

# INSIGHT



## NCPF Holds 1st Board Meeting for 2011

March 24, 2011—The North Carolina Poultry Federation held their 1st Quarter Board of Directors Meeting on Thursday, March 24, 2011 in Raleigh, NC at the Law Offices of Ogletree Deakins. As this meeting marks the first board meeting for the 2011 calendar year, the agenda was extensive covering a wide variety of topics including financial reports, legislative updates, NCDA & CS news, and advertising campaigns. Overall the meeting was a success and attendees enjoyed the opportunity to discuss relevant issues affecting the poultry industry, make important decisions regarding NCPF's future, and network with one another.

Mr. Robert (Bob) Ford, NCPF's Executive Director and Mr. Kendall Casey of Perdue Farms, NCPF's President of the Board presided over the meeting. Some topics of the board meeting included:

- An update on NCSU's Poultry Science department and programs; Dr. Sam Pardue, Department Head, NCSU
- NCPF Budget Report; Dan Peugh, Allen's Hatchery, Executive Board Member & Secretary-Treasurer
- 2010 Annual Financial Review & Report; Rick Dupree, Accountant, Stancil & Company Accounting Firm
- NCPF 2011 Membership Drive Report; Julia Turner, NCPF
- Advertising Initiatives & Coalition Membership Updates; Bob Ford, Executive Director, NCPF
- Legislative Updates; Henry Jones, Lawyer, Jordan Price Law Firm
- NCDA & CS Updates; Kim Decker, Poultry Marketing Specialist, NCDA & CS

The 23 attendees enjoyed a working lunch together and took home various promotional products featuring the new "Positively Poultry" advertising slogan, provided by NCPF. The 2nd Quarter Board of Directors meeting will be held this coming May.

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## Poultry Groups Across the Nation Join Coalition Against Extension of Ethanol

March 1, 2011 –The National Chicken Council, National Turkey Federation, U.S. Poultry & Egg Association, The North Carolina Poultry Federation, and several other state poultry federations are among the 90 members in a coalition of organizations opposing the extension of the blenders' credit that subsidizes the production of ethanol. The coalition consists of business associations, hunger and development organizations, agricultural groups, environmental groups, public interest organizations, and other various groups.

Under the Volumetric Ethanol Excise Tax Credit (VEETC) law, gasoline refiners who blend corn ethanol into gasoline receive subsidies close to \$6 billion a year. The ethanol industry is lobbying for an extension of this credit law, which is set to expire at the end of 2011. Coalition members sent letters to Congress urging them to let the tax credit expire at the end of 2011 and to resist calls for spending on conventional bio-fuels and infrastructure. The coalition stated that, "At a time of spiraling deficits, we do not believe Congress should continue subsidizing gasoline refiners for something that they are already required to do by the Renewable Fuels Standard".

### Poultry-related Coalition Members

Alabama Poultry and Egg Association  
California Poultry Federation  
Georgia Poultry Federation  
Indiana State Poultry Association  
Mississippi Poultry Association  
National Chicken Council  
National Turkey Federation  
North Carolina Poultry Federation  
The Poultry Federation  
Tennessee Poultry Association  
Texas Poultry Federation  
U.S. Poultry and Egg Association  
Virginia Poultry Federation

## Poultry to Make Up Most of World Meat Production Growth

March 8, 2011 – In a recent report, The National Chicken Council cited a prediction from GIRA that claims poultry will account for 60% of the rising world demand for meat in the next decade, beating out pork as the world's most popular meat, by 2020. GIRA is a French based international meat consulting company. According to the prediction, the global demand for meat will increase by 40 million metric tons, 24 million of these are estimated to be poultry meat. GIRA credits the low consumer prices of poultry meat, compared to beef and pork, to the increase in demand. The United States, South America, Russia, the Middle East, and China will see the strongest growth in the demand for poultry meat.

## Upcoming Events

### **NCSU Poultry Science Alumni Reunion**

Raleigh, NC • April 30, 2011

[www.alumni.ncsu.edu/](http://www.alumni.ncsu.edu/)

### **Animal Agriculture Alliance Stakeholders Summit**

Arlington, VA • May 5-6, 2011

[www.animalagalliance.org](http://www.animalagalliance.org)

### **National Breeders Roundtable**

St. Louis, MO • May 5-6, 2011

[www.poultryegginstitute.org/educationprograms](http://www.poultryegginstitute.org/educationprograms)

### **Poultry Processor Workshop**

Atlanta, GA • May 11-12, 2011

[www.poultryegginstitute.org/educationprograms](http://www.poultryegginstitute.org/educationprograms)

### **NCPF Annual Meeting**

Greensboro, NC • August 11-12, 2011

**Read the archives** Back issues of the NCPF news and other mentions can be found on our website at

<http://ncpoultry.org/news/index.cfm>

## Pilgrim's Pride Growers Receive Environmental Excellence Award

~~ January 2011 ~~

Three contract growers for Pilgrim's Pride Corporation received Environmental Excellence awards at the US Poultry & Egg Association's Annual International Poultry Exposition show in Atlanta, GA which was held January 26-28, 2011. This award recognizes commendable environmental stewardship by family farmers in the poultry and egg production business. This recent award marks the first time that three growers for the same company have won the award simultaneously.

