

ncpf insight

4th quarter December 2009



NCPF President featured in *Poultry Times*



N.C. growers raise turkey for White House pardon



Sanderson Farms breaks ground in Kinston, N.C.



New NCPF Committee formed on growers' behalf

National Thanksgiving Turkey Presented to White House

Goldsboro Milling Company growers Debbie and Bryant Worley raised the turkeys "Courage" and "Carolina"



NCPF President and Chairman of the National Turkey Federation Walter "Gator" Pelletier presents "Courage" the turkey to President Obama at the White House. (Also pictured L-R: Ann Gordon Pelletier, Sasha Obama, Malia Obama.)

BELOW: (L-R) Pelletier, N.C. Agriculture Commissioner Steve Troxler, "Courage" the Turkey, and Bryant and Debbie Worley, growers for Goldsboro Milling Company, who raised "Courage" for his trip to the White House.

This year's National Thanksgiving Turkey was presented to President Obama on November 25th. As Chairman of the National Turkey Federation (NTF), NCPF President Walter "Gator" Pelletier had the honor of presenting the turkey, named "Courage", to the President. After the birds were pardoned in the traditional Rose Garden ceremony, the birds were flown to Disneyland to live out their lives in California.

This year's birds were raised by Goldsboro Milling Company growers Debbie and Bryant Worley in Wayne County, North Carolina. Debbie and Bryant are also past winners of the NCPF Grower Environmental Excellence Award.

In honor of this event, Goldsboro Milling Company and Butterball, LLC hosted a Media Day Monday, November 23, 2009, at the Worley Farm. North Carolina Commissioner of Agriculture Steve Troxler was the keynote speaker for the event. Commissioner Troxler used this time to recognize North Carolina agriculture.

Goldsboro Milling Company, Butterball, LLC and National Turkey Federation representatives were also on hand to answer questions about the raising of the birds and the turkey industry in North Carolina, along with offering various turkey products for tasting.



'Thank a Farmer Day' Proclaimed

In recognition of farmers' contributions to the state and nation, Governor Beverly Perdue proclaimed November 20 as "Thank a Farmer Day."

NCDA&CS Commissioner Steve Troxler noted, "We are fortunate to live in an agriculture-rich state that produces so many different commodities. Our farmers also contribute mightily to our state's \$70 billion

agribusiness industry, which plays a critical role in our state's economy.



also inside...

*N.C. to come out of recession in '10?
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Chinese tourist group visits N.C. Ph.D.s, nutrition analysts, university staff learn food safety, history; enjoy entertainment and hosting during nationwide tour



COMMISSIONER TROXLER AND GROUP

N.C. Agriculture Commissioner Steve Troxler hosted a group of both at his home and his tobacco farm as they conducted a tour of various farms, processing plants, universities, and more across North Carolina in September.



BOB FORD AND GROUP

NCPF Executive Director Bob Ford hosted the group at a dinner function September 22.

Sanderson Farms breaks ground in Kinston, N.C.

Mid-August 2009 saw the breaking of Kinston ground for Sanderson Farms' \$121.4 million facility, slated to open in September 2011.

Sanderson Farms, Inc. will construct a new feed mill, poultry processing plant and hatchery. These facilities will comprise a state-of-the-art poultry complex with the capacity to process 1.25 million birds per week for the retail chill pack market.

At full capacity, the complex will employ approximately 1,500 people, will require 130 contract growers, and will be equipped to process and sell 6.7 million pounds per week of dressed poultry meat at full production.

Welcome Sanderson Farms to North Carolina!

SEEN & HEARD

NCPF President Pelletier featured in Poultry Times

"It would be impossible to find a single word to describe what the last 18 months have been like for the turkey industry...It is just possible that we may be seeing the first tentative signs of an industry recovery. The turkey industry is a long way from recovery, though, and one of our major concerns is that we could do everything right from a business standpoint and see our efforts derailed by ill-considered government regulations."

So says Goldsboro Milling Company Vice President, National Turkey Federation President, and NCPF President Walter "Gator" Pelletier in this issue of Poultry Times. He also discusses Chesapeake Bay, climate change, air emissions, ethanol, food safety, social marketing, and more. To read the full article, go to <http://www.poultryandeggnews.com/poultrytimes/viewpoint/November2009/233623.shtml>

Tyson Foods, Inc. names new CEO

Tyson Foods, Inc. announced November 19 that the Board of Directors of Tyson Foods has chosen Donnie Smith, currently senior group vice president of Poultry and Prepared Foods, to be the company's president and chief executive officer, effective immediately

Additionally, Jim Lochner, currently senior group vice president of Fresh Meats, has been named the company's chief operating officer.

