

ncpf

insight

3rd quarter September 2009



Annual Grower and Distinguishment awards



Legislative Updates



2010 NCPF Member/Sponsor Drive



NCPF/NC Egg Annual Membership Meetings

42nd Annual Membership Meeting Held *Hosted with N.C. Egg Assn; over 275 enjoy golf, banquets, guest appearances*

GREENSBORO, N.C.—The North Carolina Poultry Federation recently held its 42nd Annual Membership Meeting at the Grandover Resort & Conference Center in Greensboro August 12-14, 2009 with over 275 in attendance. This year, the Federation co-hosted their events with the N.C. Egg Association, creating a full three-day conference that included a golf tournament, omelet luncheon, networking dinner, industry workshops, board meetings, a banquet with live band, and awards ceremony.

The NCPF also elected the 2009-2010 Board of Directors and kicked off the 2010 Member/Sponsor Drive.

WEDNESDAY

The annual meeting kicked off with Wednesday's Omelet Luncheon hosted by NC Egg Association's Jan Kelly and included entertaining lessons on making the perfect omelet from none other than the Guinness Book™ World Record Holder for Fastest Omelet Maker, Howard Helmer. Guests made their own omelets using techniques taught by Helmer, who guided the cooks.

Industry workshops took up the afternoon with several in-demand speakers educating the full room on topics from hiring methods to combating the "Hollywood education" of the voting public in regards to our industries.

Rounding out Wednesday night activities was a networking dinner, filled to capacity, where suppliers and growers alike mingled and formed new relationships.

THURSDAY

Thursday started bright and early with the annual golf tournament, led by Harris-Crane's Jim Stevens. Well over 100 golfers again participated in the shotgun-start tournament on the four-star course.

Spouses of golfers enjoyed their own morning with a champagne brunch with entertainment from our own Miss N.C., Amanda Watson. The brainchild of Valley Proteins' Connie Ozment, the brunch was a hit with the ladies who requested that we do it again next year. Many noted the door prizes and entertainment as the highlights of the brunch.

Following the day's recreation, the annual banquet and awards ceremony capped off the festivities, starting with the Intervet-Schering/Plough hospitality suite and the downstairs cocktail reception. Over 170 attended the evening festivities, enjoying NCDA&CS Commissioner Steve Troxler's chat about his recent trip to China and Milton Hancock's humorous award introduction before the night's entertainment, Jim Quick & the Coastline Band (sponsored by Cobb-Vantress), stepped up to get the crowd on their feet until late night.

NCPF presented several awards of recognition:

- Allied Industry Service Award: Jerry Ledbetter (Intervet/Schering-Plough)
- Distinguished Service Award: Attorney/former N.C. senator John Kerr
- NCPF Past President's Award: 2008-09 Board President Charles Glass (Tyson Foods-Monroe)
- Passing of the Gavel: 2009-2010 Board

1st Vice President Walter "Gator" Pelletier (Goldsboro Milling Co.) received the gavel and marked his term as the new President

The annual *Grower Environmental Excellence* awards were presented to three outstanding farm families this year.

The winners were selected based on environmental stewardship management practices as well as other agricultural-related activities. Aesthetics and good neighbor relations are important criteria, along with innovative ideas applied to their farm/nutrient management plan, including wildlife management.

The grand prize winner took home a plaque and \$1,000; two finalists received award certificates and \$500 each (see page 2).

We wish to thank our sponsors, attendees, and special guests for making this year's meeting a success and look forward to doing it again in 2010!



also inside...

- *A Letter from American Farm Bureau President Bob Stallman*
- *Annual Meeting Photo Gallery*
- *Seen & Heard*
- *Upcoming Events*

2009 NCPF Grower Environmental Excellence Awards



HUNEYCUTT BROTHERS FAMILY FARM-GRAND PRIZE

(L-R) NCDA&CS Commissioner of Agriculture Steve Troxler presents the NCPF Grower Environmental Excellence Award Plaque and \$1,000 to Todd and Rodney Huneycutt of Huneycutt Brothers Family Farm. Also pictured is their nominator, Danny Sanders, Live Production Manager of Pilgrim's Pride.