The applicants were evaluated on selective criteria and farm visits. Some of the selective criteria areas included nutrient management planning, wildlife enhancement techniques, community involvement, and participation in education/outreach programs. A team of environmental professionals from regulatory agencies, universities, and state trade associations conducted the site visits to each applicant's respective farm. Each winner received a \$1,000 check award.

The three winners, all contract growers from Pilgrim's Pride, included:

- (1) **Todd and Rodney Huneycutt, Huneycutt Brothers Family Farm** (Albemarle, NC)  
The Huneycutt Farm, which supplied the Pilgrim's plant in Marshville, NC, includes six poultry houses located on more than 2,000 acres. The Huneycutts won the North Carolina Poultry Federation's Environmental Award two years ago. Todd Huneycutt currently serves on the board of NCPF.
- (2) **Carole and Tim Shoemaker, Shoemaker Farm** (Burlington, WV)  
The Shoemaker Farm is a third generation family operation that includes two broiler houses on 172 acres.
- (3) **Bud Shafer, Jr., Lucky Charm Farms** (Weyers Cave, VA)  
The Lucky Charm Farms are composed of over 1,700 acres with three broiler chicken houses.

Walt Shafer, Pilgrim Pride's Executive Vice President of Operations, commented, "We are tremendously proud of our contract growers and their focus on environmental best practices. These family farmers recognize the importance of being responsible stewards of the environment and promoting sustainability throughout their operations. They are an asset to both our company and our industry."



## New Faces in the General Assembly

The State Legislature convened for the 2011 Legislative Session on January 26, 2011 with many new faces. North Carolina's historic election resulted in a new Republican majority party in both the House and the Senate. Approximately one-third of the senate members and one-fourth of the house members will be freshman legislators. The members for the Senate and House Agriculture Committees are listed below.

### Senate Agriculture/Environment/Natural Resources Committee

**Co-Chairs:** Sen. Don East (R-Surry) & Sen. David Rouzer (R-Johnston)

**Vice Chair:** Sen. Brent Jackson (R-Sampson)

<b>Members:</b>	Sen. Austin Allran (R-Catawba)	Sen. Clark Jenkins (D-Edgecombe)
	Sen. Bob Atwater (D-Chatam)	Sen. Ellie Kinnaird (D-Orange)
	Sen. Stan Bingham (R-Davidson)	Sen. Jean Preston (R-Carteret)
	Sen. Andrew Brock (R-Davie)	Sen. Bill Rabon (R-Brunswick)
	Sen. Harry Brown (R-Onslow)	Sen. Tillman (R-Randolph)
	Sen. Daniel Clodfelter (D-Mecklenburg)	Sen. Tommy Tucker (R-Union)
	Sen. Warren Daniel (R-Burke)	Sen. Michael Walters (D-Robeson)
	Sen. Fletcher Hartsell (R-Cabarrus)	Sen. Stan White (D-Dare)

### House Agriculture Committee

**Co-Chairs:** Rep. James Langdon (R-Johnston) & Rep. Efton Sager (R-Wayne)

**Vice Chairs:** Rep. Glen Bradley (R-Franklin), Rep. Jimmy Dixon (R-Duplin)  
Rep. Dewey Hill (D-Columbus), Rep. David Lewis (R-Harnett)

