

DELMARVA CHICKEN



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DELMARVA CHICKEN FESTIVAL RETURNS FOR ONE YEAR: READ MORE ON PAGES 10-11

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HOLLY PORTER

POWERING UP A Memory- Making Machine

If you have read any of my past columns, you know I'm a sucker for tradition and nostalgia – I do have a minor in history, after all. So helping lead the efforts to celebrate the 100th anniversary of our meat-chicken industry has been full of excitement for me. And one of my favorite moments so far was meeting Belinda Bennett, a granddaughter of

Cecile Steele, at our kickoff event in February and relishing what an amazing woman she must have been to have taken such a leap into an entrepreneurial endeavor at such a young age. Steele was only in her 20s when she took a chance and became the first broiler chicken grower in the country.

However, I had no idea what tradition and nostalgia was until March 13 when DCA made the announcement that we were bringing back the beloved Delmarva Chicken Festival on Oct. 7 for a one-time event to close out our 100th anniversary.

I will honestly admit that I only had the opportunity to attend two festivals – one in Salisbury behind the mall and the final festival in Centreville in 2014. But the memories I have of those festivals are similar to so many – centered on family. I took my girls (7 and 3 at the time) to the event and they had a blast. We rode rides, played with baby chicks, made chicken puppets, ate a chicken platter from the largest frying pan we'd ever seen, climbed on farm equipment, listened to music and had a peaceful car ride home when they were both asleep within five minutes of leaving!



We hope that the general public not only creates those memories with their families, but also learns a little more about our chicken community – who we are, what we do, how we do it and more. We know that so many people love eating chicken; but so many people have no idea how that chicken gets to their plates, or the people that make that happen for them – from the grower, processing plant employee, truck driver, equipment dealer, pharmaceutical representative and so many more.

We can't wait to hear your memories of past Delmarva Chicken Festivals! Did you attend with your family? Were you one of the company employees winning the chicken capers? Did you have a winning recipe in the past cooking contests? We want you to share those with us either on our social media platforms, emailing us or giving us a call.

And if you are interested in helping as a volunteer for this year's festival – we will need you! Give me a call at 302-222-4069 or email me at porter@dcachicken.com and we will add you to our list of volunteers.

Let's make some exciting memories one more time, Delmarva chicken community! ▪

In This Issue



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in Delmarva Broiler Flocks



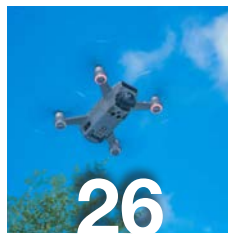
Cover Story: Play It
Again, Delmarva



George 'Bud' Malone
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Integrator
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No Simple Way to
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Ups and Downs in
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Who We Are

Delmarva Chicken Association is the 1,600-member trade association working for the common good of the meat chicken industry in Delaware, the Eastern Shore of Maryland, and Virginia's Eastern Shore.

OUR MISSION:

To be the Delmarva chicken industry's voice as the premier membership association focusing on advocacy, education and member relations.

OUR VISION:

To be the most-respected chicken organization in the United States.

Delmarva Chicken is published six times a year by Delmarva Chicken Association and distributed to our membership by mail, as well as made available at dcachicken.com.

For advertising inquiries, contact James Fisher, communications manager, at 302-856-9037 or fisher@dcachicken.com.

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www.dcachicken.com



FROM THE PRESIDENT: Spring Forward



ZACH EVANS

Our big surprise for 2023 has officially been announced, and folks were excited to hear that the Delmarva Chicken Festival will be back on Oct. 7 (read more about it on page 10). The 2023 Delmarva Chicken Festival will celebrate the heritage of our Delmarva communities and highlight the history of the chicken industry.

Before you join us at the Chicken Festival, we have several exciting events for our members. In June, we will be in Harrington at the Delaware State Fairgrounds for our annual Booster BBQ. This event provides a fresh take on our annual banquet offering a family friendly, laid-back atmosphere for members of the chicken community to catch up with colleagues and industry representatives while enjoying a great meal, and some delicious ice cream. This event is also where we recognize the career and lifetime achievements of some of the most recognizable members of our chicken community. If you have not made it to the Booster BBQ in the last couple of years, I encourage you to come join us this summer at an event that has quickly become one of my favorite ways to spend a summer evening. There is only one thing you must do first if you haven't already: renew your membership!

The 2023 membership renewal campaign has gotten off to a great start, but it's not over yet. Membership in Delmarva Chicken Association is not just limited to growers or industry representatives. We have created a strong network of members that also includes vendors that service the industry, trade industry partners, and third-party contractors. As our membership grows, it not only provides us with more reach and access to a broader audience; it also allows us to become more proficient in serving our diverse membership base. If you have a prospective member who could benefit from joining the Delmarva Chicken Association, please encourage them to do so, or provide their information to myself or any of the staff at DCA and we will be sure to reach out.

I hope to see you at our upcoming events. If we haven't met, please introduce yourself. I am grateful to serve on your behalf and I am always here if you need me. Please don't hesitate to reach out. ■

Booster BBQ, Grower Socials Offer Sponsorship Slots

Allied business members -- your window to sign up as a sponsor for the 2023 Booster BBQ is now open. Nine sponsorship levels are available, from Bronze Sponsor to Presenting Sponsor. Registration for DCA members to attend the Booster BBQ will open in May.

This year, we're using new database cloud software, GrowthZone, to manage sponsorships and attendee registration for the Booster BBQ. Visit tinyurl.com/boosterbbq23 to choose a sponsorship. From there, you can either pay securely online or have us send you an invoice.

DCA allied business members whose 2023 dues are \$150 or greater are eligible to be a sponsor of the Booster BBQ. We must receive your sponsorship request by May 10 to guarantee your company's listing in event materials.

DCA WILL HOLD 3 UPCOMING GROWER SOCIALS:

SATURDAY, MAY 6 FROM 12-3 PM
Pocomoke River State Park, Snow Hill, MD

FRIDAY, OCTOBER 27 FROM 6-8 PM
Location TBD

FRIDAY, FEBRUARY 2, 2024 FROM 6-8 PM
Location TBD

Grower socials are invite-only to our grower members (nearly 900 invites) and their guests/families and are fun, casual events that allow growers to network with one another, enjoy a great meal or venue and get to share best management practices with one another.

