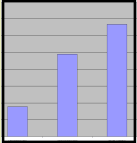


# ncpf insight

1st quarter March 2009



**NCPF board member  
elected NTF chairman**



**Membership Drive is  
over; results**



**1st quarter board meeting  
held in Raleigh**



**Planning for 2009 annual  
conference begins**

## Two Turkey Industry Legends Receive NTF Lifetime Achievement Award

*Louis and Gordon Maxwell, Goldsboro Milling Company, Receive NTF Honors*

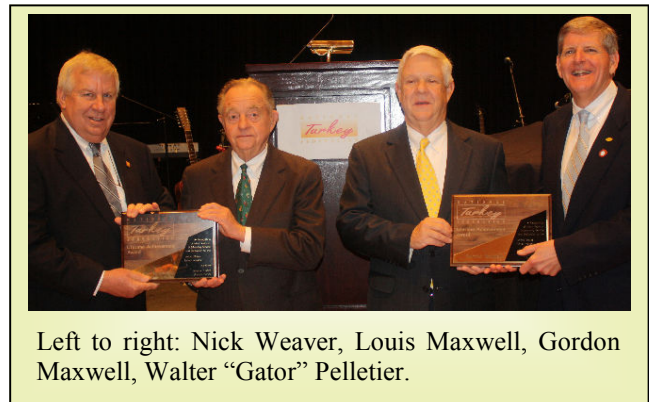
ORLANDO – Feb. 7, 2009 – The National Turkey Federation (NTF) honored the founders of Goldsboro Milling Company with the NTF Lifetime Achievement Award. Louis Maxwell, chairman of the board, and Gordon Maxwell, president, received the award at the annual convention for their long-term, unselfish dedication to creative innovation in turkey production.

In presenting the award, Nick Weaver and Walter “Gator” Pelletier, executives with Goldsboro Milling Company, spoke about how the Maxwells—first cousins—grew the business from a feed mill to a fully integrated turkey business.

Founded in 1916, Louis joined the family business after graduating from University of North Carolina - Chapel Hill in 1950. He talked his family into raising food-producing animals because the feed business was drying up, “and they had mouths to feed.”

Weaver said, “Louis will...tell you they failed in some of these endeavors, but with some advice from Marvin Johnson (House of Raeford), the turkey side of the business did well.” In 1957, Goldsboro Milling Company moved quickly to expand operations to include turkey breeder farms.

Gordon graduated with a poultry science degree from North Carolina State University and joined Goldsboro Milling



Left to right: Nick Weaver, Louis Maxwell, Gordon Maxwell, Walter “Gator” Pelletier.

Company in 1964. Louis and Gordon expanded the turkey operations and in 1967 built the first turkey hatchery. Today, the company’s hatchery complex is comprised of three state-of-the-art hatcheries with a combined maximum capacity of more than 40 million poults per year. (In 1988, construction was completed on the largest and most technologically advanced feed mill of its kind.)

Meanwhile, in 1986, the company built and became the principal owner of Carolina Turkeys, a producer of an extensive line of turkey products. Weaver said, “The Carolina Turkey plant, even though the world’s largest when constructed, has continued to aggressively expand both its facilities and the scope of its production and marketing.”



*continued page 4*

{ recent accolades }



Keith Shoemaker (standing, 1st on left), CEO of Butterball, LLC (Garner) , and Dr. Don McIntyre (standing, fourth from left) of Hybrid Turkeys were elected to the 2009 Board of the U.S. Poultry & Egg Assn. Shoemaker and McIntyre are also past NCPF board members.



ATLANTA - Terrace Farms, Lexington, NC, was one of six farms across the United States to receive the Family Farm Environmental Excellence Award at the 2009 Int'l Poultry Expo. Terrace Farms raises chickens for Pilgrim's Pride Corporation.

Applicants were rated in several categories, including dry litter or liquid manure management, nutrient management planning, community involvement, wildlife enhancement techniques, innovative nutrient management techniques, and participation in education or outreach programs.

Monty Henderson (left), 2009 chairman of the board of U.S. Poultry & Egg Assn presented the award to Mr. and Mrs. Davis and son Chad.

