**Viewpoint**

Compiled by Barbara Olejnik, Associate Editor
770-718-3440
bolejnik@poultryandeggnews.com

## NCPF promotes ‘Positively Poultry’

**By Robert Ford**
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RALEIGH, N.C. — North Carolina continues its progress in the state’s rich history of poultry production. Today, North Carolina — ranked second in the nation for turkey production — is a dedicated and innovative leader in the poultry industry. The state’s poultry industry has vastly expanded: reaching both domestic and international markets, and has exhibited significant advancements in agricultural education. Recently, the North Carolina Poultry Federation decided to leverage North Carolina’s strong history in agriculture through the “Positively Poultry” campaign that raises awareness of the economic, environmental and nutritional impact the poultry industry has on the state. Although North Carolina’s agriculture industry is strong today, it has experienced hardships along the way.

According to the North Carolina Department of Agriculture & Consumer Services (NCDA&CS), agriculture has consistently served as a prominent industry in the state, dating back to when the ‘slash and burn’ technique of cutting and burning forests down was used to overcome poor soil conditions. In 1790, 93 percent of the U.S. population was rural and consisted of mostly farmers, but by 1990, barely 2 percent of the population were farmers. At the onset of the Civil War, there were approximately 69,000 farms, 121 planters and 85,198 farmers in North Carolina, shrinking greatly following the war and resulting in a nearly bankrupt industry.

With the beginning of World War I, agriculture and forestry reaped temporary prosperity. But the twenties and thirties brought the Depression, which produced a grim outlook for agriculture not only in the state but throughout the nation. The national farm income drastically decreased from $16.9 billion in 1919 to $5.3 billion in 1932. During this time, the rural pattern in North Carolina consisted of small farms, poverty and a poor standard of living. The scenic Tar Heel state deteriorated as it bore land abuse and severe soil erosion.

In 1933 and 1938, the Agricultural Adjustment Act was passed in hopes of stabilizing production and raising returns to farmers. Unfortunately, it was not until World War II that North Carolina’s agricultural industry reached a major turning point. War prosperity, along with returning veterans, contributed to the largest number of farms in state history.

Today, the NCDA&CS classifies North Carolina as one of the most diversified agriculture states in the nation. Under natural conditions, the state’s soils are too low in plant nutrients to sustain crop production. But by shifting cultivation, which consists of clearing land, growing crops and deserting the area until soil regains its fertility, North Carolina’s innovative farmers have been able to overcome this obstacle and produce a wide variety of crops. In fact, North Carolina produces more tobacco and sweet potatoes than any other state and ranks second in Christmas tree cash receipts, as well as the production of hogs and turkeys. North Carolina is also third in the production of peanuts according to the Library of Congress.

Throughout the years, North Carolina has matured from a once predominantly subsistent agriculture state to a leading animal agriculture competitor in the world market.

In a period where unemployment continues to increase and consumer spending is low, the state’s agricultural industry — particularly poultry — has been able to surmount the slow economy. Currently, the poultry industry supports more than 110,000 jobs in North Carolina and has an estimated economic impact valued at $12.8 billion per year, according to Dr. Kelly Zering, associate professor, Agricultural and Resource Economics at North Carolina State University. There are close to 5,700 North Carolina families that produce poultry on their farms and an additional 30,000 who are directly employed in some aspect of poultry production or processing. In 2009, chickens, turkeys and eggs combined for a total poultry farm income of more than $3.37 billion.

The future of the poultry industry is forecasted to be optimistic. On average, an American consumes 90 pounds of chicken, 17 pounds of turkey and 20 dozen eggs per year. Poultry production is expected to grow within the decade, which will help meet the food needs of the growing population. As poultry consumption increases, so does the importance of raising healthy, nutritious and safe poultry products.

**NCPF encourages ‘Positively Poultry’**

The North Carolina Poultry Federation (NCPF) recently launched a new advertising campaign. The “Positively Poultry” campaign is designed to raise awareness of the economic, environmental and nutritional impact the poultry industry has on the state. The campaign’s primary goal is to increase the public’s understanding of the poultry industry and its contributions to North Carolina’s economy.

