

# INSIGHT



## The Poultry Industry Bids Farewell to Longtime Member & Supporter, Jerry Johnson

February 9, 2012 – Butterball recently hosted a retirement luncheon to honor Jerry Johnson, long time Butterball employee and Membership Chairman of the North Carolina Poultry Federation. Jerry was recognized at NCPF’s Annual Board Meeting last August for his outstanding service to the Federation and the poultry industry in North Carolina. The luncheon was attended by Butterball CEO, Rod Brennaman, along with several senior staff members. Bob Ford, Executive Director of NCPF, also attended the event and presented Jerry with a special parting gift to thank him for his outstanding service and loyalty to the Federation and the poultry industry. Jerry and his wife, Sue, are planning to move back to their home state of Virginia. The NC Poultry Federation would like to thank Jerry for his dedication and commitment to the poultry industry of North Carolina. We wish you the best of luck in your future endeavors Jerry!



Bob Ford, NCPF Executive Director & Jerry Johnson



## Porter Farms Wins Tyson Environmental Award

Tommy Porter of Porter Farms recently won one of the three Environmental Awards presented to Tyson farmers. Tommy was also the first recipient of the NC Poultry Federation's Environmental Award. Congratulations Porter Farms!

Pictured Left to Right: Melvin Fulsom – Monroe Complex Mgr., Jamie Burr – Tyson Sr. Environmental Mgr., Vicki Porter – Porter Farm, Charles Glass, Monroe Live Production Mgr., Tommy Porter – Porter Farm, Rodney Hopper- Monroe Environmental Mgr., James Clontz – Breeder Mgr., David Pressley – Monroe Service Tech for Porter Farm

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## In Remembrance...Maurice Pickler

Maurice J. Pickler, 87, of Charlotte, formerly of New London, passed away on April 3, 2012. Maurice was a longtime farmer, egg producer, and co-owner of Springdale Farms. He also served as President of the Southeastern Poultry and Egg Association and was inducted into the North Carolina Poultry Federation's Hall of Fame.

Maurice was an Eagle Scout and served in the Army Air Force during WWII, flying B24s and B29s. He graduated from NC State University and served as the class president in 1947. He received his master's degree from Cornell University. Maurice was a lifelong member of Kendalls Baptist Church, where he taught Sunday school for over 50 years and served as a Deacon for many years. He served on the Board of Trustees of Wingate College during the 60's and 70's. Maurice enjoyed reading, traveling, and was an avid college basketball fan, especially for NC State.

He is survived by his wife of 63 years, Adelaide Moose Pickler. Maurice and Adelaide had three daughters; Janet Gaskins and husband Greg, Lynn Ballard and husband Wade, and Brenda Casteen. He had two grandsons, Jake and Steven. He is also survived by his brother, Eugene Pickler and wife, Janet.

## Butterball Receives Worker Safety Awards

March 15, 2012 – Butterball, LLC, the nation's largest poultry producer, recently earned Worker Safety Recognition Awards from the American Meat Institute (AMI) for five of its facilities nationwide. These awards distinguish AMI member companies who demonstrate a strong commitment to creating a safer workplace for all meat and poultry industry employees. The awards were presented during AMI's Conference on Worker Safety, Health, Human Resources, and the Environment in Kansas City, MO. The Butterball facilities to receive this award include the Huntsville, Ozark, and Jonesboro operations in Arizona, Carthage in Missouri, and the Mt. Olive operation in North Carolina. "At Butterball, we proactively work to maintain the highest level of worker safety standards within each of our facilities, and this recognition serves to further motivate us to excel in our worker safety programs", commented Brian Rodgers, Corporate Director of Safety and Risk management at Butterball. The NCPF congratulates Butterball on these awards!

## House of Raeford Opens Wellness Center for Employees

February 20, 2012 – House of Raeford Farms recently opened a wellness center for their employees in Wallace, NC. The facility is designed to serve employees of the Rose Hill and Wallace processing plants, Nash Johnson and Sons' Farms, and Johnson Breeders. Eligible employees, those currently enrolled in House of Raeford's health care plan, can receive primary care for acute and chronic conditions at the facility including medications and lab services.

CEO, Bob Johnson, commented in a news release, "Having the center in the local community makes healthcare accessible and affordable for all employees. Lowering costs by shifting from retail to wholesale and keeping employees healthy with high quality care is a win-win for all involved". The clinic is open Monday through Friday.

