

INSIGHT



NC Poultry Federation Holds 44th Annual Meeting

The North Carolina Poultry Federation recently held their Annual Meeting on August 11-12, 2011 at The Grandover Resort in Greensboro, NC. Thursday morning officially started the event as golfers and shooters headed out for the Federation's Annual Golf and Sporting Clays Tournaments. *More information on these events inside.* Thursday evening, NCPF held their Annual Industry Awards Banquet where several industry professionals were recognized, a new Board of Directors was elected, and honorary invitees gave brief speeches. Over 150 guests attended this year's banquet hosted by NCPF's Executive Director, Bob Ford and Outgoing NCPF President, Kendall Casey of Perdue Farms. NC Commissioner of Agriculture, Steve Troxler, attended the banquet and made some brief remarks about the NCDA and current issues facing the industry. Other special attendees included Larry Wooten, President of the NC Farm Bureau and U.S. Congressman Howard Coble (R-NC).

Photo below: Congressman Coble with NCPF Ex. Dir, Bob Ford.



The Grandover Resort, Greensboro, NC



the North Carolina poultry industry. (4) Kendall Casey with Perdue Farms received the **NCPF Past President's Award** for his dedication to the poultry industry and for his service as the NC Poultry Federation's President of the Board for the 2010-11 year. *More details about our Award Winners inside.*

On Friday morning, the newly elected Board of Directors (for the 2011-12) year met for the first time to discuss important issues affecting the Federation and the poultry industry in North Carolina. *More details about the new board inside.*

The NC Poultry Federation presented four industry awards at this year's banquet. (1) Anthony, Eldridge, and Eric Westbrook of Westbrook Bros. Farm (Four Oaks, N.C.) received the **Environmental Grower Award** for their excellence in farm and environmental stewardship. Channing and David Gooden, turkey brooder producers, (Elizabethtown, NC), received one of the two **Environmental Runner-Up Awards**. Roddy Purser of White Rock Farms, LLC. (Monroe, NC) received the other Environmental Runner-Up Award. (2) Dr. John Barnes, Professor of Poultry Health Management at NC State University, received the **Distinguished Service Award** for his dedication and loyalty to the poultry industry of North Carolina. (3) Tim Brooks with American Veterinary Pharmaceuticals received the **Allied Industry Award** for his exemplary support to



NC Dept. of Agriculture Commissioner, Steve Troxler

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NCPF Elects New Board of Directors

NCPF Annual Golf Tournament

This year over 100 golfers showed up for the 44th Annual NCPF Golf Tournament held at The Grandover Resort in Greensboro, NC. Sunny skies, old friends, and high spirits gave way to another successful tournament where industry professionals could escape their offices and farms for a day of fun and networking. Six flights of golfers competed in the tournament Thursday afternoon. Following the tournament, an informal awards/recognition ceremony was held to recognize the day's top players. South East Sales, Inc. donated a \$500 gift certificate to Bass Pro Shops. For the grand prize drawing, Ted Lankford with Pilgrim's Pride won the prize drawing. The results/winners of the golf tournament are as follows:

1st Flight, 1st Place Team:

Kevin Alger & Craig Winstead—58

2nd Flight, 1st Place Team:

Jeff Stocks & Kevin Phillips—60

3rd Flight, 1st Place Team:

Matt Garner & Aaron Garner—59

4th Flight, 1st Place Team:

Paul Nordin & Casey Wilmoth—58

5th Flight, 1st Place Team & Best Overall Score:

Scott Welborn & Larry Chappell—57

6th Flight, 1st Place Team:

John Moore & Jim Shepard—58

Closest to the Pin, Hole #3:

Kim Decker

Closest to the Pin, Hole #7:

Tim Cleaver

Closest to the Pin, Hole #12:

Danny Sanders

Closest to the Pin, Hole #16:

Danny Pennington

Longest Drive Hole, #15:

Marc Hoopingarner

Special thanks to our Tournament Coordinator, Jim Stevens, for all of his hard work and dedication. Thank you Jim!

