



**Our Mission: Providing Quality Feed for Quality Food**

## Feeding a Positive Attitude

F. Barry Shaw

"Any fact facing us is not as important as our attitude towards it, for that determines our success or failure." - Norman Vincent Peale. Your attitude begins the moment you wake up in the morning. As you face the sunshine (even on cloudy days the



Photo by F. Barry Shaw

**An American Indian boy was walking with his grandfather. "It is like two bears are fighting in my heart. One is full of hatred; the other is full of love, forgiveness, and peace." "Which one will win?" the boy asked. "The one I feed!"**

sun is shining somewhere), do you put the shadows behind you and count your blessings, or is it just another boring day? It is all up to you; you are in control.

Life happens! Throughout your life you will be faced with many challenges and many opportunities; it's how you re-

spond to them that determines your level of success. When faced with difficult situations, a person with an outstanding attitude makes the best of it. Life is like a grindstone—it either grinds you down or polishes you depending what you are made of. That is why, at Wenger's, we are more concerned about one's attitude—positive attitude—than aptitude when hiring. Individuals with positive attitudes will approach life from an entirely different perspective. In other words, they don't accept the normal limitations of life as most people do. They are unwilling to accept the accepted just because it is accepted. Their response to self-limiting conditions will probably be "why?" instead of "okay." They don't want to know why something can't be done but how can it be done, for anything is possible if you believe.

The origin is unknown, but the story goes something like this. An American Indian boy was walking with his grandfather. "What do you think of the world situation?" he asked. The grandfather replied "It is like two bears are fighting in my heart. One is full of hatred; the other is full of love, forgiveness, and peace." "Which one will win?" the boy asked. "The one I feed!"

A good lesson for all of us to remember is feeding a poor attitude could take us to places we don't want to go and could even take us completely out of the game while feeding a positive attitude would put us in places of greatest potential. A person with a positive attitude understands that faith, passion, belief, and trust are the fuel for the journey of success!

### In This Issue:

- FSMA Update
- Poultry Manure Nutrients Study
- Doris Good Retires
- Low Mycotoxin Levels

# Update on the Food Safety and Modernization Act

Geoff Finch, President and Chief Operating Officer

The Food Safety and Modernization Act (FSMA) was signed into law in 2011. FSMA rules cover seven main areas—Animal Feed and Pet Food is one while others include such areas as Produce Safety, Foreign Supplier and Verification, and Sanitary Transportation of Food. However, regulations to enact the provisions of the law have been very slow in coming, due in part to the sheer scope of the world of food safety.

Core requirements for FSMA's Animal Feed Rule include, among others:

- Developing and implementing cGMP's (Current Good Manufacturing Practices)
- Identifying hazards and implementing preventive measures
- Developing a written Food Safety Plan
- Assuring robust processes are in place for supplier verification, product testing, and environmental testing

The Food and Drug Administration (FDA) issued the first set of proposed rules for the Animal Feed Safety arena in October 2013. After receiving thousands of comments and seeing the need for significant changes, FDA decided to re-propose the feed rules this fall rather than issuing the final rules as planned. At this point, comments on the re-proposed rules are still pouring in. One of the main concerns is, according to David Fairfield from the National Grain and Feed Association (NGFA), "many of the proposed cGMP provisions continue to

mirror those established for human food, and do not reflect the realities associated with feeding animals, nor are they necessary to assure the safety of feed products." In addition, an analysis by the NGFA indicates that the new regulations could cost the industry up to \$500 million annually.

After the final rules are established, likely in 2015, there will be a period of time for the regulated industry to ensure

**With our ISO-certified framework in place, we feel that we are very well prepared to handle the new regulations.**

compliance. To help in this endeavor, a group called the Food Safety Preventive Controls Alliance (composed of FDA, state regulatory agencies, industry, and academia) has been set

up to develop and convey necessary technical information to industry and regulatory officials. This guidance will be particularly helpful to those companies that don't have programs in place to address these areas.

At Wenger's, we have submitted our own comments to FDA, and, as always with these types of changes, the final impact will depend on exactly what the final requirements are. With our ISO-certified framework in place, we feel that we are very well prepared to handle the new regulations.

## SUSTAINABILITY

Wenger Feeds believes in meeting today's needs, with an emphasis on people, planet, and performance, for company growth without compromising future generation's needs.

The final section of the company's sustainability policy is Performance. In order to continue to serve customers, the company has to be good stewards of all resources.

One of the most crucial resources is the company staff. The average years of service for team members is 11.8 years. Great benefits, training and growth opportunities mean the company can keep

team members engaged, and their expertise and experience becomes a huge asset for customers.