We are offering two exclusive sponsorships per event to help offset the costs for allied businesses, on a first-come, first-serve basis. The sponsorship is \$1,000 and includes:

- Logo on mailed and emailed invite (nearly 900)
- Recognition at the event • Opportunity to talk at the event • Booth space at event • Recognition in this magazine • ¼ page ad in this magazine

If you're interested in being a sponsor for the October or February events, please contact us by July 1 at the latest.



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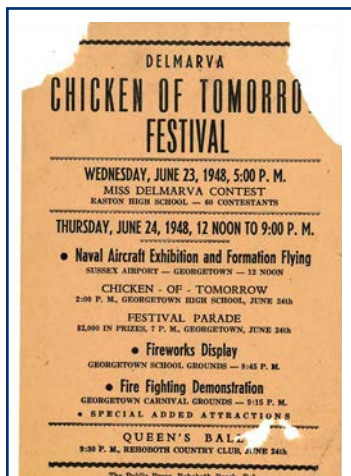
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..... 75 YEARS OF ADVOCATING FOR YOU

By James Fisher



From DCA's files, a handbill promoting the 'Delmarva Chicken of Tomorrow Festival' in 1948 – an event that would morph into the Delmarva Chicken Festival after that first year.

2023 is the 100th anniversary of the first broiler farm on Delmarva, but it also happens to be the 75th anniversary of the founding of the organization we know today as Delmarva Chicken Association. The road from a committee formed in 1948 to plan entertainment around a broiler-breeder competition to the modern advocacy and member-service trade group we are today follows some interesting twists and turns.

The story really starts in 1944, when Howard C. Pierce, in charge of poultry retail for A&P Food Stores, expressed dissatisfaction with the quality of the chicken supplied to him by the industry. He wasn't the only one enthused about the possibility of a meatier broiler chicken. State and regional contests held around the country in the ensuing years elevated certain chicken breeds, and breeders, to duke it out at a Chicken of Tomorrow Contest to be held in Georgetown, Del. in 1948.

In the spring, the forty breeders who were eligible sent eggs to the Bradley Hatchery in Easton, Md., which produced 16,000 broiler chicks. The chicks were taken to the University of Delaware Substation – across County Seat Highway from our office – where, for about 12 weeks, they were raised under identical conditions, and then sent to processing plants. The “New York dressed” chickens – minimally processed by today's standards – were judged in Chicken of Tomorrow Contest to

determine the meatiest, most-improved bird breed. Vantress Hatchery of Marysville, Calif., won the day with a Red California Cornish-New Hampshire cross-breed. That black-feathered chicken was common at the time, but

the same breeder later developed a white-feathered chicken that grew popular on Delmarva and elsewhere.

J. Frank Gordy, the Delaware extension poultry specialist, spearheaded planning for a first-time chicken festival to go along with the contest, featuring a beauty pageant, exhibits, ceremonies, and a parade through Georgetown. Dave Greene, a Kent County, Del. broiler

grower and feed dealer, was elected president of the festival planning committee – and thus the first president of the organization Delmarva Chicken Association traces its roots to.

The next year, in 1949, the broiler-breeder contest was replaced with a National Chicken Cooking Contest, and what had become known as the Delmarva Chicken Festival moved to Salisbury, Md. for its second iteration. The third was held in 1950 in Dover, Del., and that was the festival that first saw what would become its most famous attraction: the “world's largest fry

pan,” a 10-foot-wide, 650-pound chicken fryer set up on concrete blocks and gas-fired.

In 1955, Delmarva Chicken Festival, Inc. rebranded itself as Delmarva Poultry Industry, Inc., adding an



From the 1950 Delmarva Chicken Festival, here's the first appearance of the oversized chicken fry pan our festival made famous.



Connie Parvis, left, of DPI with Bette McNear of the Wilmington News Journal and George Chaloupka, then a UD poultry researcher, different breeds of chicken at three weeks of age in 1973.

continued on page 8

vLT Keeps Cropping Up in Delmarva Broiler Flocks



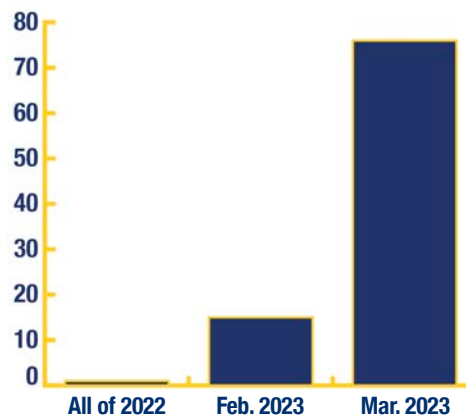
A broiler with puffy eyelids, one of the common clinical signs of vLT. Photo: Georgia Poultry Laboratory Network

Poultry veterinarians on Delmarva have documented a dismaying number of new cases of vaccinal infectious laryngotracheitis, or vLT, on broiler farms this spring. vLT has been most prevalent in the areas around Harrington, Laurel, and Greenwood, with cases also cropping up in Delmar, Georgetown, and Parsonsburg, among other locations, and even as far south on the peninsula as Snow Hill.

vLT is a serious challenge to the health of poultry flocks, even though it is not as challenging as avian influenza. Spread can be airborne or by contact with sick birds or contaminated equipment, clothing, and vehicles. Broilers with vLT may show gasping, coughing bloody mucoid exudate, rattling or squawking, and extension of the neck during inspiration 5–12 days after exposure. They may also have puffy eyelids with foamy secretions. Affected birds are anorectic and inactive. Even after birds recover from the symptoms of vLT, the virus can persist in their airways, according to Dr. Claudia Osorio, the chair of DCA's Poultry Health & Welfare Committee. "The birds become carriers," she noted. "In broilers it goes into latency and is reactivated in cases of stress. And when the virus is found in a particular area, it can spread to other farms quickly if biosecurity measures are not followed properly."

Controlling vLT and preventing it from spreading is helped by practicing strict, consistent biosecurity -- the same measures that combat the spread of HPAI can combat the spread of vLT. There are also

vLT CASES ON DELMARVA, 2022-2023



vaccines to fight vLT, and mass vaccination can be done by water, spray, or in ovo methods.

Be sure to follow all of your company's biosecurity protocols to reduce the likelihood of your farm becoming the next vLT case on Delmarva. If you notice decreased feed or water consumption in any chicken house, inform your flock advisor right away. ▀

75 Years of Advocating for You

continued from page 7

office with full-time employees (at first in Selbyville) and taking on objectives including poultry research, home economics, publicity for the industry, and state-level lobbying. In 1966, DPI held the first National Meeting on Poultry Condemnations, a clearinghouse for insight on bird health and processing techniques that we now call the National Meeting on Poultry Health, Processing, and Live Production.