## International Production & Processing Expo Co-Located Tradeshow for USPOULTRY, AFIA & AMI

February 29, 2012 – The International Production & Processing Expo (IPPE) will host the U.S. Poultry & Egg Association (USPOULTRY), the American Feed Industry Association (AFIA), and the American Meat Institute (AMI) in Atlanta in January 2013. This new show is the result of the co-location of the International Poultry Expo (IPE), International Feed Expo (IFE), and AMI's International Meat Expo (IME). In January 2013, these three shows will operate under one structure, creating one of the 50 largest tradeshow in the U.S. The show is expected to include over 1,000 exhibitors and close to 400,000 square feet of exhibit space. All three associations will continue to operate independently and will offer targeted education and networking opportunities that meet their customer needs and compliment the Expo. The IPPE show will take place January 29-January 31, 2013.

### For more information, please contact:

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Sarah Novak, 703.558.3574, [snovak@afia.org](mailto:snovak@afia.org)  
Janet Riley, 202.587.4245, [jriley@meatami.com](mailto:jriley@meatami.com)

## Upcoming Events

### Poultry Processor Workshop

May 16-17, 2012

Atlanta, GA

[Click Here for the Event Website](#)

### Alltech Annual International Symposium

May 20-23, 2012

Lexington, KY

[Click Here for the Event Website](#)

### National Turkey Federation Summer Leadership Conference

July 8-10, 2012

Washington, DC

For more information, contact Jen Zukowski at  
202-898-0100 or [jzukowski@turkeyfed.org](mailto:jzukowski@turkeyfed.org)

## Rep. Jones Urges Quick Action on Farm Bill

March 28, 2012 – U.S. Congressman Walter B. Jones (NC-3) joined together with 38 of his colleagues recently to urge key decision makers to sign a new farm bill into law as soon as possible. The bipartisan group wrote a letter to Speaker of the House, John Boehner and Minority Leader, Nancy Pelosi, expressing the need to enact a long-term measure and avoid a short-term extension of the 2008 Farm Bill, which expires this year.

“The farmers in Eastern North Carolina and across the nation deserve our best effort,” said Jones. “It is important for Congress to pass a new long-term bill this year so those in agricultural production and agribusiness can move forward with certainty about how to plan their operations.”

For additional information, please contact Catherine Fodor in Congressman Jones’ office at (202) 225-3415.

## NC Poultry Federation Granted Permission to Intervene in Rose Acre Case

April 19, 2012 – The North Carolina Poultry Federation was granted full party status to intervene in the Rose Acre case that went before the Superior Court Judge in Hyde County on April 19, 2012. The NCPF has 30 days to submit additional briefs. As of now, no official date has been set for the next court date, but it will most likely be before July.

The state of North Carolina has argued that Rose Acre needs a Clean Water Act permit to operate because it claims they are discharging pollutants into nearby waterways. This case has gained national recognition as it will set an example for whether or not the state can regulate water pollution from a concentrated animal feeding operation where contaminants are released through the air.

## USPOULTRY Issues Statement on Bloomberg “Feather Meal” Study

April 5, 2012 – The U.S. Poultry & Egg Association released the following statement on the recent Feather Meal report published by the Bloomberg School of Public Health at Johns Hopkins University.

“The U.S. commercial poultry industry does not use fluoroquinolones and has not since they were banned in 2005 by the FDA for poultry. In fact, ciprofloxacin, norfloxacin, and ofloxacin found in this study – albeit at extremely low levels – have never been used in the U.S. poultry industry. The fact that they are evident in this study calls into question the source of the feather meal that was tested, potential cross-contamination with other products, and ultimately the scientific objectivity of the research since it implies continued use of fluoroquinolones that were never used by the poultry industry in the first place,” remarked Dr. John Glisson, DVM, Director of Research Programs, U.S. Poultry & Egg Association.

The U.S. Poultry & Egg Association, based in Tucker, GA, is an all-feather organization representing the complete spectrum of today's poultry industry, with a focus on progressively serving member companies through research, education, communication, and technical assistance. - Gwen Venable, USPOULTRY

## Poultry Organizations Comment on US-Korea FTA

March 19, 2012 – USA Poultry & Egg Export Council, National Chicken Council, National Turkey Federation, and United Egg Producers released the following statement regarding the US-Korea Free Trade Agreement (FTA). “The US poultry and egg industry strongly supports the US-Korea Free Trade Agreement, which became effective on March 15, and applauds the work of the Office of the US Trade Representative and the US Department of Agriculture in concluding the agreement. The US-Korea FTA will greatly improve market access for US poultry and egg exports to South Korea, mostly by reducing and eliminating import duties. In 2011, Korea imported nearly \$143 million in US poultry and egg products. Under the FTA, annual US poultry meat exports to Korea could more than double, while annual egg exports could triple. Over the first 10 years of the agreement, the increase in exports to Korea could easily make this country one of the top international markets for US poultry and eggs. Under terms of the agreement, Korea’s 20% import duty on frozen chicken leg quarters will be phased out in 10 equal annual reductions, while the duty on breasts and wings will be reduced in 12 equal annual installments. Korea’s 18% duty on frozen turkey cuts will be reduced to zero in seven equal annual installments, and its 27% duty on processed egg products, including egg yolks, will be phased out over 12 years.

