

# INSIGHT



## Turkey Industry Pioneer Bill Prestage Receives NTF Lifetime Achievement Award



SAN ANTONIO – Feb. 13, 2010 – The National Turkey Federation (NTF) honored Bill Prestage, founder of Prestage Farms, Clinton, N.C., with the NTF Lifetime Achievement Award during the NTF Annual Convention.

In presenting the award, Bill's three sons, John, Ron and Scott, executives with Prestage Farms, spoke about how their father grew his single turkey operation into a fully integrated business.

Bill Prestage joined the turkey business in 1967 when he purchased share in Carroll's Mill, where he pioneered

new and innovative production practices like moving birds inside to better control their environment and provide optimum growth opportunities.

Scott Prestage said, "Dad perfected this new way of growing turkeys and then carried these practices into the swine production business, and within a few years the company had become a significant player in both poultry and swine production."

In 1983 Bill Prestage sold his share in Carroll's Foods and went back into the turkey business with wife Marsha and

sons John and Scott to create Prestage Farms. With 22 employees and 18 contract growers, Prestage Farms produced 8 million pounds of turkey in its first year of operation.

Prestage's turkey operation went to new heights in 1993 with the construction of the world's largest (continued page 4)

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## Perdue Farms lands in the Green Room

The Discovery Channel series "The Green Room" highlights innovative ways the private sector is meeting environmental challenges. **Perdue Farms** is being recognized on the program for its "first-in-the-nation"

poultry litter processing plant on the Delmarva Peninsula in Maryland. The Perdue AgriRecycle, as it is called, began operating in 2001 and has since recycled one billion pounds of litter.

Perdue AgriRecycle collects chicken litter, a mixture of manure and natural bedding material, providing Delmarva poultry produc-

ers another option for their litter than using it as fertilizer. The plant then dries, heats and processes the litter to produce a line of organic fertilizer products that are approved for use by the Organic Materials Review Institute (OMRI), under the guidelines of the U.S.D.A.'s National Organic Program.

Perdue AgriRecycle also relocates litter to agricultural operations where the nutrients are needed. The recycling effort has eliminated tons of excess nutrients from entering the Chesapeake watershed, the company says.

During the Discovery Channel program, Perdue will also be recognized for its agreement with the U.S. Environmental Protection Agency to help farmers keep waterways clean.

"The Green Room" will initially consist of 13 original episodes.

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## COMINGS & GOINGS



**Lonnie "Bo" Pilgrim**, co-founder of Pilgrim's Pride Corporation (NYSE: PPC), was inducted into the American Poultry Historical Society's Poultry Hall of Fame in a ceremony January 28, 2010 at the International Poultry Exposition in Atlanta, Georgia.

**Robert A. "Bob" Wright** has been appointed as Vice President and General Manager, Turkey Operations at House of Raeford Farms. In this position, Wright will have P&L responsibility for all aspects of House of Raeford's turkey business – from breeders to the customer – including sales, marketing, product development, processing, further processing, human resources, purchasing, transportation, accounting, safety, and live turkey operations.

**Townsend Specialty Foods**, the Atlanta foodservice business unit of Delaware-based Townsends, Inc., announced the opening of its Innovation Center north of Atlanta. The new facility provides Townsend Specialty Foods the flexibility to create distinctive products and adapt quickly to consumer trends while working hand-in-hand with key foodservice customers to achieve their specific poultry product objectives.

**Dr. David Smith**, Philip Morris Professor and formerly head of N.C. State's Department of Crop Science has been named associate dean for research for N.C. State's College of Agriculture and Life Sciences and director of the College's North Carolina Agricultural Research Service. The Agricultural Research Service is the research arm of the College of Agriculture and Life Sciences, with oversight responsibility for close to \$130 million in research expenditures annually.

**Don Dalton**, retired president of U.S. Poultry & Egg Association, was honored by the American Poultry Historical Society as one of the 2010 inductees into the Poultry Hall of Fame during the January *International Poultry Expo*. He was instrumental in creating the U.S. Poultry & Egg Harold E. Ford Foundation, named for his predecessor on the Association staff. The Foundation encourages and funds poultry science education and research.



## Tyson Foods Donates 8.6 Million Pounds of Protein in 2009

Tyson Foods continued its hunger relief efforts during 2009 by donating more than 8.6 million pounds of protein to food banks across the nation. In addition, the company undertook several initiatives designed to help raise awareness for the cause of hunger and its growing impact on Americans.

### 2009 donations by the numbers

- Tyson donated 8,619,029 million pounds of chicken, beef and pork.
- These donations are the equivalent of 34.4 million meals – enough for one meal for every resident in America's top 20 largest cities.
- The protein was donated to more than 40 food banks, who distribute the food to local non-profits and food pantries directly providing food to those in need.
- The donations were made in 28 states.