The work of advocating for Delmarva's chicken community that began in 1948 continues today -- with your support, and the support of every other Delmarva Chicken Association member. ▀

Adapted from the 1998 book "Delmarva's Chicken Industry: 75 Years of Progress," written by William H. Williams and published by Delmarva Poultry Industry, Inc.

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Play it Again, Delmarva

By James Fisher

Delmarva Chicken Association is bringing back one of the best-loved events in the region – the Delmarva Chicken Festival – for just one more year.

We announced the free-for-everyone festival's return at a March news conference in Arthur W. Perdue Stadium in Salisbury, which is where the event will take place. It's happening Saturday, Oct. 7, from 1-7 p.m.

Attractions at the 2023 Delmarva Chicken Festival include local food trucks, vendors, historical and educational exhibits, children's activities, and more. Live music will be performed throughout the day by The Jones Boys, Jimmy Charles, and Mike Hines & The Look.

The 'Chicken Capers' contests, which pit teams of employees from Delmarva's five chicken companies against each other in field day-style games, are returning for the 2023 event. A fireworks show will round out the night. All five chicken companies – Allen Harim Foods, Amick Farms, Mountaire Farms, Perdue Farms, and Tyson – are presenting sponsors of the 2023 Delmarva Chicken Festival.

This is an event with a long history, with real roots on Delmarva – as many of our members well know. We organized an annual chicken-focused festival from 1948 (when it was known as the Chicken of Tomorrow Festival) until 2014, when we set it aside because of waning volunteers and a recognition that our work for our members had grown more varied than the festival. Historically, the Delmarva Chicken Festival featured parades, chicken cooking contests, beauty pageants, and fried chicken prepared in

the world's largest fry pan, 10 feet in diameter. The 2023 festival will pay homage to those traditions, but with a modern twist, focusing on local food, live music, and family-friendly attractions. The Greater Salisbury Committee, the Salisbury Area Chamber of Commerce, and the Wicomico Farm Bureau are working in partnership with DCA to plan and deliver the event.

"As our members started thinking about how to celebrate the chicken community's 100th birthday, several chicken growers suggested bringing back the Delmarva Chicken Festival for a centennial celebration," said Zach Evans, DCA's 2023 board president. "We all recognized the warm welcome the festival would get, and we're excited to invite everyone on Delmarva, and the many visitors to the region to join us for this year's festival, in the region where the chicken industry was born."

"I've participated in many Delmarva Chicken Festivals over the years, and I'm thrilled to part of the committee bringing it back one more time this year," said Mary Lou Brown, a Hurlock, Md. chicken grower. "It's a great opportunity for me, as a family farmer, to share with the public who the chicken community is and what we provide for Delmarva."

Food truck operators, vendors, or businesses interested in sponsorship opportunities at the Delmarva Chicken Festival can sign up to receive more information.

Visit dcachicken.com or contact DCA at **302-856-9037** or dca@dcachicken.com

DELMARVA CHICKEN FESTIVAL

A Look Back



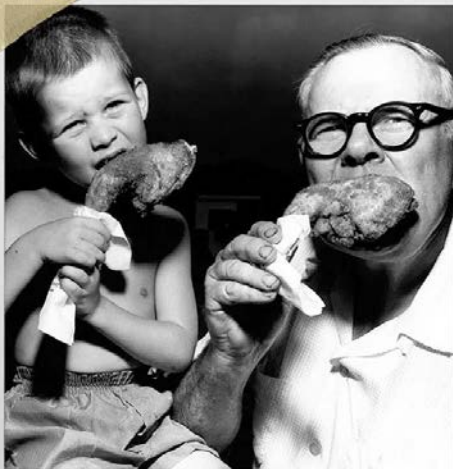
1950



1952



1953



1958



1972



1995

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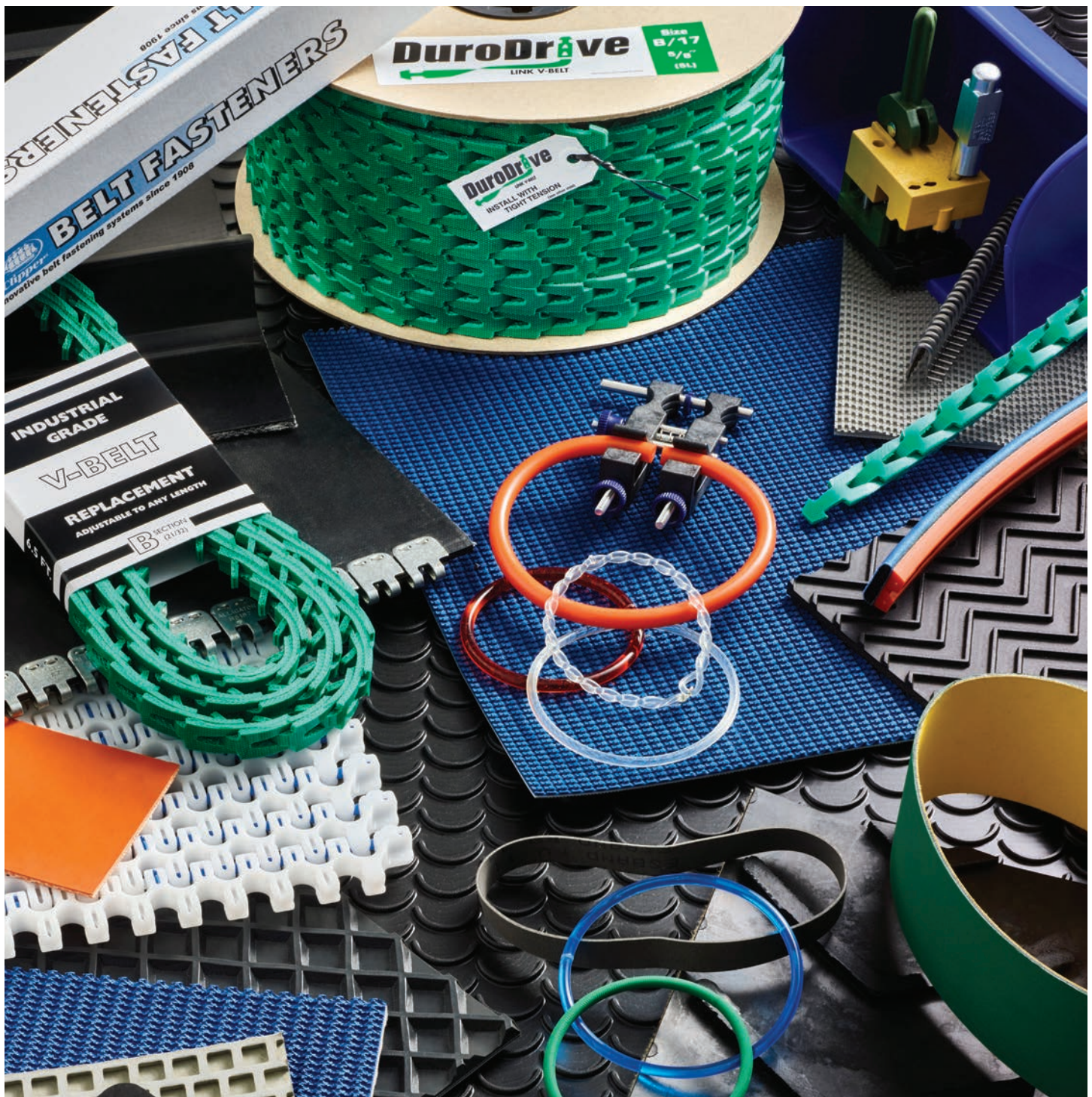
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Nominations open for the Bud Malone Environmental Award