Performance also relates to customer satisfaction, production success, and profitability. Wenger Feeds works with customers to improve performance on their farm and can develop custom risk management programs for them to limit their exposure to high grain prices.

The company has grown from one milling location to seven over the course of 70 years. With strong leadership in place, Wenger's is positioned to serve customers for another 70 years.



# Pennsylvania Poultry Manure Nutrients and Volume Production Study

Jennifer Reed-Harry, PennAg Industries Association

Dr. Paul Patterson, Professor of Poultry Science at the Pennsylvania State University, is proposing a two-year study, which would update the poultry manure nutrient and volume data in the Pennsylvania Agronomy Guide for nutrient management purposes. The study would also provide current industry data from multiple housing and management systems for the Chesapeake Bay nutrient models.

Broilers, turkeys, pullets, layers, and breeders are significant industries with unique feeding, housing, and management systems. Likewise, the amount of manure and nutrient concentration is tied to these unique systems. Therefore, a study that can capture the meaningful scope of industry practice and sample manures from these systems would greatly enhance our understanding and management of these nutrients.

Six advisory committees representing the broiler, turkey, pullet, layer, broiler-breeder, and layer-breeder industry would be formed to advise the research team regarding their respective prevailing management types and to enlist cooperator's flocks for replicate sample collection and volume measurements.

Replicate samples would be submitted to the Penn State Agricultural Analytical Services Laboratory for manure nutrient analysis for standardized testing and reporting. These Pennsylvania nutrient concentrations would be meshed with the manure volume results and weighted by the number of birds

by poultry type to establish a poultry manure nutrient budget for the state. Further analysis and interpretation of the data will yield the impact of poultry species and management type on manure nutrient production and volume.

**Dr. Paul Patterson, Professor of Poultry Science, The Pennsylvania State University, is proposing a two-year study, which would update the poultry manure nutrient and volume data in the Pennsylvania Agronomy Guide for nutrient management purposes. The study would also provide current industry data from multiple housing and management systems for the Chesapeake Bay nutrient models.**

At this time, the funding mechanism would be the Pennsylvania Department of Environmental Resources. Once funding has been secured, outreach to the poultry sector will begin.



# Doris Good Retires after 36 Years

Jeff Murphy, Poultry Division Chief Operating Officer

On December 31st, Doris Good retired after more than 36 years of dedicated service to Wenger Feeds. For the last 28 years, Doris has been the Egg Marketing Services (EMS) Manager for Wenger Feeds and was responsible for marketing eggs for Dutchland Farms as well as for many of our feed and service customers. Prior to her departure, we sat down with Doris to get her perspective on the egg business and how things have changed over the years.

## **28 YEARS IS A LONG TIME; WHAT ARE SOME OF THE BIGGEST CHANGES YOU'VE SEEN?**

First, the size of the chicken houses. When I started, the biggest house we had was 30,000 birds; now you're up into the hundreds of thousands. The second biggest change was the way we market eggs—coming off the Urner Barry market and going into a fixed-price market. We did this to avoid the volatility; we might be profitable for two or three years, and then there would be a market downturn for a couple of years. Although, this year has been the highest market I've ever seen!

## **WHAT HAS BEEN THE KEY TO WENGER'S GROWTH AND SUCCESS OVER THE YEARS?**

From my perspective, it's our honesty with the customer. With our processors, they get what we tell them they are getting. And if there is a problem, we make it right. With EMS, if we said we were going to be there, we were. Reliability.

## **WITH NEARLY FOUR DECADES IN THE EGG BUSINESS, I'M SURE THAT YOU'VE SEEN SOME STRANGE AND HUMOROUS THINGS. DO YOU HAVE A FAVORITE STORY?**

My favorite stories would not be recordable! However, one humorous incident occurred when I was working late one night and my office was next to Jamie Rowley. I came out of my office to file something, and there was a cop there with his pistol drawn! The person who left before me set the alarm and hadn't checked to see if there was anyone else still in the building. I had to explain who I was, why I was there, etc.

## **OVER THE SAME PERIOD, WHAT'S YOUR FONDEST MEMORY?**

I don't think you can print this. But actually my fondest memory is when Mr. Shaw went down to Papetti's Hygrade Egg Products and negotiated a ten-load-per-week transaction. He even did the pricing, which was new for him, and he was so proud. When he came back, I said to him "Who is going



to pay for the trucking?" He suddenly realized that he had forgotten about that, and that there wasn't any money for the trucking. This is my fondest memory because he was so excited.