Tyson has been active in hunger relief work since 2000. Since that time, the company has provided more than 260 million meals to individuals and families across the country by donating 71 million pounds of protein.

SEEN  
&  
HEARD

## Perdue is First and Only Chicken Company to Receive USDA Process Verified Seal

Perdue Farms Inc. is introducing PERDUE® fresh, all natural chicken products with the premier third-party stamp of approval, the USDA Process Verified Seal, in North Carolina. Perdue is the first and only chicken company to receive this seal of verification for its practices and be allowed to make the claim on its product packaging. Products carrying the seal include PERDUE® fresh, all natural whole chickens and bone-in parts as well as PERDUE® FIT & EASY® boneless, skinless chicken products.

"The seal verifies our chickens are fed an all vegetarian diet, with no animal by-products. It also verifies they are raised cage free and humanely raised," said Jim Perdue, Chairman of Perdue.

The USDA Process Verified Seal indicates that USDA has audited the company's processes behind claims made on the product's packaging. Products carrying the Humanely Raised claim are verified to come from birds raised in accordance with the Perdue Farms Poultry Welfare Program, which ensures humane treatment of chickens from hatching through processing.

## Poultry Industry Set for 2010 Rebound

ATLANTA, GA - The coming year will be a profitable one for U.S. broiler producers, and the U.S. economy will continue its recovery from recession this year, according to a panel of economists who spoke at the 2010 Poultry Market Intelligence Forum held during the International Poultry Expo.

READ MORE: <http://bit.ly/cSjlq0>

**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>

## EPA's ethanol calculations flawed, say professors

A recent EPA announcement that corn-based ethanol achieves a 21% greenhouse gas reduction compared to gasoline is based on false accounting assumptions and could actually lead to more fossil fuel consumption, according to Cornell University economists whose research will be released in March in the journal *Applied Economics Perspectives and Policy*.

Harry de Gorter and David Just, professors of applied economics and management at Cornell, note that EPA's calculations assume, for example, that every gallon of ethanol produced will result in a gallon of gasoline that will not be burned.

"It's just a flawed concept. It makes no sense," Just said in a statement. "Most of that 'saved' gasoline will likely be burned somewhere else with potentially dirtier technology, such as China." The pair also criticizes the subsidy and mandate program. "By having both an ethanol subsidy and a mandate for its consumption, the government will increase global fuel supply, and the subsidy will actually subsidize oil consumption," de Gorter explained. "A more effective policy would have a mandate alone and get rid of taxpayer funded subsidies."

## U.S.D.A. opens small plant help desk

The U.S.D.A. Food Safety and Inspection Service (FSIS) announced the opening of its new small plant help-desk, which will provide for operators of small and very small meat, poultry and processed egg products establishments seeking help with agency requirements with direct access to knowledgeable staff specialists. The help-desk also will provide assistance to state and local food regulatory agencies – FSIS' partners in keeping meat, poultry and egg products safe for consumers.

The new help-desk will support USDA's "Know Your Farmer, Know Your Food" initiative by helping small processors to reduce the time and expense of dealing with agency requirements. More information on the "Know Your Farmer, Know Your Food" initiative can be found at: [www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer).

The FSIS small plant help-desk will serve as a "one-stop shop" for plant owners and operators. FSIS staff will assess callers' requests and provide information and guidance materials that best meet their needs. When an answer is not readily available, staff will research the issue and follow-up with the caller. As appropriate, the help-desk will provide a portal to other services.

The help-desk is open from 8:00 a.m. - 4:00 p.m. EST, Monday through Friday, excluding Federal holidays. Call 1-877-FSISHelp (1-877-374-7435) or email [InfoSource@fsis.usda.gov](mailto:InfoSource@fsis.usda.gov).

## April is North Carolina's Poultry Month once again



*The proclamation of April as North Carolina's Poultry Month is presented to Commissioner Steven Troxler by NCPF Executive Director Bob Ford.*

Again for 2010 the poultry industry is recognized for the month of April. In her official proclamation highlighting the

industry, Governor Bev Perdue notes: "North Carolina's poultry industry is the top agricultural enterprise in our state, with North Carolina farm families producing poultry products valued at more than \$3.34 billion." She further notes in praise of the state's poultry industry that North Carolina "significantly bolsters our state economy and provides nutritious, wholesome food to North Carolina families and other consumers across America and the world."

## Q4 NCPF Board Meeting Held



*Pictured (L-R): Kendall Casey (1st VP), Bob Ford (Executive Director), Paul Nordin (2nd VP)*

NCPF board members held the first quarter 2010 board meeting in Raleigh, N.C. March 26, 2010. In attendance were representatives from integrators, growers, and special guests.

NCPF's accounting firm provided the annual financial update. The 2010 Budget, membership drive, new committees, legislation, and Annual Meeting were discussed. Special guests from NCDA&CS and NC State were there to ask for industry feedback and discuss coming initiatives affecting the poultry industry.