For the second year, DCA will recognize a chicken grower who goes above and beyond to make his or her farm environmentally responsible and compatible with neighboring properties with the George 'Bud' Malone Environmental Award. This award shines a spotlight on Delmarva chicken growers who integrate vegetative environmental buffers and other conservation measures, ensuring their farms are sustainable and are good neighbors. The winner of the award also receives a \$500 prize from DCA. You can nominate a farm for the award by acting before June 2.

The award is named for Bud Malone, who had the foresight to begin our nationally recognized vegetative environmental buffers program, and who remains involved in DCA and Delmarva's chicken community. This program has resulted in the planting of thousands of trees, shrubs and grasses on family-owned poultry farms on Delmarva and led to improved relations between farm owners and neighboring property owners. In 2022, the Malone Award was presented to John and Linda Brown (pictured), who own L & J Farm in Harrington, Del.

Applications will be accepted from a grower, his or her family, friends, flock supervisors or state or federal agencies. Which means, growers, you can self-nominate, or you can nominate a fellow grower whose farm you admire! To be nominated, a grower must be a DCA member at the \$150 level or above.



To apply for the George 'Bud' Malone Environmental Award, chicken growers should complete the application on the next page and send it to DCA's communications manager, James Fisher, by June 2, 2023. DCA staff may contact the owners of nominated farms to schedule a visit and identify and verify the practices listed on the application. Applications will be submitted to the Grower Committee Chairperson for review. The Grower Committee will make the final determination of the winner at its September meeting.

DCA will recognize the award recipient at a grower event in October with a plaque, a news release promoting the grower's accomplishments, and may nominate the recipient for US POULTRY's Family Farm Environmental Excellence Award.

Submit an application by June 2 to:

James Fisher

Delmarva Chicken Association

16686 County Seat Highway, Georgetown, DE 19947

or email fisher@dcachicken.com

Practices to be Considered Include:

- Heavy use pads, well-maintained and well-kept
- Vegetative environmental buffers around chicken houses; at property lines; and around ponds and manure sheds
 - Pollinator-friendly vegetative buffer plots
 - Overall cleanliness
- Grass buffers near tunnel fans to contain dust, feathers, and odor
- Solar energy on the farm
- Mortality freezers or other excellent mortality composting practices
- Commendable appearance and maintenance of manure storage structures
- Well-maintained farm roads
 - Weed control around chicken houses
 - Proper drainage, including stormwater ponds
 - Other adaptations or practices the grower has made to benefit neighbor relations

George 'Bud' Malone Environmental Award

2023



MEMBER INFORMATION

Company/Farm Name

Contact Person

Mailing Address

City, State, ZIP code

Business Phone

Cell Phone

Email address

Describe the conservation practices and environmental features of the farm, and tell us why operating an environmentally sustainable farm is important. Practices to be considered include heavy use pads; VEBs; pollinator-friendly features; grass buffers near fans; solar energy; mortality freezers or other excellent composting practices; weed control; well-maintained roads; proper drainage; and overall cleanliness. You may attach additional pages as needed.

Your name, phone number, and email address (if other than the grower):

Submit by June 2, 2023 to:

James Fisher

Delmarva Chicken Association

16686 County Seat Highway

Georgetown, DE 19947

or via email: fisher@dcachicken.com



Our VEB cost-share supports Delaware grower members

DCA is offering a cost-share program for two kinds of vegetative environmental buffers on farms in several specific Delaware watersheds: hedgerows of warm-season grasses near the tunnel fans and other fans on chicken houses, and pollinator-friendly plantings. DCA is providing a \$262,235 match over the three-year course of the grant, which means we're putting more than \$450,000 behind this ambitious effort. The program is backed by the Environmental Protection Agency's Section 319 Nonpoint Source Program and the Delaware Department of Natural Resources and Environmental Control.

The cost-share covers 90 percent of the costs of technical assistance, installation, and follow-up livability reporting. The grower's cost to take advantage of the cost-share program will be the remaining 10 percent. Because of Delaware's and the EPA's water-quality priorities, eligibility for the cost-share programs is limited to farms in the Chesapeake Bay watershed, the Delaware Inland Bays, and certain areas of the St. Jones River watershed, more commonly referred to as the Delaware Bay. Most growers eligible for the grant will find themselves in the Chesapeake Bay or Delaware Inland Bays watersheds.

DELMARVA CHICKEN ASSOCIATION

DELAWARE BUFFERS GRANT

DNREC has awarded DCA a \$192,000 grant to operate a cost-share program for two kinds of vegetative environmental buffers on broiler farms. Buffers save you mowing time and expenses, and help capture dust, noise and odor.

APPLY NOW!



This program covers 90% of the costs of technical assistance, installation, and reporting. The grower's cost will be the remaining 10%. If you have questions, contact us now.

email: dca@dcachicken.com **visit:** dcachicken.com/veb/ **call:** 302-856-9037

Eligibility is limited to farms in the Chesapeake Bay watershed, the Delaware Inland Bays watershed, and certain areas of the St. Jones River (Delaware Bay) watershed. To qualify, an applicant must be in good standing as a DCA member at the \$150 level or higher.