Upcoming Event: NCSU Summer Institute

Download the application form (due May 2nd) at: <http://www.ces.ncsu.edu/depts/poulsci/4h/summerinstitute/institute.html>

What is the Poultry Science Summer Institute? The summer institute is a four-day, four-night conference designed to broaden the high school student's understanding of the educational disciplines, scholarship opportunities, careers and industries related to Poultry Science.

Any rising 11th and 12th graders with an interest in the biological sciences and a career in the poultry industry may apply to attend. You must list as a reference a high school science teacher, counselor, County Extension agent, 4H leader or vocational agriculture instructor. We also request a brief personal statement of why you would like to attend. There will be space for two adults to attend the conference as well. Interested Teachers and Agents should contact the coordinator for more details. **Cost for the conference is \$50.00**, which includes lodging, meals, field trips,

*continued next page*

Walter "Gator" Pelletier Elected 2009 Nat'l Turkey Federation Chairman



*Pelletier also holds 1st VP position on NCPF Board*

The National Turkey Federation's (NTF) board of directors elected Walter "Gator" Pelletier to serve as 2009 chairman. Pelletier is corporate secretary of Butterball, LLC.

Pelletier said the numerous issues that the industry will face – balanced energy policy, food safety regulation, animal welfare, immigration reform and a brand new administration – will require a new industry attitude and a change in the manner in which the federation and the turkey industry operate.

He quoted Louis Maxwell, founder of Goldsboro Milling Company, on the benefits of NTF: "...while he recognized NTF did not know how to grow turkeys, he didn't know how to work with the government on issues or get the industry to agree to speak with one voice. Makes for a pretty good team!"

Pelletier joined Goldsboro Milling Company, one of Butterball's owners, in April 1981 and has worked in the turkey segment of the business since joining the company. Along with being corporate secretary for Butterball, Pelletier holds the titles of president of Maxwell Farms, Inc., vice president of Goldsboro Milling Company, and secretary-treasurer of Maxwell Foods, Inc.

The National Turkey Federation is the advocate for all segments of the \$8 billion U.S. turkey industry, providing services and conducting activities that increase demand for its member's products. The federation also protects and enhances its member's ability to effectively and profitably provide wholesome, high quality, nutritious turkey products.

**Planning for '09 NCPF Conference & Golf Tournament begins  
NCPF to co-host jointly with N.C. Egg Association for festivities**



Plans are underway for the 2009 NCPF & N.C. Egg Association Joint Conference, Awards Banquet and Golf Tournament, to be held August 12-14, 2009 in Greensboro, N.C. This year, NCPF and N.C. Egg Association will share the facilities and events for all members in attendance.

“We are delighted that the NC Poultry Federation and the NC Egg Association can come together for this year’s Annual Meeting and Awards Banquet and to jointly host a Poultry Management Workshop,” said Jan Kelly of the NC Egg Association.

Prior to the Workshop, she adds, “Howard Helmer, Guinness Book’s Record Holder as the **“World’s Fastest Omelet Maker”**, is looking forward to teaching everyone how to make their own omelet!”

**Exciting changes** This year’s conference will include a live band/dancing for the awards banquet portion of the conference, hot-topic workshops that will deal with some of the items greatly affecting our industries, and more. The skeet shoot and golf tournament will continue to be held along with board meetings and membership drive kick-offs. Stay tuned for more information!

*NCSU Summer Institute continued from p2*  
workshop materials, goody bags and entertainment.

**How do I apply?**

1. Complete a brief personal statement indicating why you are interested in the experience.
2. Mail or fax your statement and form to Melissa Scherpereel at the address on the bottom by May 2nd.
3. We will notify you of your acceptance by the second week of May. Space is limited to 15-20 and this program is very popular. If you are not accepted, please consider applying again next year.

See what campus life is really like at North Carolina State University when you come to the Summer Institute. You will be staying in University Towers, a private residence hall (with a pool), going to local fun spots, doing hands-on-experimentation in a classroom setting, and experiencing college life. In other words, you'll get to "try us on for size". Students participating in the program will get to interact informally with numerous NC State faculty, staff and current poultry science students. Attendees will learn about the vast field that is Poultry Science as well as specific information on our Poultry Sci-

ence Degree Program and areas such as:

- Career Fields & Areas of Opportunity
- Scholarship Requirements and Availability
- Internships while Attending College
- Employment Connections after Graduation
- How to Apply to College and When and about anything else you would like to know about POULTRY! Want more info? E-mail: [melissa\\_scherpereel@ncsu.edu](mailto:melissa_scherpereel@ncsu.edu) or call (919) 515-5403.

