Extension Specialist Emeritus at University of California-Davis, and a founding member of the Egg Industry Center advisory board. Known for his prolific research and writing, it was his spot-on economic forecasts that heavily influenced policy, best practices, and other matters integral to the advancement of the egg industry worldwide.

"Don was not only the most knowledgeable person I've ever known, but the most humble as well. He freely shared all the information and knowledge he had, and he taught me most of the things I use now," said Maro Ibarburu, Bell's successor and Center analyst. Throughout his nearly 60-year career, Bell investigated a variety of egg industry issues.

Bell's passion for education continues to be remembered through the Don Bell Memorial Lecture Series at the annual Egg Industry Issues Forum. Introduced in 2015, the memorial lectures are designed to educate participants on current and emerging industry issues through keynote presentations.

The egg industry is constantly evolving. Policies and regulations, feed prices, egg size, bird size, flock size, disease outbreaks, housing systems and more are all subject to a number of seasonal and other variables. Each of these factors makes it difficult for producers and industry stakeholders to make strategic decisions. How does the industry account for all these anomalies?

With the help of the Egg Industry Center market reports, ownership of over 90 percent of the U.S. industry's layers are able to make data-driven decisions. These economic reports provide data enabling loyal readers to make sense of their current position in the marketplace and make decisions for the future of their business.

The late Donald Bell (see sidebar) was the original wizard behind the monthly reports. But in 2009, Maro Ibarburu became the protégé who would eventually take on the task.

Since taking over the reporting from his mentor, Ibarburu has met the challenge of providing market information to around 1,200 subscribers. "Projecting the prices of eggs is very challenging," said Ibarburu. "My desire is to continually improve our analysis and our reporting." And in 2015, he did just that with a new projection model intended to improve the accuracy of the Center's egg price projections. Ibarburu monitors the accuracy of EIC's projections every day to ensure that the best model is available to the industry's individuals who make critical business decisions.

Today, the largest looming market question is how moving to a cage-free production system will affect egg prices, producer numbers, and the profitable future of the industry? Ibarburu works hard to monitor this new segment and to be informed and ready to answer those questions as they arise. Nothing is certain but one thing – change. To continue to prosper, we must all be open to learn from and adapt to what lies ahead.

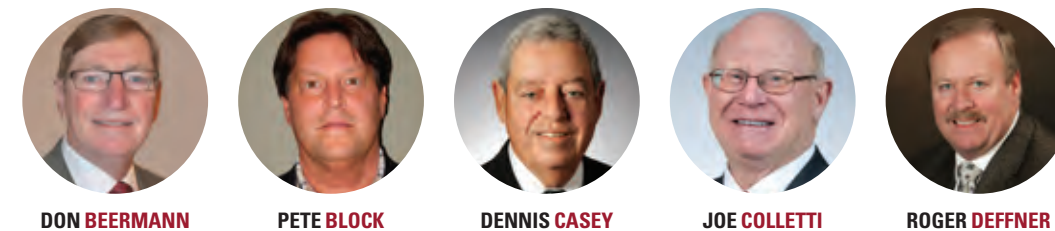


PHOTO BY CHRISTOPHER GANNON

EGG INDUSTRY CENTER
ADVISORY BOARD

MEMBERS OF THE EGG INDUSTRY CENTER ADVISORY BOARD GUIDE THE STRATEGIC DECISIONS THAT ENABLE THE CENTER TO MEET INDUSTRY'S IMMEDIATE NEEDS WHILE ALSO WORKING TO ENSURE ITS FUTURE. THIS DEDICATED GROUP OF LEADERS FROM INDUSTRY AND ACADEMIA VOLUNTEER THEIR VALUABLE TIME, TALENT AND EXPERTISE.

VOTING MEMBERS



DON BEERMANN PETE BLOCK DENNIS CASEY JOE COLLETTI ROGER DEFFNER



BRUCE DOOYEMA STEVE GEORGE JEFF HENNING JONATHAN MERKLE PAUL PATTERSON



ROGER PELISSERO CHRIS PIERCE MARCUS RUST BETH SCHNELL BLAIR VAN ZETTEN

EX OFFICIO MEMBERS



MICHAEL NAIG KEVIN STILES RUTH MACDONALD ANGELA LAURY-SHAW HONGWEI XIN

PLEASE
WELCOME

JOE COLLETTI
 Interim Endowed Dean of the College of Agriculture and Life Sciences, Iowa State University

MICHAEL NAIG
 Iowa Secretary of Agriculture



THANK YOU
WENDY

Dr. Wendy Wintersteen was named Iowa State University's 16th President in November 2017. As Endowed Dean of the College of Agriculture and Life Sciences, she offered constant support and hands-on involvement with the Egg Industry Center. Dr. Wintersteen was one of the center's initial visionaries and a founding board member. Her passion for EIC will be missed, but we welcome her leadership for the entirety of Iowa State University.

PROVIDING OPPORTUNITIES IN THE EGG INDUSTRY

As we mark our tenth year, we want to especially thank those who have supported our vision and mission in any way.

THANK YOU FOR MAKING POSSIBLE THE IMPACT WE HAVE DELIVERED, INCLUDING FUNDING OVER \$1 MILLION IN VALUABLE, GROUNDBREAKING RESEARCH!

Our projects and services continue to provide enlightening data and beneficial insights to help egg producers and the entire industry become more efficient and better stewards of our resources.

To learn more about the Egg Industry Center and ways you can support our mission and vision, please contact us today at www.eggindustrycenter.org or call 515-294-4037.



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