This project was funded, in part, through a grant from the Environmental Protection Agency under a Nonpoint Source Grant.

To apply, growers will fill out an application form (they're available at dcachicken.com, in our Vegetative Environmental Buffers section). DCA staff will complete a planting design showing BMP location and estimated plant quantities and materials, and we will also assist the applicants in locating contractors to provide estimates on BMP installation. DCA assumes 90% of BMP costs with the applicant assuming the remaining 10%.

To qualify, an applicant must be in good standing as a DCA member, at the \$150 level or higher, prior to DCA staff providing on-farm technical assistance in planning BMPs. Growers must submit invoices to DCA staff for installed BMPs on a timely manner to initiate the final inspection on completion as well as to start the payment process.



We organized a farm tour for Senator Tom Carper of Delaware, center, on one of the Delaware farms where DCA is helping install pollinator-friendly plantings.

Growers will be obligated to maintain the installed BMPs for their intended purpose of treating a documented resource concern for a period of 10 years. If the installed BMPs are destroyed in any manner, they will be reinstalled at the owner's expense. DCA staff will perform annual and semi-annual inspections to verify the conditions of the BMPs during the first five years. ■

If you have questions about the DNREC cost-share program or other grants, or if you want to be sent an application form for our cost-share program, contact us at dca@dcachicken.com.



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DELAWARE OPENS Poultry House Demolition Cost-Share Program



The Delaware Department of Agriculture (DDA) is accepting applications through May 1, 2023, for a new Poultry House Demolition Assistance Program. The program provides cost-share assistance to remove old poultry houses past their useful life.

DDA will reimburse the poultry house owner 50% of the actual costs for remediation, up to a maximum of \$10,000 per house. Prior to approval, DDA Nutrient Management staff will perform a site visit to verify houses to be removed and discuss the need to manage residual litter or nutrients. Funding will be reserved for approved applications to give applicants time to complete the removals.

“Many poultry houses across Delaware have reached the end of their productive life-span and have been abandoned as producers have upgraded to more environmentally friendly poultry houses,” said Secretary of Agriculture Michael T. Scuse. “Our goal by offsetting the costs to remove these houses is to assist producers in lessening their environmental impact and enhance our rural landscape.”

According to research by the University of Delaware’s Cooperative Extension, the soil under a poultry house can accumulate mineral nutrients through the diffusion of the ammonia component of manure over 30 to 50 years. Once the roof deteriorates, rainwater can enter the house, which can cause the excess nutrients to leach into the groundwater.

Poultry house remediation cost-share is also available through programs such as NRCS-EQIP. Cost-share through the DDA program may be combined with other programs to help the landowner to reduce costs further, but DDA will not reimburse expenses that have or will be covered by another source. The applicant is responsible for meeting the requirements of any other cost-share program used. ■

TO APPLY:

DOWNLOAD AN APPLICATION AT:

<https://agriculture.delaware.gov/grants-loans>

APPLICATIONS CAN BE EMAILED TO:

nutrient.management@delaware.gov

MAILED TO:

Delaware Department of Agriculture
2320 S. Dupont Hwy
Dover, DE 19901

FAXED TO:

(302) 697-6287

Anyone receiving funding from the Delaware Department of Agriculture must complete a W-9 form online before approval.



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Maryland's 2023 Leopold Conservation Award Seeks Nominees

Nominations and applications are now being accepted for the 2023 Maryland Leopold Conservation Award. Sand County Foundation and national sponsor American Farmland Trust present the Leopold Conservation Award to farmers, ranchers, and forestland owners in 25 states for extraordinary achievement in voluntary conservation. In Maryland, the award is presented with state partners: Keith Campbell Foundation for the Environment, Maryland Association of Soil Conservation Districts, and Maryland Farm Bureau.

Given in honor of renowned conservationist Aldo Leopold, the award recognizes landowners who inspire others with their dedication to land, water, and wildlife habitat management on private, working land. Owners of farms or forests in Maryland may apply for the award themselves or be nominated.

The application deadline is August 1, 2023. The Maryland application can be found at <https://www.cognitoforms.com/MarylandFarmBureau/MarylandLeopoldConservationAward>.

Applications will be reviewed by an independent panel of agricultural and conservation leaders from Maryland. The recipient receives a \$10,000 award and the conservation success found on their farm or forest will be featured in a professional video. The recipient will be announced at the Maryland Farm Bureau Federation's Annual Convention & Meeting of Delegates in December.

"Farmers face a myriad of decisions, not only about what they produce but how they steward their family heritage and manage their lands," said Samantha Campbell, President of the Keith Campbell Foundation for the Environment. "We are very pleased to recognize outstanding farmers who, by their thoughtful decision-making, not only help lead food production, but demonstrate an exceptional commitment to environmental stewardship."

For more information on the award, visit www.leopoldconservationaward.org.



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CHICKEN DAY IN ANNAPOLIS Draws Governor in for VR Tour



Maryland Gov. Wes Moore tries out DCA's virtual-reality tour of a chicken farm as DCA grower members Mary Lou Brown, center, and Jenny Rhodes look on.

We brought Chicken Day in Annapolis back this year, and it became a golden opportunity for DCA members and chicken community allies to speak with many lawmakers from the Maryland General Assembly, as well as Governor Wes Moore and Secretary of Agriculture Kevin Atticks, about how the state can backstop and boost our chicken farmers. This popular event provides Maryland lawmakers and their staffs with a free, chicken-centered lunch just steps from their offices and legislative chambers. It also gives DCA members a chance to share what steps lawmakers could take, or refrain from taking, to make the chicken community more profitable and successful.



Georgie Cartanza stepped up and stepped into a chicken suit to liven up Chicken Day in Annapolis. (She's the one on the right.)

The governor sought out a new attraction DCA brought to Chicken Day in Annapolis: VR headsets to show a 360-degree video tour of a chicken farm, produced by the National Chicken Council. A grant from the Rural Maryland Council made the VR tour possible.

"So the birds I'm looking at are 15 days old?" Moore said, looking around the immersive video. "Yes; they quadruple their weight in the first 15 days," DCA member Jenny Rhodes explained. Grower Mary Lou Brown chimed in with more context: "And we do that through knowing what to feed them and better genetics."