NCC Welcomes New VP of Science and Technology Dr. Ashley Peterson

August 1, 2011 – The National Chicken Council recently acquired a new Vice President of Science and Technology, Dr. Ashley Peterson. Ashley comes from the United Egg Producers, where she served as VP of Government Relations. NCC President, Mike Brown, commented, “Dr. Peterson has forged a record of excellence in scientific, technical, and governmental matters, and we are pleased she is bringing her talents and energy to NCC.” She has also worked for the American Meat Institute, serving both as the Director of Legislative Affairs and the Director of Regulatory Affairs. Dr. Peterson received a Ph.D. in Animal Science from the Univ. of Maryland, a M.S. degree in Animal Science from Michigan State Univ., and her B.S. degree from the Univ. of Kentucky.



NCPF Annual Sporting Clays Tournament

This year 30 shooters showed up for the 44th Annual Sporting Clays Tournament held at Shane's Sporting Clays in Summerfield, NC. Participants enjoyed a fun-filled morning of shooting, networking with industry professionals, and a luncheon in the afternoon. The tournament winners are pictured below with tournament coordinator, Milton Hancock.

Special thanks to our Tournament Coordinator, Milton Hancock, for all of his hard work and dedication. Thank you Milton!



1st Place: Cameron Faulkner
Shot 85 out of 100



2nd Place: John Williams
Shot 76 out of 100

Thank You to the 2011 Tournament Sponsors!

- Milton Hancock w/ Aviagen**
- Gary Hill w/ IVESCO**
- Debbie LeGette w/ Jones-Hamilton**
- Tom Cimino w/ Merial Select**
- Fred Hetzel w/ WalCo**

Welcome New NCPF President of the Board



Paul Nordin, Wayne Farms

Upcoming Events

NCSU CALS Annual Tailgate

Raleigh, NC • September 17, 2011

[NCSU Tailgate Event Homepage](#)

Contact: Scott Troutman, 919-515-7857

Poultry Production & Health Seminar

Charlotte, NC • September 20-21, 2011

www.poultryegginstitute.org/educationprograms

National Chicken Council's 57th Annual Meeting

Washington, DC • October 4-5, 2011

[NCC Annual Meeting Event Homepage](#)

Contact: Maggie Ernst, 202-296-2622

34th Annual NCSU Turkey Industry Days

Wilmington, NC • October 5-6, 2011

[Information from Last Year's Event](#)

Contact: Lynn Strother, 919-515-2621

North Carolina State Fair

Raleigh, NC • October 13-23, 2011

<http://www.ncstatefair.org/>

NC Broiler Breeder & Hatchery Mgt Conference

Statesville, NC • October 27-28, 2011

Contact: Lynn Strother, 919-515-2621

Carolina Feed Industry Association Fall Conference

Durham, NC • November 8-9, 2011

www.carolinafeed.com

Butterball, LLC Announces New CEO Rod Brenneman

September 6, 2011 – After an extensive search, the nation's largest turkey producer, Butterball, LLC, recently announced the appointment of their new CEO, Rod Brenneman. Rod has been filling the role of interim CEO for Butterball, LLC and is already familiar with the organization. He brings a wealth of pork and poultry industry experience to the Butterball team. In his new role as CEO, Rod will be overseeing all aspects of Butterball's business strategy and operations.

Prior to joining the Butterball team, Brenneman worked at Seaboard Corporation (shares equal ownership of Butterball, LLC with Maxwell Farms, LLC) since 1989 serving in various financial management positions including Vice President of Finance and Administration and



most recently as President and CEO. During his tenure at Seaboard, Rod was involved in many of the company's acquisitions and he was instrumental in building the company into one of the top pork production processing companies in the U.S. Brenneman currently serves on the Board of Directors and is on the Executive Committee for the American Meat Institute. In 2011, Rod was inducted into the Oklahoma Pork Hall of Fame.

Walter Pelletier, President of Maxwell Farms, LLC, commented: "I am pleased to welcome Rod to the helm of Butterball, and I look forward to utilizing his valuable knowledge and vision in corporate leadership to continue to build the Butterball brand. He will provide instrumental strategic corporate insight to strengthen Butterball's business operations while helping the company maintain committed to its core goals."