The campaign features a series of advertisements that highlight the benefits of the poultry industry. The campaign’s tagline, “Positively Poultry,” is meant to reflect the positive impact poultry has on the state’s economy and environment.

The campaign’s advertisements emphasize the importance of the poultry industry in North Carolina. The campaign features images of chickens, turkeys and eggs, and includes information about the economic impact of the poultry industry. The campaign also highlights the environmental benefits of the poultry industry, such as the use of renewable resources and the production of bioenergy.

North Carolina is a leading poultry producer in the United States, and the poultry industry is a significant contributor to the state’s economy. The campaign’s goal is to increase the public’s understanding of the poultry industry’s contributions to the state’s economy and environment.

The campaign is designed to reach both domestic and international markets. The campaign features advertisements in print media, such as newspapers and magazines, as well as online advertising.

The campaign’s success will depend on its ability to reach the target audience and effectively communicate the benefits of the poultry industry. The campaign’s success will also depend on the support of the poultry industry and its stakeholders.

The North Carolina Poultry Federation (NCPF) is a non-profit organization that represents the poultry industry in North Carolina. The NCPF is committed to promoting the benefits of the poultry industry and to protecting its members’ interests.

The “Positively Poultry” campaign is an important step in increasing the public’s understanding of the poultry industry and its contributions to North Carolina’s economy and environment. The campaign’s success will depend on the support of the poultry industry and its stakeholders.
**Pressure**

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...pads, just inside the tunnel doors, at 1/4 house, 1/2 house, 20 feet past the 1/2 house curtain, 20 feet from the tunnel fans and at the tunnel inlet end wall. Average house air velocity was determined by measuring air velocity in 15 locations across the cross section of the house approximately 50 feet from the tunnel fans.

With all the tunnel fans operating, the average air speed was determined to be 705 feet/minute. The static pressure at the pads was measured by standing in the "dog house" (half way along the length of the pads) and placing the "high" static pressure tube outside the house. A magnehelic pressure gauge as well as the "high pressure" tube running outside the house was placed at ground level to minimize the amount of air movement over the tubes which can affect the accuracy of a static pressure measurement. The pressure difference between outside and inside the dog house (pad pressure) was found to be 0.045 inches.

Next the magnelhec unit was moved just inside the tunnel doors and again placed at floor level while the tube leading outside the house remained at ground level just outside the pads and a pressure difference of 0.065 inches was measured. This location provided a measure of the total static pressure or work required to pull the air through the pads and the tunnel doors. Since static pressure is additive, by subtracting the pad pressure (0.045 inches) from the total inlet pressure (0.065 inches), the tunnel door portion of the total inlet pressure was determined to be 0.02 inches (0.065 inches - 0.045 inches = 0.02 inches). The two-point pressure increase was the result of air from the 5-foot-tall pads speeding up to move through the relatively small 40 inch tunnel door opening.

Static pressure was then measured approximately 140 feet from the tunnel inlet end wall (1/4 house) where the static pressure increased to 0.12 inches. This relatively large increase in pressure (0.055 inches) was a result of the air transitioning from the relatively large tunnel door openings (833 square feet) into the small cross-sectional area of the house (460 square feet). Since the cross-sectional area of the house was roughly half that of the tunnel door opening, the air velocity doubled as it entered into the cross-sectional area of the house. An increase in air speed will always be accompanied by an increase in static pressure/work. The greater the increase in velocity, the greater the increase in pressure.

Immediately before to the half house curtain, the static pressure increased yet again to 0.135 inches. Though there was no change in average air velocity between the quarter and half house there is "pipe" friction that resists the flow of air down the house which results in an increase in static pressure.

The air's passage under the half house resulted in a momentary increase in air speed which resulted in an increase of static pressure of another point and a half (measured 20 feet past the 1/2 house curtain), bringing the total to 0.15 inches. "Pipe friction" from 20 feet past the half house curtain to 20 feet from the tunnel fans (approximately 200 feet) resulted in an additional two points of pressure, bringing the total static pressure the fans were working against to 0.17 inches.