Thanks to Horizon Farm Credit and Mountaire Farms for sponsoring this exciting event. ▀

CHICKEN MARKETING SUMMIT

Puts Focus on Cost-Conscious Shoppers



Registration is now open with early savings available for the 2023 Chicken Marketing Summit. The annual executive conference, hosted by WATT Global Media, is scheduled for July 31- August 2, 2023, at Hotel Effie Sandestin in Miramar Beach, Florida.

The 2023 conference will focus on the theme, "Appealing to cost-conscious consumers." Topics and speakers include: How chicken demand changes in an inflationary world by Brian Earnest with CoBank; Foodservice demand beyond the chicken sandwich wars by David Maloni with Datum FS; Communicating about net zero and sustainability goals by Corey Chafin with Kearney; What's next for meat alternatives? by JP Frossard with Rabobank; Will it stick: Are today's trends tomorrow's opportunities or concerns? by Kevin Ryan with Malachite Strategy and Research; Retail in transition: Capitalizing on future e-commerce opportunities by Mark Strobel with Euromonitor International; and others. And back by popular demand, the results of the Chicken Consumption Survey will be revealed, answering questions on how to best reach cost-conscious consumers.

The annual Chicken Marketing Summit is produced in collaboration with the National Chicken Council and with support from the National Protein and Food Distributors Association. ▪

FOR MORE INFORMATION:

visit ChickenMarketingSummit.com

MOUNTAIRE ANNOUNCES \$80,000 in Scholarship Funds



Mountaire Farms has dozens of \$2,500 scholarships available for the children and grandchildren of employees, poultry growers, and grain producers. The deadline to apply is June 5, 2023.

To be eligible, a student's parent or grandparent must be employed by Mountaire Farms, or grow broilers, breeders, or grain (10,000-bushel minimum) for Mountaire. Applicants must enroll as a full-time college student carrying a minimum of 12 credits per semester in the current school year. Successful applicants must be involved in extracurricular activities at school and in their community. Preference will be given to an industry-related course of study. A copy of the student's transcript must be attached to the application.

Students can apply online at our company website at www.mountaire.com/scholarships/annual-mountaire-scholarship-program. The company will be announcing scholarship winners on July 3, 2023 and winners will be invited to an event in August where they will be recognized. On Delmarva, scholarship winners will be invited to a Delmarva Shorebirds game where they will be brought on field and announced to the audience in attendance that evening. ▪

ELIGIBILITY:

- Must be a child or grandchild of employees, poultry growers or grain producers
- Must be enrolled as a full-time college student with a minimum of 12 credits per semester
- Must be involved in extracurricular activities

APPLY ONLINE:

www.mountaire.com/scholarships/

HERE'S HOW THE CHICKEN COMMUNITY Is Working for Delmarva

In 2022, the Delmarva chicken community raised 596 million chickens, produced 4.4 billion pounds of chicken and generated \$5 billion in wholesale value – the most productive year ever in Delmarva's 100-year history of producing chicken for consumers. In the spirit of doing more with less, Delmarva's chicken industry was able to increase production by 38 percent in the past 10 years even as the number of chicken houses in operation during that time dropped by 11 percent, and inflation-adjusted feed ingredient costs more than doubled. Year over year, the chicken community on Delmarva increased production by 4 percent while slightly decreasing the number of chicken houses in active use.

Delmarva's chicken companies spent a record \$1.6 billion on corn, wheat, soybeans and other feed ingredients in 2022, and paid their employees \$891 million in wages, excluding benefits. The family farmers who contract with the companies to raise chickens earned \$349 million in contract payments, or 18.2 percent more than in 2021 – a reflection of the pace of inflation during 2022. Those growers, of course, faced inflation pressure of their own when purchasing equipment, supplies, and energy for their farms. Altogether, 1,334 farm families raising chicken and 18,317 chicken company employees worked hand-in-hand to produce Delmarva chicken with a wholesale value of \$5 billion.

IN 2022, THE DELMARVA CHICKEN COMMUNITY:

Raised 596 million chickens .	5.1%	6.7%	1.9%
Processed 4.4 billion pounds of chicken.	4.0%	21.7%	38.4%
Operated 4,889 chicken houses on independently owned farms.	-0.2%	6.2%	-11.3%
The houses had a capacity of 134 million chickens .	-0.2%	13.7%	9.2%
There were 1,334 chicken growers .	-2.0%	-18.3%	-42.5%
They earned \$349 million in contract income .	18.2%	42.2% *	56.5% *
There were 18,317 chicken company employees .	3.3%	37.7%	27.2%
They earned \$891 million in wages , excluding benefits.	4.3%	55.6% *	58.4% *
Feed ingredients for chickens were purchased for \$1.6 billion .	12.3%	-2.4% *	109.6% *
The wholesale value of chicken produced was \$5 billion .	12.0%	44.6% *	125.3% *

* Inflation-adjusted

- Chicken growers and businesses planted 1,729 trees and grass plugs in 2022 in Delmarva Chicken Association's vegetative environmental buffers program.
- Chicken companies purchased \$359 million in packaging and processing supplies in 2022.
- Chicken companies purchased 89 million bushels of corn, 39 million bushels of soybeans, and 428,482 bushels of wheat primarily from Delaware, Maryland and Virginia grain farmers for chicken feed in 2022.
- Delmarva's chicken companies invested \$168 million in capital improvements in 2022, including investments in wastewater treatment, hatcheries and processing plants.

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No Simple Way to Block Drone Intrusions

By James Fisher

Farmers who notice a drone loitering in the air near or over their property don't have any easy, foolproof tools at hand to stop that activity, legal experts told a group of chicken growers in a Grower Lunch Break this spring.

"Drones are an ag issue for the same reason trespass is an ag issue," said Anthony Gorski, a Maryland lawyer who frequently represents farmers and agricultural interests. "These drones are here to stay, getting more and more popular, and getting less and less expensive." Gorski told the audience he's aware of a dairy farm where a neighbor who disapproves of the farm flies a drone over it often, and uses pictures the drone takes to file complaints with state authorities.

Even when a strange drone is flying over your property, Gorski said, that drone is considered personal property belonging to someone else – which means the owner of the farm underneath it doesn't have a blanket right to damage, destroy, or confiscate it. (In other words: you can't just shoot it down without consequence.) If the drone is being flown at roofline height or lower, he said, you might be able to argue to authorities that its operator was invading your privacy by using it to see into your house. And he noted drones are not supposed to be flown directly over state or county roads, which should limit the paths drones can legally take to go over your private property.