<b>Members:</b>	Rep. Kelly Alexander (D-Mecklenburg)	Rep. Jonathan Jordan (R-Ashe)
	Rep. Larry Bell (D-Sampson)	Rep. Patsy Keever (D-Buncombe)
	Rep. Alice Bordsen (D-Alamance)	Rep. Paul Luebke (D-Durham)
	Rep. Marcus Brandon (D-Guilford)	Rep. Darrell McCormick (R-Yadkin)
	Rep. William Brisson (D-Bladen)	Rep. Chuck McGrady (R-Henderson)
	Rep. George Cleveland (R-Onslow)	Rep. Annie Mobley (D-Hertford)
	Rep. Bill Cook (R-Beaufort)	Rep. Gaston Pridgen (R-Robeson)
	Rep. Neo Daughtry (R-Johnston)	Rep. Shirley Randleman (R-Wilkes)
	Rep. Phillip Frye (R-Mitchell)	Rep. Norman Sanderson (R-Pamlico)
	Rep. Charles Graham (D-Robeson)	Rep. Timothy Spear (D-Washington)
	Rep. David Guice (R-Transylvania)	Rep. Joe Tolson (D-Edgecombe)
	Rep. Phil Haire (D-Jackson)	Rep. John Torbett (R-Gaston)
	Rep. Bryan Holloway (R-Stokes)	Rep. Edith Warren (D-Pitt)
	Rep. Craig Horn (R-Union)	Rep. Jennifer Weiss (D-Wake)
	Rep. Dan Ingle (R-Alamance)	Rep. Roger West (R-Cherokee)

## In the News....

### Mike Brown Named President of National Chicken Council

February 10, 2011—Mike Brown, former Senior Vice President for Legislative Affairs at the American Meat Institute, will join the National Chicken Council as their president this March. George Watts, NCC's former president is retiring after 38 years in this position.

Brown received a B.S. degree in Political Science from the State University of New York, Brockport. He worked as a legal publication specialist for the Federal Register before going to work for Sen. John Warner (R-VA) as a legislative assistant. After eight years in this position, Brown joined AMI in 1995. He and his wife Kelly, currently live in Vienna, VA.

Brown commented, "I look forward to the challenge of working with the chicken industry and following the great tradition of service and effective representation and leadership set by George Watts. I accept this position with enthusiasm."

### Survey shows Strong Support for Sanderson Farms Facility

December 9, 2010—The Rocky Mount Area Chamber of Commerce announced that a recent member survey showed strong support for the proposed Sanderson Farms facility in Nash County. Chairman Fred Turnage said the proposed plant was supported by 75% of the members, with 8.6% opposing, and 16.3% thinking the Chamber shouldn't take a position in this situation.

Turnage commented that most of the supporters were in favor of the facility because they believed it had the potential to create jobs. Those opposing were primarily concerned with environmental issues. Both sides however stated a desire for continued work by officials on issues related to the environmental impact, workforce, and water supply. A copy of the survey can be found online at [www.rockymountchamber.org](http://www.rockymountchamber.org).

### USDA Cost-Benefit Analysis of GIPSA Proposed Rule

Secretary of Agriculture, Tom Vilsack, recently announced that USDA will conduct a cost-benefit analysis of the rule on competition proposed by the Grain Inspection Packers and Stockyards Administration. "A far more vigorous cost benefit analysis will be conducted", Vilsack added as part of the agency's review of tens of thousands of comments filed by the public. After the cost benefit analysis is completed, the rule will be re-drafted as necessary, sent through a USDA approval process, and then submitted to the White House for review before publication.

Secretary Vilsack further commented that this process would, "probably take some time", but did not provide an estimate of how long. He said, "I don't want anyone to think that this will be rushed through the process. That should not happen and will not happen."

Vilsack closed by saying he doesn't want to predict the outcome of the analysis but does "want to make sure we do the kind of analysis you have come to expect from USDA. We are going to take the time necessary to do this right".

### Russia & Japan Ban North Carolina Poultry

March 23, 2011—According to USDA's Animal and Plant Health Inspection Service, Russia and Japan have banned all imports of poultry produced in North Carolina after initial tests on a flock of turkeys returned positive results for low-pathogenic avian influenza.

Lyndsay Cole, spokeswoman for USDA's Inspection Service, said further tests were unable to isolate the virus indicating this was not a positive case. Cole further commented that there are no signs of disease in the birds. "At this point", Cole said, "we're just continuing to work with the state and industry to make sure we clarify the situation, figure out what happened and resolve any trade issues".

## 2010-2011 NCPF BOARD OF DIRECTORS

### EXECUTIVE BOARD

**Kendall Casey (President)**  
*Perdue Farms*

**Paul Nordin (1st VP)**  
*Wayne Farms*

**Scott Prestage (2nd VP)**  
*Prestage Farms, Inc.*

**Dan Peugh (Secretary/Treasurer)**  
*Allen's Hatchery*

**Walter Pelletier (Immediate Past President)**  
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*Carolina Feed Industry Association*

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*Grower for Pilgrim's Pride*

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**Connie Ozment**  
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**Tommy Porter**  
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*Case Farms*

**Danny Sanders**  
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**Richard Simpson**  
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NC Poultry Federation

~ Positively Poultry ~

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