It is important to realize that the relatively high static pressure measured at the fan end of this particular house was primarily a result of the high air speed this house was capable of producing. When a portion of the fans were turned off and the average air speed decreased to 540 feet/minute, there was a decrease in total static pressure measured by the tunnel fans from 0.17 inches to 0.105 inches, a difference of 0.065 inches. This drastic decrease in pressure was due to the relationship between air velocity in pressure, namely that if you double the velocity of a fluid, the pressure/work required to move a fluid through pipe or fitting increases four fold. So in this case when the air velocity was cut by 30 percent, the total static pressure decreased by approximately 60 percent.

In most houses with tunnel velocities in the 450 to 550 feet/minute per range, you will not tend to see large differences in pressure between the 1/4 house and the tunnel fan end of a house and as a result the static pressure measured by controllers (typically located at the center of a house) will be within a point or two of the total pressure the fans are working against. But there are a couple of exceptions to this rule: houses with baffle/deflector curtains and broiler breeder houses. In both these instances the exhaust fans may have to work hard to pull the air from the center of the house to the tunnel fans due to fact that baffle curtains, as do nests and slats, act as impediments to the flow of air down a house. In these houses, the pressure at the tunnel fans may be up to five points higher than the fans at the center of the house. As a result, it is important that pressure is checked from time to time 20 feet from the tunnel fans, with all fans operating, to determine the total pressure difference of 0.065 inches just outside the pads and a pressure at the tunnel fans may be up to five points higher than the fans at the center of the house. As a result, it is important that pressure is checked from time to time 20 feet from the tunnel fans, with all fans operating, to determine the total static pressure.

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**Ford**

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try consumption continues to increase, USDA projects that poultry will exceed red meat consumption for the first time in the year 2018. This projected increase has positive implications for the further growth of North Carolina’s poultry production.

As the poultry industry continues to compete domestically and internationally in sales, it is also beginning to make strides in the field of education. With only six comprehensive higher education departments of poultry science nationally, industry leaders are endorsing programs that help educate students on safe agricultural practices. North Carolina State University, founded in 1887, has made an immense contribution to the development of North Carolina farming. The university’s research, Extension programs and education have vastly improved the state’s agriculture and rural communities by exposing students to the role of proper food safety practices and teaching them to develop, implement and manage them effectively.

The importance of agriculture and the role it plays in North Carolina’s culture and economy is often overlooked. “Positively Poultry,” the North Carolina Poultry Federation’s new campaign, aims to increase awareness of the value of poultry in the state. The campaign runs from January through June 2011 and features radio, TV, direct mail and ad/sponsorship logo trailers to highlight the economic, environmental and nutritional values the poultry industry boasts. In regards to the environment, the poultry industry promotes higher air quality, increased organic nutrients for land and consideration for ground and surface water usage.

Over the years, the poultry industry has grown into a dynamic trade that shapes the local community by promoting a stronger economy, environmental responsibility and a healthier lifestyle. With increasing educational programs and advances in agricultural production technology, the industry should continue to expand and develop in North Carolina and throughout the nation.

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**Regional Sales Manager**

Travel: 75% or more of working days

Territory: Iowa, Dakotas, Minnesota, Nebraska, Missouri

**Duties and Responsibilities:**

Promote Big Dutchman products and services in the area of floor equipment (broilers, breeders, and turkeys). Support and develop distribution within the designated territory. Provide market intelligence in general, including feedback on price competitiveness in the field. Identify product opportunities and deficiencies. Implement sales programs to increase sales, product mix, and market penetration. Work cooperatively with floor customer service and other BD departments. Assist in collection. Other tasks assigned by the Director of Floor Sales.

**Qualifications:**

Minimum of 5 years of sales experience or a combination of background and personal skills strong and convincing enough to wave this requirement • Good knowledge of broilers and/or turkey industry • Sales Experience • Excellent computer skills • Good written and oral communication skills • College degree preferred, but not required

Big Dutchman offers a competitive compensation package, along with great company benefits and car allowance program. Benefits package include: Health/Dental Insurance, Life and Disability Insurance, 401K Program with company match, along with Vacation/ Holiday days

Please send resume and salary expectations to:

Beth Velderman/HR Manager

3900 John F. Donnelly Drive • Holland, MI 49424

bvelderman@bigdutchmanusa.com • Confidential Fax 616-392-5839