**ANY REGRETS?**  
No regrets. I've been very blessed to be able to do my work for the company, and I know that. Actually, when I was hired, they really didn't have a job for me. For six months, I just made graphs that nobody ever really looked at. I then started working with Fisher Ag and brokering eggs, and it just kind of grew from there.

## **WITH RETIREMENT JUST A FEW WEEKS AWAY, WHAT DO YOU THINK YOU WILL MISS THE MOST?**

Putting deals together. The excitement of meeting the need; when a customer can go everywhere else but can't find what they need, and we're able to put it together. Just the challenge of me being able to do what somebody else wasn't able to do for somebody.

Best wishes, Doris, and thank you!



## Geib Brothers Preserve Adjoining Farms

A local farm recently preserved by the Lancaster Farmland Trust has a Wenger Feeds connection. The “Acres for Auction” event at the Trust’s annual dinner held in November featured two farms in Rapho Township—52 acres are owned by Earl and Sandra Geib and 42 acres are owned by Barry and Dawn Geib. Earl has been a Poultry Service Technician at Wenger Feeds for 33 years.

Attendees bid to preserve the two properties by donating \$125 to preserve a quarter acre, \$250 for a half acre, or \$500 for a full acre. The auction raised \$62,000 total for the preservation effort.

The Geib brothers jointly decided to preserve their farms, which are adjacent to each other. The properties were origi-



Barry, Sandra, and Earl Geib preserved their adjoining farms at the Lancaster Farmland Trust’s Acres for Auction event. *Photo courtesy of the Lancaster Farmland Trust*

nally owned by Earl and Barry’s father, who passed the farms down to his sons. Both farms are located in the Chiques Creek watershed, and the brothers grow corn and soybeans.

With the support of generous sponsors and over 250 attendees, the Trust’s “Saving the Land We Love” annual dinner and silent auction raised over \$125,000 for farmland preservation.

## LOW LEVELS OF MYCOTOXINS IN NEW CROP CORN IS GOOD NEWS

Jesse Sanders, Ingredient and Supplier Quality Leader

Mycotoxins can be a big concern for anyone feeding animals, but so far this year, we can rest a little easier. We have had none of our corn samples rise above the action threshold in the past three months. In addition, average Fumonisin and Aflatoxin are at levels half of last year. This is the best year we have seen since we started tracking mycotoxin levels in corn. While we will continue monitoring levels, this is a very good start for the 2014 crop.

**We have had none of our corn samples rise above the action threshold in the past three months.**

This past summer’s mild weather played a big part in the high quality corn this year, but that may not be the only reason. A University of Pittsburgh study has shown that by reducing corn earworm and other pests, modern Bt corn reduced the ability of fungi to invade the ear. Less pest damage leads to less fungus growth and less mycotoxin growth in the corn. With good storage practices, we should have fewer mycotoxin issues to worry about in the coming year.





Wenger's Feed Mill, Inc.  
101 W. Harrisburg Ave.  
P.O. Box 26  
Rheems, PA 17570

PRSRT STD  
U.S. POSTAGE  
**PAID**  
HARRISBURG PA  
PERMIT NO. 533

## MilloGram

### In This Issue:

FSMA Update  
Poultry Manure Nutrients Study  
Doris Good Retires  
Low Mycotoxin Levels

## MilloGram

Vol. 28, No. 1  
January - March 2015

The MilloGram is published four times a year for our customers, employees, neighbors, and friends by Wenger Feeds, 1-800-692-6008

[www.wengerfeeds.com](http://www.wengerfeeds.com)

To be added or removed from the mailing list,  
e-mail your request: [cc@wengerfeeds.com](mailto:cc@wengerfeeds.com).

30% recycled paper



**GREEN PLUS**  
PEOPLE. PLANET. PERFORMANCE.  
The Redwoods Group Foundation

## Get the Most Out of your flock or herd



**Flexible feeding programs,  
great performance  
for every budget**

[www.wengerfeeds.com](http://www.wengerfeeds.com)  
1-800-692-6008



### WENGER INFO

#### ► GRAIN RECEIVING CAMERAS

If you haul corn or soybeans to the Rheems Mill or corn to the Mount Joy Mill, check our grain receiving cameras. Use the icon on the home page of [wengerfeeds.com](http://wengerfeeds.com) or click on "Grain Receiving" under the Services tab.



► **Go Green:** Receive your Millogram by e-mail. Send your request to [cc@wengerfeeds.com](mailto:cc@wengerfeeds.com). Be sure to include your mailing address.