## NCPF PPRC holds Q1 Meetings

The NCPF Producer Planning & Relations Committee has elected a chairman, secured committee members, and concluded their first meetings for Q1 2010. David Anderson (Butterball, LLC, board member and past President of NCPF) will chair the committee formed in late 2009 to monitor and educate the public and various city/county governments on poultry housing, setbacks, and community relations when growers are involved.

Those interested or concerned about community response to poultry houses or growers in their area, along with questions about setbacks or other planning items, are free to contact NCPF, who will forward the message to the PPRC.

## USDA emergency loans available

Thirteen N.C. counties are designated as primary natural disaster areas due to losses caused by rain and flooding. The U.S.D.A. listed Camden, Granville, Orange, Carteret, Greene, Pasquotank, Craven, New Hanover, Pender, Currituck, Onslow, Washington and Durham counties. The declaration covers the period from Nov. 1 - Dec. 31, 2009.

The department issued the designation March 18, making all qualified farm operators in designated areas eligible for low interest emergency loans from USDA's Farm Service Agency, with eligibility criteria. Those farmers have eight months from the date of the declaration to apply for loans to help cover part of their actual losses. READ MORE: <http://bit.ly/3AqCN>



## Upcoming Events

Visit <http://bit.ly/aqp0zy> for full descriptions of these and other events.

FEED MANUFACTURING SHORT COURSE  
May 14-15, 2010 | Charles Stark (919) 515-5399

NC BROILER SUPERVISORS' SHORT COURSE  
April 15, 2010 | Edgar Oviedo (919) 515-5391

NCSU INT'L COURSE ON POULTRY PRODUCTION  
May 10-14, 2010 | Edgar Oviedo (919) 515-5391

NC BROILER SUPERVISORS' SHORT COURSE  
April 15, 2010 | Edgar Oviedo (919) 515-5391

NCSU INT'L COURSE ON POULTRY PRODUCTION  
May 10-14, 2010 | Edgar Oviedo (919) 515-5391

NC/VA EGG INDUSTRY CONFERENCE AND MID-ATLANTIC LAYER MANAGEMENT WORKSHOP  
Kenneth Anderson (919) 515-5527

NCDA & CS PRESENT GOT TO BE NC ANNUAL FESTIVAL & EXPO May 21-23, 2010 | Kim Decker (919) 733-7125  
Visit <http://www.ncagfest.com/> for details.

## Prestage (continued from p1)

single-stage hatchery and the capability of setting up to 650,000 eggs per week. The turkey division expanded into South Carolina in 1994, bought the Rocco turkey processing plant in St. Pauls, N.C., in 2000, and began development of a Prestage Foods Label. Today, Prestage Farms produces 450 million pounds of turkey and 750 million pounds of pork annually. Prestage now employs over 1,800 associates and contracts with over 700 farm families.

John noted the characteristics that make Bill Prestage deserving of such an award. "His humility and commitment to the community is visible in the many honors he has won for volunteerism and distinction," John said. Bill Prestage has served as president of both NTF and the N.C. Turkey Federation as well as the Board of Directors for N.C. Natural Gas and Smithfield Foods.

John concluded, "The Lifetime Achievement Award is for those who have given their lives to the turkey industry and left it better off for their efforts – that sums up our father perfectly."

### About the National Turkey Federation

The National Turkey Federation is the national advocate for all segments of the \$8 billion turkey industry, providing services and conducting activities that increase demand for its members' products by protecting and enhancing their ability to profitably provide wholesome, high-quality, nutritious products.

### Top NC Commodities by cash Receipts (IN MILLIONS)

Broilers: 2.70 Turkeys: 652 Eggs: 329

Percentage of total NC Ag Commodity Sales Poultry & eggs generate 38%; top-ranked for all commodity sales.

## 2009-10 NCPF BOARD OF DIRECTORS

### EXECUTIVE BOARD

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## S.E. Prevention Rule for Shell Eggs effective July 2010

With FDA's announced S.E. Prevention Rule for Shell Eggs becoming effective July 9, 2010, it has caused lots of questions and concerns. The rule identifies the requirements for environmental testing of houses with follow up testing of eggs should there be any environmental S.E. positive detected. The rule requires that eggs from any house with an environmental positive must conduct 4-egg test of 1,000 eggs each at 2-week intervals. If any of the 4-egg tests are positive, you must divert eggs to pasteurization until 4 consecutive S.E. negative tests are achieved.

Until next time, we continue to go to bat for our valued members and partners. We look forward to serving you through 2010.

NC Poultry Federation [www.ncpoultry.org](http://www.ncpoultry.org) | 4020 Barrett Dr., Ste. 102 Raleigh, NC 27603 | 919-783-8218 office 919-783-8220