The US is the leading supplier of poultry meat and egg products to Korea. The future of the US poultry and egg industry depends on the continued expansion of exports. According to USDA calculations, the industry’s current annual exports of nearly \$4.4 billion supports more than 50,400 US jobs, and that each billion dollars in US poultry and egg exports equates to about 11,525 American jobs throughout the economy.”

### Energy Efficient Incentives for Growers

The U.S. Department of Agriculture’s Natural Resources Conservation Service (NRCS) has developed an energy initiative aimed at helping chicken growers conduct farm energy audits and assisting them with the purchase and installation of energy saving equipment.

Audits must be conducted by an NRCS approved technical service provider hired by the grower. After the audit has been reviewed and approved, NRCS will reimburse the grower for the audit and provide an incentive payment for implementing recommended energy saving practices.

To learn more about the NRCS Energy Initiative, please visit the [NC NRCS Website](#) or contact Greg Walker, Assistant State Conservationist for Programs, at 919-873-2104.

Duke Energy is also offering energy initiatives to their customers throughout the Carolinas. They have created the Sav-A-Watt energy efficient initiative program that provides rebates for customers who purchase LED lights. According to Wayne Huddleston, Account Manager for the Agricultural Market at Duke Energy, “LED lights would be an energy efficient lighting source compared to the incandescent bulbs that most growers are currently using. The LED’s have good dimming characteristics and have a life of approximately 30,000-50,000 hours.”

To learn more about the Duke Energy Initiative, please visit their website at [www.duke-energy.com](http://www.duke-energy.com) or contact Wayne Huddleston at [Wayne.Huddleston@duke-energy.com](mailto:Wayne.Huddleston@duke-energy.com) or 828-323-2767.

Growers are eligible to receive initiatives from both Duke Energy and NRCS simultaneously.

### NCSU Poultry Science Secures USDA Grant

April 26, 2012 – Dr. Jackie Golden, Executive Director of the A.S.P.I.R.E. program at NC State University, recently announced the funding of a USDA grant entitled, “Hatching Tomorrow’s Luminaries: Recruitment, Education, & Mentoring of Future Multicultural Scholars & Leaders in Poultry Science”.

The grant, written by five NCSU leaders including Dr. Golden and Dr. Sam Pardue, Poultry Science Department Head, will allow the department to offer five scholarships each totaling \$40,000 to minority students interested in pursuing a B.S. in Poultry Science at NCSU. For more information about this USDA grant and the A.S.P.I.R.E. program, please contact Dr. Jackie Golden at [jackie\\_golden@ncsu.edu](mailto:jackie_golden@ncsu.edu).

[A.S.P.I.R.E. website](#)

## NC Poultry Federation Welcomes Sanderson Farms

Sanderson Farms, third largest poultry producer in the U.S., recently joined the NC Poultry Federation as a producer member. Sanderson Farms has created a positive impact for the poultry industry in North Carolina and beyond. With plants in Georgia, Louisiana, Mississippi, North Carolina, and Texas, Sanderson processes over 9.7 million chickens per week. Their most recent production facility was opened in Kinston, NC, thus strengthening our state's economy and creating new jobs. Although Sanderson Farms has grown into a processing giant, with over 10,000 employees and over 770 independent growers, they continue to adhere to the same values they abided by when they started as a small family-owned business in 1947. "Honesty, integrity, and innovation" are the core values of Sanderson Farms' corporation and the NCPF is proud to welcome them as a new member of the Federation.

## NCPF 45th Annual Meeting August 9-10, 2012 The Grandover Resort Greensboro, NC

The 45th Annual NCPF Meeting is quickly approaching. We hope you will all be able to join us this August at the beautiful Grandover Resort in Greensboro, NC. Registration information and program agendas will be mailed and emailed in early June. These materials will also be available on the [NCPF Website/Event Homepage](#). If you would like to ensure you are on our mailing list, please email Bob Ford at [rlford@ncpoultry.org](mailto:rlford@ncpoultry.org).

For questions about the meeting, please call our office at 919-783-8218.



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