BILLY HOLLINGSWORTH FARM-FINALIST

(L-R) NCDA&CS Commissioner of Agriculture Steve Troxler presents the NCPF Grower Environmental Excellence Finalist Certificate and \$500 to Billy Hollingsworth of Billy Hollingsworth Farm. Also pictured are his nominators Donald James, Market Turkey Production Mgr for Prestage Farms, and Scott Prestage, VP of Prestage Farms.



WATTS AUMAN FARM-FINALIST

(L-R) NCDA&CS Commissioner of Agriculture Steve Troxler presents the NCPF Grower Environmental Excellence Finalist Certificate and \$500 to Watts Auman of Watts Auman Farm. Also pictured is his nominator, Phil Bare, Live Production Manager of Perdue Farms.

SEEN & HEARD

The Poultry Federation E-News

“The efficiency of modern agriculture is a drum we must beat over and over again. In 1925, it took 112 days for a broiler chicken to be ready for market. The average market weight was 2.5 lb., and it took 4.70 lb. of feed for the bird to put on a pound of gain. The birds had an average mortality rate of about 18%. Now, fast-forward to today, when it takes only 48 days to get to a market weight of 5.5 lb. It requires only 1.95 lb. of feed per pound of gain, and the mortality rate sits at 4%. If you want to talk about an improvement in performance, the caloric requirement to put a pound of weight on a chicken in the past 15 years has been reduced to from 3,000 to 2,600. This is modern agriculture at its finest.” —from *The Poultry Federation E-News*, July 2009

Dr. Simon Shane comments on RFA



“The RFA (Renewable Fuels Association) would be well advised to oppose scientific reports and review papers on scientific and economic principle rather than innuendo and emotion. Disparaging individuals and the composition of boards and attacking the personal motives and integrity of those who oppose corn ethanol will not advance their objective of restoring profitability to a floundering industry which could not survive without considerable government support, ultimately at the expense of U.S. consumers, taxpayers and the livestock industry.” Read the rest of this blog at <http://www.animalagnet.com/profiles/blog/show?id=2671353%3ABlogPost%3A14413>

2009-2010 NCPF Executive Board Elected

The 2009-2010 NC Poultry Federation Executive Board was elected at the recent Annual Membership Meeting August 14, 2009. The executive board are:

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

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 August 11 after more than six months of activity. The Session this year was dominated by the State's economic problems. At least 108 bills await action by Gov. Perdue; after the September 10 deadline, any remaining bills will become effective without her signature.

Legislation of particular interest to the Federation (in brief):

1. **BUDGET Includes \$19B of spending and \$2B in cuts, more than \$1B in Federal Stimulus money and nearly \$1B in higher taxes and fees. Legislature plans to reconvene May 12, 2010 for its "Short Session". Leader indicate a special Commission that will study proposals to revamp the State's entire tax system and will hold hearings throughout N.C. this fall.**
2. H.B. 390 AN ACT TO PROTECT THE HEALTH OF EMPLOYEES OF POULTRY PROCESSING PLANTS BY AUTHORIZING THE STATE HEALTH DIRECTOR TO INSPECT THE PLANTS **Bill failed, but note reference in the Ominous Study Commission bill.**
3. S.B. 1067 AN ACT TO ESTABLISH THE NC SUSTAINABLE LOCAL FOOD POLICY COUNCIL TO ADDRESS POLICY CONSIDERATIONS REGARDING THE DEVELOPMENT OF A SUSTAINABLE LOCAL FOOD ECONOMY IN N.C. **Ratified.**
4. H.B. 1175 AN ACT TO UPDATE THE NAT'L POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) PERMITTING REQUIREMENTS