"I am honored to be chosen to lead Butterball through this next chapter," said Brenneman. "It is important to continue to build upon the principles that have made this company so strong, while ensuring our operations remain flexible in this challenging economy."

NC Poultry Federation Industry Award Winners

Westbrook Bros. Farm Wins Environmental Award

NCPF presented the 2011 Environmental Award to Anthony, Eldridge, and Eric Westbrook (Four Oaks, NC) at their Annual Awards Banquet on August 11, 2011. Commissioner of Agriculture, Steve Troxler, assisted NCPF Board President, Kendall Casey of Perdue Farms, with presenting the award to the Westbrook family in recognition of their dedication to farm and environmental stewardship.

The Westbrook Farm is a fourth generation family farm that began as a 150 acre row crop farm in 1966. Today they have a total of eight turkey houses growing 40,000 super toms for Butterball, LLC. and farm over 600 acres including tobacco, wheat, rye, corn, soybeans, and hay. The Westbrook Farm's top priority is to be a strong environmental steward of their land and promote practices that ensure the family farm and land will continue to be safe and productive for their children, grandchildren, and future generations. The Westbrook family is committed to best management practices that are a part of their daily routine. The Westbrook family commented, "On our farm, we view environmental stewardship as our responsibility and our moral duty to preserve the land, water, and air; not only for our family's future, but also for our neighbors' sake."

Congratulations to the Westbrook Brothers Farm, winner of the 2011 NC Poultry Federation Environmental Award!



Tim Brooks Wins Allied Industry Award

NCPF presented the 2011 Allied Industry Award to Tim Brooks of American Veterinary Pharmaceuticals for his exemplary support to the poultry industry of North Carolina. Tom Cimino of Merial Select (winner of the 2010 award) presented this year's award to Tim.

In 1981, Tim starting working at Mac-Page Animal Health and spent the next 20 years there as a distribution/sales rep. During that time, Mac-Page went through four acquisitions allowing Tim to work for Central Soy, ADM, Wynco and Ivesco. Tim eventually ended up with the company he works for today, American Veterinary Pharmaceuticals.

Over the past 30 years, Tim has traveled extensively in the Southeast, solving industry problems. Tim's favorite part of working with the live production professionals is that the people are "down to earth" with "good values". He enjoys finding innovative solutions to evolving problems. Tim is



Congratulations to Tim Brooks (pictured left), winner of the 2011 NC Poultry Federation Allied Industry Award!

hands on all aspects of his life, from customer service in the poultry industry to community projects at his church. Tim says, "I'm better in action with my hands, than sitting on my backside in the office or in a pew."

Dr. John Barnes Wins Distinguished Service Award

NCPF presented the 2011 Distinguished Service Award to Dr. John Barnes of NC State University for his outstanding service and loyalty to the poultry industry of North Carolina. Unfortunately Dr. Barnes was unable to attend the banquet to personally accept his award.

Dr. Barnes is a professor of Poultry Health Management in the Dept. of Population Health & Pathobiology at NC State University's Center of Veterinarian Medicine. He holds a B.S. and DVM from Kansas State Univ. and Ph.D. from Ahmadu Bello Univ. in Nigeria. He is also a Diplomat in the American College of Veterinary Pathologists and the American College of Poultry Veterinarians.

Dr. Barnes was very instrumental, several years back, in helping the NC Turkey industry solve the severe form of poultry enteritis complex know as Poult Enteritis Mortality Syndrome (PEMS). Throughout his career, Dr. Barnes has earned many accomplishments including; (1)receiving numerous appointments and honors at the NCSU College of Veterinary Medicine, (2) served as past president of the American Association of Avian Pathologists, and (3) helped publish over 17 scientific papers and authored over eight professional book chapters.

Congratulations to Dr. John Barnes, winner of the 2011 NCPF Distinguished Service Award!

Gooden & Purser Win Environmental Runner-Up Awards

The North Carolina Poultry Federation presented the 2011 Environmental Runner-Up Awards to Channing & David Gooden (Elizabethtown, NC) and Roddy Purser of White Rock Farms (Monroe, NC) at their Annual Awards Banquet on August 11, 2011. Commissioner of Agriculture, Steve Troxler, assisted NCPF Board President, Kendall Casey of Perdue Farms, with presenting one of the awards to Channing & David in recognition of their dedication to farm and environmental stewardship (*pictured below*). Unfortunately, Roddy was unable to attend the banquet to personally accept his award. A brief bio about each winner is below.