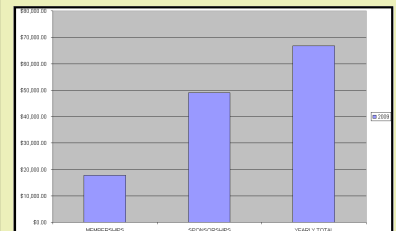
**NCPF holds 1st 2009 board meeting**

Raleigh, N.C.—NCPF held their first quarter 2009 board meeting March 10 at Ogletree & Deakins Law Offices with several guest speakers.

Fito Agraz, an attorney with Ogletree & Deakins, presented important information regarding new labor laws and employment acts being passed by our government. Rick Dupree from Stancil & Company was on hand to present the Federation’s financial fitness information to the board. The board also discussed upcoming legislative issues in the current session. Invited guests included Randolph Harrison of EPCRA, Fibrowatt representatives, Dr. Sam Pardue of NCSU, and Kim Decker and Dr. Sarah Mason of NCDA & CS

Special thanks to Ogletree & Deakins Law Offices in Raleigh for lending us their boardroom, sponsoring our lunch, and for their much-needed information about changes that affect our industry.

**‘09 Membership results**



**As of March 1, NCPF has raised \$65,000 in memberships and sponsorships. We thank those who supported this effort.**

**In these tough times, who do YOU know that would benefit from the united voice of the NC Poultry Federation?**

We provide a voice for **you** as an industry by monitoring and influencing issues like renewable fuels, trade, immigration, environmental regulation and food safety regulations at both state and federal levels for positive impacts on our industry. **We can only do this with the support of a strong membership.**

Help yourself and the NC Poultry Federation by becoming more involved. Please start or renew your membership or sponsorship. As a non-profit membership organization, we depend upon you to help support our programs, services & special events. Next year will be an all important time to watch, support and to help our strong NC poultry industry continue on a positive, profitable path.

*Maxwells continued from page 1*

In 2006, Goldsboro Milling became the majority owner of Butterball, LLC.

“Today, the company’s fully, vertically integrated turkey enterprise is a world leader. It maintains the world’s largest turkey breeder population, has developed the world’s largest turkey hatchery complex, employs the world’s leading technologies in the manufacturing of its feed and in all aspects of live production, and operates the world’s largest turkey processing plant with products marketed worldwide,” added Weaver.

Goldsboro Milling Company and its subsidiaries annually produce about 40 million turkey hatching eggs, sell 8 million hatching eggs and 17 million poults to other producers, and place about 15 million turkeys for in-house production.

*NTF initiated its Lifetime Achievement Award program at its 1946 Annual Convention. Since then, 63 recipients have been recognized. Past recipients include turkey industry leaders, executives of turkey organizations, allied industry leaders, government officials, university professors, researchers and journalists. The National Turkey Federation is the advocate for all segments of the \$8 billion U.S. turkey industry by providing services and conducting activities that increase demand for its members’ products. The federation protects and enhances its members’ ability to*

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

Broilers: 2.48  
Turkeys: 513  
Eggs: 329

**Percentage of total NC Ag Commodity Sales**

Poultry & eggs generate 38% and rank at the top of all commodity sales.

**Until next time, we continue to go to bat for our sincerely valued members and allied partners. We look forward to serving you through 2009.**

NC Poultry Federation [www.ncpoultry.org](http://www.ncpoultry.org)  
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919-783-8218 office 919-783-8220 fax

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**THANKS TO OUR 2009 SPONSORS!!!**

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**GOLD**  
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**SILVER** Alpharma, Cobb-Vantress, Duke Energy, Hiab, Inc., Progress Energy, Smithway, Inc., Unicon, Wilkes Contracting

**BRONZE** Burris Logistics, Gilroy Foods & Flavors (a Con Agra brand), Hog Slat, Inc., Interflex Group, Jones-Hamilton, Kemin Food Ingredients, Inc., Pfizer Animal Health- Poultry Health Division, Richmond Cold Storage, SouthEast Sales, Union Washing, US Cold Storage, XPEDX

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