



# Cheeps & Chirps

..... Points for Poultry Profitability

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## INSIDE THIS ISSUE:

- NCC Launches new website** 1
- On farm energy assistance** 1
- 2014 KY Proud Incredible Food Show** 2
- 2014 Agriculture Business break-fast** 3
- Chick-fil-A to change to chicken raised without antibiotics** 4

## NCC LAUNCHES NEW WEBSITE

The National Chicken Council (NCC) has launched a new website:

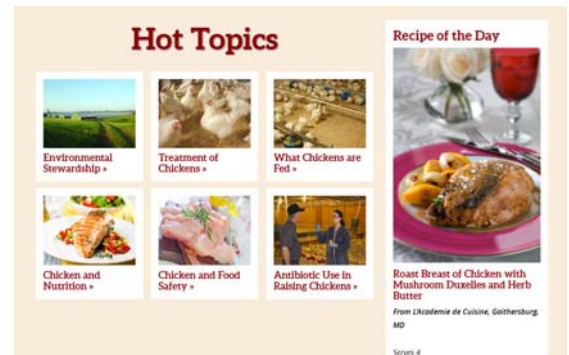
<http://www.chickenroost.com>

The new website features information on issues such as animal welfare, food safety, environmental stewardship, antibiotic use, and the modern partnership between farmers and chicken companies. The website also features a 'Day in the life' video on a chicken farm.

The goal of the website is to have a better dialogue with consumers and answer their questions about chicken

production and chicken products.

In addition to featuring farm-to-fork details the website also has a Kid Zone section with quizzes, trivia and other information.



## ON-FARM ENERGY ASSISTANCE

The **Kentucky Agricultural Development Fund** is providing another round of cost-share funding for the **On-Farm Energy Efficiency Incentives Program** to help Kentucky farm families improve energy efficiency or install renewable fuel systems. Poultry growers who have made energy efficiency improvements after July 1, 2013 or will be making improvements in the next 12 to 18 months are eligible to apply. Successful applicants may receive up to 50 percent reimbursement of the actual cost of qualified energy saving or renewable fuel items, up to \$10,000. Applications will be reviewed and scored in two rounds with submission deadlines of March 28<sup>th</sup> and July 25<sup>th</sup>.

Guidelines and applications are available online at <http://agpolicy.ky.gov/energy> or by contacting the KY Governor's Office of Agricultural Policy at (502) 564-4627.

NEED TO SAVE ENERGY  
ON YOUR FARM?



## 2013 KENTUCKY PROUD INCREDIBLE FOOD SHOW

Kentucky Agriculture was showcased at the 2013 Kentucky Proud Incredible Food Show, which was held October 26<sup>th</sup> in Lexington, Kentucky. Thousands of people have attended the food show since its inception five years ago. The show is held annually at the Lexington Center and Rupp Arena in Lexington, Kentucky. This event enables Kentucky Proud producers to showcase their products, in addition to cooking and entertaining information.

This year's event featured food demonstrations by the Deen Brothers, Jamie and Bobby Deen, who are the sons of the famed southern cook Paula Deen. The brothers, who are known for their southern cooking, used prod-

ucts that were popular in Kentucky, as well as ingredients that are common in the South.

Sponsorship by the Kentucky Livestock Coalition allowed The Kentucky Poultry Federation to participate in this year's food show.

*For more information contact:*

*[www.incrediblefoodshow.com](http://www.incrediblefoodshow.com) or  
the Kentucky Proud website  
([www.kyproud.com/](http://www.kyproud.com/)).*

Cassinda Bechanan



*Left to right: Bonnie Jolly (Pork Producers), Kentucky Commissioner of Agriculture, James Comer, Cassinda Bechanan (Kentucky Poultry Federation), and Jennifer Elwell (Kentucky Corn Growers Association).*





# 2014 AGRICULTURE INDUSTRY BREAKFAST

Omelets were on the menu at this year's Agriculture Industry Breakfast held at Lexington's Heritage Hall. Each year the breakfast is held in conjunction with the Kentucky Cattleman's Annual Convention and the Agriculture Industry Trade Show.

This breakfast allows the Kentucky Poultry Federation to showcase their partnerships with other agriculture industry personnel. This was the second year to partner with culinary students from East Jesamine High School. Our event provides culinary students with a "hands-on" work experience. The Kentucky Poultry Feder-

ation also partnered with volunteers from the University of Kentucky Poultry Farm and University of Kentucky Poultry Extension Specialists, in addition to KPF staff. Volunteers prepared over 500 omelets at this year's breakfast.

We would like to thank Cal-Maine Foods, Inc. for their donation of eggs and extend our gratitude to our volunteers for the donation of their time. Thanks to each of you who helped make this year's breakfast a success!

Cassinda Bechanan





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## CHICK-FIL-A TO CHANGE TO CHICKEN RAISED WITHOUT ANTIBIOTICS

In a February 11 news release the Atlanta-based Chick-fil-A announced that it will be serving only chicken raised without antibiotics in all its restaurants across the country. They expect the transition will take five years and plan on posting quarterly updates on their website starting in 2015 to keep customers informed. They have 1,800 restaurants in 39 states as well as Washington, DC.

This change in company policy is based on their consumer research. Chick-fil-A chicken is 100% pure breast meat with no fillers or additives. They, of course add the no hormones or steroids claim,

but no chicken in the United States is produced with hormones or steroids. The fast growth rates observed with today's commercial poultry meat industries are the result of years of research in genetics, nutrition, housing and management.

Check out the new NCC chicken website mentioned on page 1 to see why the commercial chicken meat industry uses antibiotics.

### What do you want to read about?

We want to know what you want to read about.  
Please e-mail topics of interest to [Jacquie.jacob@uky.edu](mailto:Jacquie.jacob@uky.edu)

Back issues of Cheeps and Chirps,  
as well as other information, are available at  
[www.poultryenergy.com](http://www.poultryenergy.com)