The Gooden Farm, a family operation for generations, entered into the contract swine business with Prestage Farms in the early 90's. In 2007, they diversified their farm to include a turkey brooder hub. Today they brood 32,500 toms of 42,000 hens per flock and farm over 450 acres. The Gooden family volunteers their farm for various education events, and local county extensions use the farm as an example for local agro tourism. David and Channing are both active on local and state agricultural boards. Environmental stewardship for the Gooden family means "doing the best job you can and leaving the environment better than you found it".



White Rock Farms, a family owned operation, began in 1998 with a 2,200 sow farrow to wean farm with Cargill. Eventually they added broiler breeder hens to diversify and today the farm contracts over 44,000 hens with Tyson Foods. White Rock Farms was selected as a 2011 Area VIII Farm Conservation Family of the Year. Roddy serves on the board of local and state livestock associations. Roddy is always looking for new ways to improve his operation and strives to put conservation practices in place that will enhance the environment. He commented, "When we take the environment that is given to us and we make it better and stronger by the decisions we make, that's environmental stewardship".

Congratulations to Channing Gooden, David Gooden, & Roddy Purser, winners of the 2011 NCPF Environmental Runner-Up Awards!

NCPF Elects a New Board of Directors for 2011-12

The NC Poultry Federation elected their Board of Directors for the upcoming 2011-12 year at their recent Annual Meeting in Greensboro, NC. The new Board has 30 members, a majority of which are continuing their service for another term and five new members. The new members



include: Andrew Boyles with Tyson Foods, Inc; John Brinn with Hyde County Egg Farm; Tom King with Phibro Animal Health; Ted Lankford with Pilgrim's Pride; and Neal Walsh with Butterball, LLC. A new Executive Board was also elected for the 2011-21 term with Paul Nordin of Wayne Farms serving as President. The new Executive Board is pictured to the left.

NCPF 2011-12 Executive Board: L to R: Jeff Hancock, Secretary-Treasurer; Scott Prestage, 1st VP; Paul Nordin, President; Dan Peugh, 2nd VP; Kendall Casey, Past President

2011-2012 NCPF BOARD OF DIRECTORS

EXECUTIVE BOARD

Paul Nordin, President

Wayne Farms

Scott Prestage, 1st Vice President

Prestage Farms, Inc.

Dan Peugh, 2nd Vice President

Allen's Hatchery

Jeff Hancock, Secretary-Treasurer

Tyson Foods

Kendall Casey, Past President

Perdue Farms

David Anderson
Butterball, LLC

Terry Maness
Perdue Farms

Jeff Beavers
Mountaire Farms

Darryl Moore
Mountaire Farms

Andrew Boyles
Tyson Foods, Inc.

Connie Ozment
Valley Proteins, Inc.

John Brinn
Hyde County Egg Farm

Ronnie Parker
Circle S Ranch

Tommy Furlough
Cal-Maine Foods

Tommy Porter Jr.
Porter Farms

Charles Glass
Tyson Foods, Inc.

Charles Rigdon
Case Farms

Todd Huneycutt
Huneycutt Bros. Farm

Danny Sanders
Pilgrim's Pride

Alice Johnson
Butterball, LLC

Richard Simpson
Simpson's Eggs

Bob Johnson
House of Raeford

Jeff Stalls
Perdue Farms

Cowan Johnson
House of Raeford

Neal Walsh
Butterball, LLC

Tom King
Phibro Animal Health

Richard Williams
Townsend's, Inc.

Ted Lankford
Pilgrim's Pride

Debbie Worley
Worley Farms

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Co-ops, Inc., Progress Energy, Smithway, Inc., Vector Packaging

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Kerry Ingredients & Flavours, South East Sales Inc., Unicon, Inc.,
Union Washing Service, Inc.

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YOUR GENEROUS SUPPORT !!**