Smith joined Tyson Foods in 1980 after graduating from the University of Tennessee with a degree in animal science. Lochner joined IBP Inc., later purchased by Tyson, in 1983 as director of research.

Leland Tollett, who has been serving as interim president and CEO of the company since January, will continue in the coming months to assist Smith and Lochner in the transition, and he will be available for strategic advice and support.

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>

Legislative Updates *Courtesy of Henry Jones, Legal Counsel to NCPF*

The General Assembly adjourned in August; numerous legislative study commissions and committees continue to meet in the interim between legislative sessions.

The *Interim Joint Finance Committee on Tax Reform* will hold its 3rd scheduled meeting on December 1, with its 4th scheduled meeting to be held December 15, 2009. This Committee is focused on broadening the sales tax base by eliminating exemptions and on other tax reform efforts.

Several Committees meet to discuss proposed legislation involving environmental issues. The *Legislative Commission on Global Climate Change* will hold its next meeting on January 13, 2010. The *Environmental Review Commission* has meetings scheduled for December 17, 2009 and January 21, 2010.

The House and Senate have appointed members to the *North Caro-*

lina Sustainable Local Food Advisory Council in accordance with S.B. 1067 (*An Act To Establish The North Carolina Sustainable Local Food Advisory Council To Address Program And Policy Considerations Regarding The Development of A Sustainable Local Food Economy In North Carolina*). Thus far, the Council has not met. We have watched closely for any apparent movement with respect to the poultry worker health and safety legislation (H.B. 390 – Representative Beverly Earle), which was incorporated into Section 2.61 of Studies Act of 2009; however, the *Legislative Research Commission* has not met nor otherwise created a Study Commission on this important issue.

We will continue to monitor all of these groups for any impact they may have on the poultry industry in North Carolina.

GIPSA rule amended, goes into effect January 2010

Today, USDA announced the publication of a final rule from GIPSA “Poultry Contracts; Initiation, Performance, and Termination.” Detailed information is available at <http://www.gipsa.usda.gov>.

This final rule amends the Packers and Stockyards Act of 1921 regarding the records that live poultry dealers must furnish poultry growers, and goes into effect January 4, 2010. Read it at <http://data.memberclicks.com/site/ntuf/LP09%20-%20GIPSA-Poultry-Rule.pdf>

N.C. to emerge from recession in 2010, says N.C. economist

North Carolina will climb slowly out of recession over the next two years, with the state’s metropolitan areas leading the way.

That is the prediction of Dr Mike Walden, William Neal Reynolds professor and North Carolina Cooperative Extension economist in the College of Agriculture and Life Sciences at North Carolina State University.

Walden prepares an economic outlook for the state every six months. In his North Carolina Economic Outlook: Winter 2009, he sees the end of what some have called the “Great Reces-

sion,” the worst economic downturn since the Great Depression of the 1930s.

Walden sees the North Carolina unemployment rate peaking early in 2010 between 11.3 and 11.5 percent. Then, unemployment will gradually improve.

Economic indicators such as manufacturing output, earnings per worker and retail sales have trended upward in recent months, Walden points out, while the housing market, which sparked the recession, appears to have bottomed out.

Read Walden’s entire economic outlook at

<http://www.ag-econ.ncsu.edu/faculty/walden/publications/outlooknc/ncoutlookwinter09.pdf>

NCSU wins poultry grant



Bob Ford, NCPF Executive Director (left), joins Dr. Sam Pardue (middle), NCSU Poultry Science Department Head, as Pardue receives a Ford Foundation Grant for \$18,164 presented by Keith Shoemaker (right), Butterball, LLC CEO and board member of US Poultry & Egg Association. The Ford Foundation provides recruiting funds to colleges and universities to attract students to enroll in their poultry programs. The Foundation was established in 1994 to provide funding to Universities with poultry science departments. In 2004 the Poultry Science Education Funding program was added to the Foundation’s umbrella so that other colleges and universities that offer identifiable poultry science programs also are eligible to apply for grants.

Butterball University Teaches "Turkey 101"



North Carolina turkey company, Butterball, LLC, brought a live version of its well-known turkey helpline to Garner. It was the state’s first-ever “Butterball University” course, and the students were military spouses from

area bases. To listen to the podcast, visit http://wunc.org/programs/news/archive/NLL1120.mp3/mediafile_view

Q4 Board Meeting Held

NCPF held their 4th Quarter board meeting November 4, 2009. Important issues discussed covered legislative work NCPF has engaged in on behalf of its members, a new committee to help growers entering new communities, Sanderson Farms’ entry into North Carolina, and more. The next board meeting will be held in Spring of 2010.