But determining who is flying a drone that's bothering you can be a challenge, Gorski noted, and even if you do, the next steps are murky: "You don't have many particular rights, and that's a problem. I think it's a trespass, but it's not accepted to be a trespass yet – in Maryland or any other state." If you know who's piloting the drone, Gorski suggested, talk to them and ask them to stop. If they don't, it may make sense to call the police to make a complaint alleging trespass or invasion of privacy, or have

an attorney write a letter urging them to cease the overflights. But if those steps don't prompt changes, a farmer would have to decide whether to press a case of civil trespass – and that's still an untested area of the law when it comes to drones.

During the same Extension-sponsored Grower Lunch Break, Paul Goeringer of the University of Maryland Agriculture Law Education Initiative discussed what farmers and other landowners can do to discourage, or react to, old-fashioned trespassers – people who put themselves, not drones, on a farm property without the farm owner's permission. To give yourself the best chance of deterring trespassers and ensure that any people who do trespass can be prosecuted, he said, do the following:

- **Post at least two no-trespassing signs on your property. A standard poultry farm biosecurity sign counts.**
- **Mark some trees or landmarks with blue paint to denote your property line. That said, Goeringer noted, under Maryland law, someone trespassing on private property is still considered to be trespassing even if this step is not taken.**
- **Add fencing or use natural buffers to discourage intruders.**
- **Don't incorporate any strategies designed specifically to hurt or injure a trespasser.**

Goeringer also noted an important consideration when approaching a trespasser to order them to leave: Unless they give consent to be recorded with audio, he said, under Maryland law you can't tape the conversation that ensues with a smartphone's video/audio recording tool. Doing so violates Maryland's wiretapping statute – even if the other person is on your land without permission. For that reason, Goeringer said, taking a smartphone photo to document the trespassing incident is wiser than capturing a video. ▀

RENEW YOUR MEMBERSHIP in DCA



DCA grower member Bill Twilley won a \$150 gift card to Eastern Shore Poultry this spring by having his name drawn in a raffle among growers who paid their DCA membership dues directly to us early in our 2023 membership campaign. Left to right: Holly Porter; Dalton Adshead, Bill Twilley's grandson; Bill Twilley; Rhonda Ferry, store manager at Eastern Shore Poultry in Laurel, Del.

This is a great time to renew your DCA membership, ensuring you don't miss out on 2023 events just around the corner that are exclusive to our members, like the June 7 Booster BBQ (for every \$150 in membership dues, you receive two registrations for the BBQ). Our newsletters, workshops and educational opportunities, vegetative environmental buffer assistance and government relations efforts all help keep the chicken industry on Delmarva strong. All of it is made possible by our members' support.

If you are an **allied business member**, you've received an invoice to renew your membership. We've made renewal a quick and painless process with our secure website: dcachicken.org/membership. Allied business members benefit from DCA membership in many ways, from sponsorship opportunities at events like the Booster BBQ and our National Meeting to our government affairs efforts, which preserve and protect the chicken community marketplace. Being a member also lets you sponsor Grower Socials, and we have several of those planned this year.

Growers, your DCA membership benefits you through free assistance and for designing, planting, and maintaining your environmental buffers, cost-share funding in Delaware for buffers, and through grower socials and VEB demo days. The Booster BBQ, our e-newsletter Chicken Chatter, this magazine, and the chance to participate in our

electric buying group ((savings up to 12% with the new contract starting in May) are all benefits of membership, too. We devoted hundreds of hours in 2022 to the industry's response to HPAI outbreaks on Delmarva, and hundreds more hours behind the scenes persuading lawmakers to halt bad bills and wave on legislation that could help all of us. We hope you'll agree that renewing your membership for 2023 is the right call for you.

Perhaps you're neither a grower nor an allied business member, but someone who knows how vital this industry is to Delmarva. We welcome your support and membership, too. Please support DCA's mission to be the Delmarva chicken industry's voice as the premier membership association focusing on advocacy, member relations and education.

To learn more about DCA membership, our member benefits, promotional opportunities, committees and events, get in touch with us at dca@dcachicken.com or visit dcachicken.com/membership.

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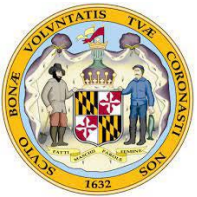
Our Ups and Downs in Delmarva State Legislatures

By Grayson Middleton



As we head into Spring, session is winding down in Maryland and picking up in Delaware. Since I wrote to you last it has been a whirlwind of meetings, testimony, events, and writing...lots of writing. Overall, I am happy with the progress we made

in this 445th meeting of the Maryland General Assembly. For the most part, potentially damaging legislation was defeated, while several bills that will directly benefit our industry and membership have advanced. The weeks have been long, but the months have flown by. As we near the end of Maryland's session, I would like to give you a short wrap-up of where things stand, and then give a summary of what we are working on in Delaware. I will also briefly address Virginia's now-ended legislative session.



MARYLAND

Environmental legislation, and particularly environmental justice bills, featured strongly in this year's General

Assembly, part of a nationwide trend. While DCA fully supports efforts toward a cleaner environment for all citizens, we maintain that it must be done in a manner that does not put our growers and industry at an economic disadvantage. For this reason, we opposed the following legislation:

SB 158 / HB 319 – Pesticide PFAS Testing Requirements

This legislation would have required a pesticide distributor to get independent PFAS testing for all their products, and sign an affidavit attesting to the legitimacy of the results. If a pesticide was found to contain PFAS, it would be barred from MDA registration for use in the state. PFAS are “forever chemicals” associated with long-term health effects, and at least some levels can be found in most everyday items. While we can all agree that this is a major issue that needs to be addressed, there are currently no EPA

validated testing methods for PFAS in pesticides. This could put our distributors in legal jeopardy and could ban a pesticide based on a potentially faulty test. This legislation has not passed, but there is ongoing discussion about creating a workgroup to address this issue in a manner which would not harm the distributors or the farmers that use them, which we would support.

SB 224 / HB 230 – Clean Trucks Act of 2023

This legislation would have adopted the California standard for medium and heavy-duty trucks, whereby their sale is slowly phased out. We were opposed to this bill due to the lack of infrastructure in rural areas, the impractical nature of electric heavy-duty transportation, and animal welfare concerns. However, it was significantly amended to exclude agriculture and now requires that MDE prepare a needs assessment. While we still think this bill is bad policy, we believe the amendments have significantly reduced the worst potential impacts.

