

Tuesday, September 7, 2010  
Alltech Technical Symposium  
Presiding  
Karl Dawson, Alltech



- 1:30 p.m. **Introduction: A Vision of Nutrigenomics- Ten Years of Advances and the Promise for the Next 10 Years**  
Karl Dawson  
Alltech
- 1:45 p.m. **Nutrigenomics for Poultry-New Tools for Maximizing Performance**  
Chris Ashwell  
North Carolina State University
- 2:15 p.m. **Nutrigenomics: Implications for Genetic Companies**  
John Hardiman  
Cobb-Vantress, Inc.
- 2:45 p.m. **Break**  
Sponsor: Alltech
- 3:00 p.m. **Nutrigenomics: Implications for Prebiotics & Intestinal Health**  
Frank Edens  
North Carolina State University
- 3:30 p.m. **Nutrigenomics: Implications for Requirements for Vitamins & Antioxidants**  
James Pierce  
Alltech
- 4:30 p.m. **Nutrigenomics: Evaluating Mycotoxin Control Strategies**  
Trevor Smith  
University of Guelph
- 4:30 p.m. **Concluding Remarks/ Q & A**
- 5:00 p.m. **Adjourn for Reception**  
Sponsor: Alltech

Wednesday, September 8, 2010  
Morning Session  
Presiding  
Phil Maynard, Tyson Foods, Inc.

- 6:00 a.m. **Breakfast Eggstraordinary I\*\***  
Embassy Suites Breakfast Area  
Sponsor: Zinpro Corporation
- 8:00 a.m. **Salmonella Free Broiler Production**  
Ulrich Lohran  
Wiesenhof, Germany  
Sponsor: Lohmann Animal Health
- 8:45 a.m. **Poultry Nutrition in South Africa**  
Brett Roosendaal  
Rainbow Farms, South Africa  
Sponsor: Cobb-Vantress, Inc.
- 9:30 a.m. **Break**  
Sponsor: Danisco
- 10:00 a.m. **Poultry Production and Nutrition in the Ukraine**  
Boris Skyba  
AGRO-MARS, Ukraine  
Sponsor: Huvepharma
- 10:45 a.m. **Designing Nutrition Programs to Optimize Profitability**  
Mike Blair  
Pilgrim's Pride Corporation, USA  
Sponsor: ChemGen
- 11:30 a.m. **International Speaker Roundtable**  
All International Speakers
- 12:00 noon **Adjourn for Lunch**  
Sponsor: NutraBlend Corp. and Adisseo

Wednesday, September 8, 2010  
Afternoon Session  
Presiding  
Phil Maynard, Tyson Foods, Inc.

- 1:00 p.m. **Cost Benefit Analyses of Maintaining the Gut Barrier**  
Todd Applegate  
Purdue University  
Sponsor: Zinpro Corporation
- 1:45 p.m. **Recent Advances in Enzymes for Poultry Diets**  
B.A. Slominski  
University of Manitoba
- 2:30 p.m. **Break**  
Sponsor: Alpharma
- 3:00 p.m. **Dietary Amino Acid Density Responses in Commercial Broilers**  
Alex Corzo  
Mississippi State University
- 3:45 p.m. **Keynote Address: Technology + Choice: The Keys to Enabling Abundant, Affordable and Safe Food for Our Growing Global Population**  
Jeff Simmons, President  
Elanco
- 4:30 p.m. **Speaker Roundtable**  
All Speakers
- 5:00 p.m. **Adjourn**

Thursday, September 9, 2010  
Morning Session  
Presiding  
Chet Wiernusz, Cobb-Vantress, Inc.

- 6:00 a.m. **Breakfast Eggstraordinary II\*\***  
Embassy Suite Breakfast Area  
Sponsor: Zinpro Corporation
- 7:30 a.m. **University of Arkansas, Poultry Science Department, Philosophy and Goals**  
Michael Kidd  
University of Arkansas
- 8:00 a.m. **Amino Acids: Beyond Their Role as Building Blocks**  
Pierre-Andre Geraert  
Adisseo, France
- 8:45 a.m. **Feed Milling Milestones and Future Advances**  
Keith Behnke  
Kansas State University
- 9:30 a.m. **Break**  
Sponsor: Elanco
- 10:00 a.m. **Nutritional Strategies for Broilers Fed Vegetarian and Antibiotic-Free Diets**  
Matt Greenwood  
Akey
- 10:45 a.m. **Feeding Today's Broiler Breeder for Tomorrow's Broiler: What is the Price of Success?**  
Rob Renema  
University of Alberta
- 11:30 a.m. **Adjourn**
- 12:00 noon **Nutrition Open Golf Tournament**  
Location: Valley View Golf Course, Fayetteville, Arkansas  
Box Lunch for Registered Golfers  
Shotgun start @ 1:00 p.m.  
Sponsor: Allied Industries

\*\*Breakfast is complimentary for attendees staying at the Embassy Suites. Zinpro will sponsor breakfast for all other attendees. Breakfast tickets will be available at registration.



ARPAS Members  
Approved for 12 CEU

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

Advance Conference Registration:  
\$100.00 (received before 08/27/10)  
On-Site Conference Registration:  
\$125.00

**Registration is complimentary for university faculty  
and students. Please register onsite.**

Advance Golf Registration:  
\$60.00 (received before 08/27/10)  
On-Site Golf Registration  
\$75.00

**Registration includes all meetings, associated meals  
and one electronic copy of the proceedings. Golf  
event and associated meal are not included in  
conference registration fee. Golf registration is  
limited and is available for additional fees.**

*All proceeds from this conference are designated for  
scholarship support at the University of Arkansas*

Online Registration:

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

Registration Form  
2010 Arkansas Nutrition Conference

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ E-mail \_\_\_\_\_

**Conference Registration**

Advance (before 08/27/2010) \$100.00 \_\_\_\_\_

Late/On Site \$125.00 \_\_\_\_\_

**Golf Registration**

Advance (before 08/27/2010) \$60.00 \_\_\_\_\_

Late/On Site \$75.00 \_\_\_\_\_

Conference/Scholarships Donation\* \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Handicap or typical 18 hole score for golfer \_\_\_\_\_

Make checks payable to "The Poultry Federation" or  
use credit card form below:

Circle One: MasterCard Visa American Express

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Mail form to: The Poultry Federation  
PO Box 1446  
Little Rock, AR 72203-1446  
Or fax completed form to: 501-375-5519

**Hotel arrangements should be made directly with the hotel  
at 479-254-8400 or at [www.EmbassySuites.com](http://www.EmbassySuites.com).  
Please make reservation before August 20<sup>th</sup> to obtain the  
group rate of \$119.00. The group/convention code is "NC1".**

**\*All donors will be acknowledged at the conference.**

# Arkansas Nutrition Conference 2010

September 7-9, 2010  
**Embassy Suites Hotel**  
3303 Pinnacle Hills Parkway  
Rogers, Arkansas 72758  
(479) 254-8400  
(800) EMBASSY



Sponsored By:  
**The Poultry Federation  
Feed Manufacturers Committee  
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Technical Symposium Sponsor:

**Alltech®**  
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On-site Registration begins at 11:00 a.m. on September 7<sup>th</sup>.