FOR CONFINED ANIMAL FEEDING OPERATIONS (CAFOS) **Ratified.**

5. S.B. 882 AN ACT TO CLARIFY AND REFORM THE STATUTES OF LIMITATIONS AND REPOSE IN PRODUCT LIABILITY ACTIONS **Ratified.**
6. S.B. 32 AN ACT TO REQUIRE THAT EMPLOYERS IN THIS STATE USE THE FEDERAL E-VERIFY PROGRAM OR A SIMILAR VERIFICATION OF WORK AUTHORIZATION PROGRAM; AND TO APPROPRIATE FUNDS TO ESTABLISH AND SUPPORT A POSITION TO ASSIST IN THE IMPLEMENTATION AND EXECUTION OF THIS ACT **Bill failed.**
7. H.B. 1335 AN ACT TO PROHIBIT THE ENVIRONMENTAL MANAGEMENT COMMISSION FROM ADOPTING CERTAIN PERMANENT RULES FROM THE EFFECTIVE DATE OF THIS ACT UNTIL JULY 1, 2011, EXCEPT UNDER CERTAIN CIRCUMSTANCES **This now applies to rules affecting so-called "animal feeding operations." Passed House and Senate in different forms. Currently pending in House Rules Committee. This bill will be eligible for consideration in 2010.**
8. H.B. 23 AN ACT AMENDING CHAPTER 95 OF THE GENERAL STATUTES TO PROTECT THE HEALTH AND SAFETY OF CHILDREN BY INCREASING THE PENALTIES FOR VIOLATIONS OF CHILD LABOR LAWS **Ratified.**

PASSING OF THE GAVEL



Charles Glass, immediate Past President (Tyson Foods) passes the gavel to Walter "Gator" Pelletier (Goldsboro Milling Co.) who will be NCPF President for 2009-2010.

PAST PRESIDENT'S AWARD



Charles Glass, immediate Past President (Tyson Foods) receives the NCPF Past President's award plaque from incoming NCPF President Walter "Gator" Pelletier (Goldsboro Milling Co.).

ALLIED INDUSTRY AWARD



Milton Hancock (Aviagen), 2009 Allied Industry Award recipient, awards 2010 recipient and NCPF Gold Sponsor Jerry Ledbetter (Intervet/Schering-Plough).

DISTINGUISHED SERVICE AWARD

The was bestowed to Attorney and former N.C. Senator John Kerr of Goldsboro, N.C. was chosen to receive the 2009 Distinguished Service Award. 2010 NCPF President Walter Pelletier accepted the award on Kerr's behalf as Mr. Kerr was unable to attend.

A Letter from AFB President Bob Stallman to the editors of *Time Magazine*

"Farmers make U.S. agriculture the nation's most efficient and productive industry and by far the biggest force holding down the trade deficit.

...The successful farmer today must understand enough engineering and science to participate in a technological upheaval that is changing the very shape of the land and the nature of his crops."

The challenges and triumphs facing America's farm and ranch families have changed little since 1978. Based on lessons learned from those earlier farmers, today's farmers have further improved food production, safety, quality and affordability...your contemporary reporters would do well to take a

comprehensive lesson in objectivity and good journalism from their predecessors...

... Your effort came up short in all areas and if your reporters and editors cannot recognize this, that speaks volumes, and it helps explain the woe-is-me mindset of the endangered institution of mainstream media in America. As for farmers, we will stand tall knowing that Americans today have once again fallen in love with American food, and due in part to the healthy food we produce, they are living longer than ever before.

Bob Stallman, President
American Farm Bureau Federation

Read the entire letter at

<http://www.wfbf.com/AFBFresponseto2009TimeArticle.pdf>

Caught on film!