2010 Member/Sponsor Drive is underway!

Your support, membership, and sponsorship is what helps the Federation bring education and legislative results on behalf of our poultry communities. The 2010 Member/Sponsor Drive is officially underway! Last year, we reached 75% of our goal. We hope to reach 100% this year. Please renew your membership or sponsorship, and encourage others to join us as we prepare for the changes ahead. Thank you for your current support, we couldn't do it without you!

Upcoming Events

January 27-29, 2010 Atlanta, GA
International Poultry Expo IPE/IFE 2010
<http://www.internationalpoultryexposition.com>

February 10, 2010 San Antonio, TX
NTF Annual Convention 2010
 Westin Riverwalk (202.730.9637)
<http://www.eatturkey.com>

March 7, 2010 Orlando, FL 2010
Annual Meat Conference
 Rosen Shingle Creek (866.996.9939)
<http://www.meatconference.com>

March 25 (online)
WATT Poultry Nutrition & Health Forum '10
<http://www.wattevents.com/Home.aspx?id=224>

New NCPF Committee formed for grower advocacy

NCPF has formed a new committee in response to growing concerns from community residents across the state when a new grower moves into their area. While an established set of guidelines regarding setbacks, construction, etc. has been in place for many years, "We felt it would be prudent to create a special committee of producers, live field managers, and growers to analyze and respond to community concerns fed by media misinformation and general misunderstanding," said NCPF Executive Director Bob Ford. The first committee meeting, in which chairs will be elected and the initial agenda discussed, is set to take place in the coming weeks.

Thanks to our special sponsors

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Cryovac Sealed Air Corp. Carolina ByProducts/Valley Proteins, Inc.

PLATINUM

Atlantic Corporation Con Pac South, Inc. Intervet-Schering Plough

GOLD

ELANCO Volk Enterprises, Inc. Cobb-Vantress

SILVER Alpha, Alltech, Duke Energy, Hess Corporation, Hiab, Inc., Merial Select, Pfizer Animal Health, Phibro Animal Health, Progress Energy, Smithson, Inc., Smithway, Inc., Unicon, Wilkes Contracting

BRONZE Burris Logistics, Carolina Farm Credit, Ft. Dodge Animal Health, Gilroy Foods & Flavors (a Con Agra brand), Hog Slat, Inc., Interflex Group, International Paper, Jones-Hamilton, Kemin Food Ingredients, Inc., Richmond Cold Storage, SouthEast Sales, Union Washing, US Cold Storage, XPEDX

2009-10 NCPF BOARD OF DIRECTORS

EXECUTIVE BOARD

- Walter Pelletier (President)
Goldsboro Milling Co
- Kendall Casey (1st VP)
Perdue Farms
- Paul Nordin (2nd VP)
Wayne Farms
- Kimber Ward (Sect.-Treasurer)
Mountaire Farms
- Charles Glass (Past President)
Tyson Foods

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| David Anderson
<i>Butterball</i> | Darryl Moore
<i>Perdue Farms</i> |
| Scott Braswell
<i>Braswell Foods</i> | Connie Ozment
<i>Carolina By-Products</i> |
| Tommy Furlough
<i>Cal-Maine</i> | Dan Peugh
<i>Allens Hatchery</i> |
| Todd Huneycutt
<i>Huneycutt Bros. Family Farm</i> | Tommy Porter
<i>Porter Farms</i> |
| Alice Johnson
<i>Butterball</i> | Scott Prestage
<i>Prestage Farms</i> |
| Bob Johnson
<i>House of Raeford</i> | Charles Rigdon
<i>Case Farms</i> |
| Cowan Johnson
<i>Nash Johnson & Sons</i> | Sam Robertson
<i>Case Farms</i> |
| Jerry Johnson
<i>Butterball</i> | Danny Sanders
<i>Pilgrim's Pride</i> |
| Tom King
<i>Alpharma Animal Health</i> | Richard Simpson
<i>Simpson Eggs</i> |
| Terry Maness
<i>Perdue Farms</i> | Sam Whittington
<i>Tyson Foods</i> |
| | Richard Williams
<i>Townsend</i> |
| | Debbie Worley
<i>Worley Farms</i> |



ENJOY THE REST OF 2009, STAY SAFE AND WARM, AND WE'LL SEE YOU IN 2010!

—BOB, MICHELLE & CATHERINE

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% and rank at the top of all commodity sales.

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