SB 590 / HB 718 – Reclaim Renewable Energy Act of 2023

This legislation would have removed anaerobic digestion from the Tier 1 Renewable Portfolio Standard. We maintain that anaerobic digestion is an environmentally friendly renewable energy source that can help our industry reduce waste while simultaneously producing clean burning natural gas. This legislation was unfriendly toward our industry and the environment. Thankfully, it died in committee.

SB 743 / HB 840 - Climate, Labor, and Environmental Equity Act of 2023

This bill would have required permits in certain census tracts (including the general CAFO permit) to be reviewed based on how it affects the environment for certain “underserved and overburdened” populations. While we support environmental justice, the tools available from MDE do not give us a clear picture of what specific areas would be impacted, and thus without knowing the full effect of this legislation, we had to oppose. This bill never moved out of committee.

There were also a handful of bills that our organization strongly supported. We believe these bills would greatly benefit our chicken community, as well as agriculture at large. Unfortunately, several of these bills did not advance. However, as I write this column,

our most important bill, SB 640/HB 678, is quickly advancing toward passage. This legislation will exempt all electricity used for agricultural purposes from the sales and use tax. Its passage would be the culmination of a multiple-year effort by our organization to save our farmers more of their hard-earned money.

SB 143 / HB 68 – Net Metering Flexibility Act

This legislation would have allowed a customer-generator (mostly solar) to accrue net-excess generation for an indefinite period. This bill could benefit many of our members and did pass; it's now waiting for the Governor's signature.

SB 34 / HB 389 – State Ombudsman for Value-Added Agriculture

This bill would establish a state specialist for value-added agriculture within MDA. This person would serve as the primary point of contact in the department for people engaged in or wishing to engage in value added agriculture. This bill passed and awaits the Governor's signature.

SB 447 / HB 847 – Anaerobic Digestion Workgroup

This bill would have established a workgroup of key policy makers and stakeholders to study the ways in which anaerobic digestion can be implemented and regulated. Unfortunately, it did not move forward.

SB 640 / HB 678 – Sales and Use Tax Exemption on Electricity for Agricultural Purposes

This legislation would exempt electricity used for agricultural purposes from sales and use tax. Currently, those on a residential rate are already exempt, however those on commercial are still paying the tax. We believe it is only fair that this be uniform across the state, and this legislation would save our growers on a commercial rate an average of \$1,800 a year. This was our priority bill this session, and we came down to the very last day in almost getting it through. We plan to come back even stronger next year in taking this to the finish line.



DELAWARE

In Delaware, things are just starting to ramp up. Thus far, we have only taken a formal position on one bill: support for HB 87, which will provide a subsidy of up to 30 percent of the premium for eligible producers' multi-peril crop insurance premium, or whole farm revenue protection premium up to a maximum of \$10 per acre.

In tandem with Delaware Farm Bureau, we are also in the process of introducing legislation to update Delaware's Right to Farm Law. This legislation would

essentially prevent a farmer from facing a nuisance claim so long as he/she is in an area zoned for agriculture and operating in a manner consistent with good agricultural practices. We believe this is important given expanding development in Kent and Sussex counties, where many people from urban areas are filing claims against farmers who have been there for generations. Finally, the Climate Change Solutions Act will soon be reintroduced and is expected to move forward this session. After meeting with policymakers (including our organization), it does appear that the DNREC and sponsoring legislators have amended the bill considerably to provide more oversight over agency decisions. While this legislation is still far from perfect, we are happy that the amended version provides for more accountability and oversight.



VIRGINIA

DCA submitted written testimony supporting HB 1783, which would have guaranteed access to natural gas and propane and prohibited

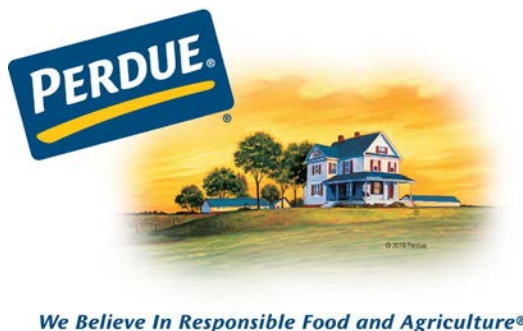
localities from banning or restricting its use. Unfortunately, this legislation died in the senate. We also submitted support for two budget items. One would establish an indemnity fund for HPAI and give VDAC more discretion and resources in addressing financial losses. The other would have changed the cost share program for litter sheds and composters to allow for the farmer to apply and secure cost-share before a farmer begins operating, rather than having to wait until after. As of writing this article, the House and Senate are still negotiating differences between their respective passed budgets. Naturally, the two budget amendments depend on them finding a compromise. It is possible that no budget will be passed, but there are indications that progress is being made in the negotiations.

I hope this summary has provided you with some useful insights into our work in the Delmarva capitals. While there are no promises or guarantees in politics, we are working as hard as we can to make sure your interests are represented and protected. ▪

Please feel free to contact me at
middleton@dcachicken.com with your
concerns or insights.

DCA thanks these allied business members for their sponsorship of our Growing for 100 Years kickoff event at the Delaware Agricultural Museum and Historic Village in February

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Estate and succession planning survey for Md. farmers

Researchers from the University of Maryland are surveying the estate and succession planning needs of Maryland agricultural operations. All agricultural producers, service providers, and anyone working with operators may participate in the survey. The information gathered will help Extension develop new resources and tools to support agricultural operations as they consider estate and succession planning. Participation is voluntary and confidential. Anyone who completes a survey will be given the option to enter a raffle for one of eight \$50 gift cards. Funding for the gift cards was provided by Horizon Farm Credit.

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The survey will likely take 30 to 45 minutes to complete.

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Show us some old photos

With Delmarva's chicken community celebrating its 100th anniversary this year, we want to share with our readers some photos of past Delmarva Chicken Festivals. Do you have a treasured picture of your family from a festival way back when?

Can you scan it and share it, or bring it in for DCA to scan and hand right back?

Tell us your story by sharing a photo, and we may feature it in a future issue of *Delmarva Chicken*. We'll also give a DCA giveaway to everyone who contributes.



Three growers pause for a photo in a Delaware chicken house, taken in 1989 and saved in a collection from the Delaware Economic Development Office.

Courtesy of the Delaware Public Archives

Share your Story: James Fisher | 302-500-2223 | fisher@dcachicken.com

If you're passing by the DCA office and want to share it in person, that's fine too – we can scan a photo in moments and hand it right back.