- 1 Chuck Snipes of Cobb-Vantress (NCPF GOLD Sponsor) thanks everyone for attending before introducing the night's entertainment
- 2 Terry Pollard (check), Ashley Richardson (speaker, American Egg Board), and Kim Decker (NCDA&CS Marketing) gather round during Wednesday's Omelet Luncheon
- 3 Miss N.C. Amanda Watson chats with the ladies during Thursday's Spouse Champagne Brunch
- 4 Guinness Book™ World Record Holder for Fastest Omelet Maker Howard Helmer instructs Wednesday's guests on making the perfect omelet
- 5 Jim Quick and the Coastline Band perform into the wee hours for banquet guests Thursday night, thanks to Cobb-Vantress and Chuck Snipes who arranged for and sponsored their appearance
- 6 Bruce Vincent speaks to an enthusiastic crowd at Wednesday's industry workshops on working with a Hollywood-educated voting public
- 7 NCDA&CS Commissioner of Agriculture Steve Troxler speaks at Thursday night's banquet and awards ceremony, detailing his recent trip to China and what it means for the poultry industry
- 8 NCPF Immediate Past President Charles Glass (Tyson Foods, Monroe), board member and past president David Anderson (Butterball, LLC, Garner) and new President Walter "Gator" Pelletier (Goldsboro Milling Co., Goldsboro) enjoy a beverage from the bar and take in the night's entertainment

2010 Member/Sponsor Drive is underway!

The 2010 Member/Sponsor Drive is officially underway! Last year, we reached 75% of our goal. We hope to reach 100% this year. Your support, membership, and sponsorship is what helps the Federation bring education and legislative results on behalf of our poultry communities. 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! **Call the Federation at 919-783-8218 to request your 2010 Membership/Sponsorship form.**

Upcoming Events

- 9/12: NCDA&CS Got to Be NC Ag Jam <http://www.ncagjam.com/>
 9/17-18: PA Poultry Sales & Service Conference & 81st NE Conference on Avian Diseases http://poultryextension.psu.edu/SalesandService/2009_PSSC-NECAD_Program.pdf
 9/24: NC Turkey Festival 2009 <http://www.ncturkeyfestival.org/>
 9/28-30: 44th Nat'l Mtg on Poultry Health & Processing <http://www.dpichicken.org/index.cfm?content=news&subcontent=details&id=255>
 9/29: Western Mtg of Poultry Clinicians & Pathologists WestVet 20 http://www.westvet.com/eleveth_western_meeting_of_poultry_clinicians_and_pathologists.htm
 10/7-14: U.S. Animal Health Assn (USAHA) <http://www.usaha.org/meetings/2009/index.shtml>
 11/6: NC Poultry Health 2009 Meeting <http://www.ncveterinaryconference.com>

RuralTour.gov launches to create dialogue with rural Americans

USDA Secretary Tom Vilsack announced the launch of a new web portal, RuralTour.gov to encourage communication and interaction between the USDA and rural Americans. Along with the P.O. Box and 800 number, USDA encourages those with internet access to log on and share photos, stories, and comments to connect with others who are participating in community efforts to "rebuild and revitalize rural American."

thanks to our special sponsors**PRESIDENT'S CIRCLE**

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SILVER Alpharma, 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

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

David Anderson

Butterball

Scott Braswell

Braswell Foods

Tommy Furlough

Cal-Maine

Todd Huneycutt

Huneycutt Bros. Family Farm

Alice Johnson

Butterball

Bob Johnson

House of Raeford

Cowan Johnson

Nash Johnson & Sons

Jerry Johnson

Butterball

Tom King

Alpharma Animal Health

Terry Maness

Perdue Farms

Darryl Moore

Perdue Farms

Connie Ozment

Carolina By-Products

Dan Peugh

Allens Hatchery

Tommy Porter

Porter Farms

Scott Prestage

Prestage Farms

Charles Rigdon

Case Farms

Sam Robertson

Case Farms

Danny Sanders

Pilgrim's Pride

Richard Simpson

Simpson Eggs

Sam Whittington

Tyson Foods

Richard Williams

Townsend's

Debbie Worley

Worley Farms

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 valued members and partners. We look forward to serving you through 2010.

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