Turkey Industry Pioneer Bill Prestage Receives NTF Lifetime Achievement Award

SAN ANTONIO – Feb. 13, 2010 – The National Turkey Federation (NTF) honored Bill Prestage, founder of Prestage Farms, Clinton, N.C., with the NTF Lifetime Achievement Award during the NTF Annual Convention.

In presenting the award, Bill’s three sons, John, Ron and Scott, executives with Prestage Farms, spoke about how their father grew his single turkey operation into a fully integrated business.

Bill Prestage joined the turkey business in 1967 when he purchased share in Carroll’s Mill, where he pioneered new and innovative production practices like moving birds inside to better control their environment and provide optimum growth opportunities.

Scott Prestage said, “Dad perfected this new way of growing turkeys and then carried these practices into the swine production business, and within a few years the company had become a significant player in both poultry and swine production.”

In 1983 Bill Prestage sold his share in Carroll’s Foods and went back into the turkey business with wife Marsha and sons John and Scott to create Prestage Farms. With 22 employees and 18 contract growers, Prestage Farms produced 8 million pounds of turkey in its first year of operation.

Prestage’s turkey operation went to new heights in 1993 with the construction of the world’s largest...
Tyson Foods Donates 8.6 Million Pounds of Protein in 2009

Tyson Foods continued its hunger relief efforts during 2009 by donating more than 8.6 million pounds of protein to food banks across the nation. In addition, the company undertook several initiatives designed to help raise awareness for the cause of hunger and its growing impact on Americans.

**2009 donations by the numbers**

- Tyson donated 8,619,029 million pounds of chicken, beef and pork.
- These donations are the equivalent of 34.4 million meals – enough for one meal for every resident in America’s top 20 largest cities.
- The protein was donated to more than 40 food banks, who distribute the food to local non-profits and food pantries directly providing food to those in need.
- The donations were made in 28 states.

Tyson has been active in hunger relief work since 2000. Since that time, the company has provided more than 260 million meals to individuals and families across the country by donating 71 million pounds of protein.

Perdue is First and Only Chicken Company to Receive USDA Process Verified Seal

Perdue Farms Inc. is introducing PERDUE® fresh, all natural chicken products with the premier third-party stamp of approval, the USDA Process Verified Seal, in North Carolina. Perdue is the first and only chicken company to receive this seal of verification for its practices and be allowed to make the claim on its product packaging. Products carrying the seal include PERDUE® fresh, all natural whole chickens and bone-in parts as well as PERDUE® FIT & EASY® boneless, skinless chicken products.

“"The seal verifies our chickens are fed an all vegetarian diet, with no animal by-products. It also verifies they are raised cage free and humanely raised,” said Jim Perdue, Chairman of Perdue.

The USDA Process Verified Seal indicates that USDA has audited the company’s processes behind claims made on the product’s packaging. Products carrying the Humanely Raised claim are verified to come from birds raised in accordance with the Perdue Farms Poultry Welfare Program, which ensures humane treatment of chickens from hatching through processing.

Poultry Industry Set for 2010 Rebound

ATLANTA, GA - The coming year will be a profitable one for U.S. broiler producers, and the U.S. economy will continue its recovery from recession this year, according to a panel of economists who spoke at the 2010 Poultry Market Intelligence Forum held during the International Poultry Expo. READ MORE: [http://bit.ly/c5lIq0](http://bit.ly/c5lIq0)
EPA’s ethanol calculations flawed, say professors

A recent EPA announcement that corn-based ethanol achieves a 21% greenhouse gas reduction compared to gasoline is based on false accounting assumptions and could actually lead to more fossil fuel consumption, according to Cornell University economists whose research will be released in March in the journal *Applied Economics Perspectives and Policy*.

Harry de Gorter and David Just, professors of applied economics and management at Cornell, note that EPA’s calculations assume, for example, that every gallon of ethanol produced will result in a gallon of gasoline that will not be burned. “It’s just a flawed concept. It makes no sense,” Just said in a statement. “Most of that saved gasoline will likely be burned somewhere else with potentially dirtier technology, such as China.” The pair also criticizes the subsidy and mandate program. “By having both an ethanol subsidy and a mandate for its consumption, the government will increase global fuel supply, and the subsidy will actually subsidize oil consumption,” de Gorter explained. “A more effective policy would have a mandate alone and get rid of taxpayer funded subsidies.”

U.S.D.A. opens small plant help desk

The U.S.D.A. Food Safety and Inspection Service (FSIS) announced the opening of its new small plant help-desk, which will provide for operators of small and very small meat, poultry and processed egg products establishments seeking help with agency requirements with direct access to knowledgeable staff specialists. The help-desk also will provide assistance to state and local food regulatory agencies – FSIS’ partners in keeping meat, poultry and egg products safe for consumers.

The new help-desk will support USDA’s “Know Your Farmer, Know Your Food” initiative by helping small processors to reduce the time and expense of dealing with agency requirements. More information on the “Know Your Farmer, Know Your Food” initiative can be found at: [www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer).

The FSIS small plant help-desk will serve as a "one-stop shop" for plant owners and operators. FSIS staff will assess callers' requests and provide information and guidance materials that best meet their needs. When an answer is not readily available, staff will research the issue and follow-up with the caller. As appropriate, the help-desk will provide a portal to other services.

The help-desk is open from 8:00 a.m. - 4:00 p.m. EST, Monday through Friday, excluding Federal holidays. Call 1-877-FSISHelp (1-877-374-7435) or email InfoSource@fsis.usda.gov.

April is North Carolina’s Poultry Month once again

The proclamation of April as North Carolina’s Poultry Month is presented to Commissioner Steven Troxler by NCPF Executive Director Bob Ford.

Again for 2010 the poultry industry is recognized for the month of April. In her official proclamation highlighting the industry, Governor Bev Perdue notes: "North Carolina’s poultry industry is the top agricultural enterprise in our state, with North Carolina farm families producing poultry products valued at more than $3.34 billion." She further notes in praise of the state’s poultry industry that North Carolina "significantly bolsters our state economy and provides nutritious, wholesome food to North Carolina families and other consumers across America and the world."

Legislative Updates  The NC General Assembly reconvenes in May for a short session. We will have updates for you on NCPF efforts to monitor and engage our representatives on your behalf in our next newsletter.
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%; top-ranked for all commodity sales.

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S.E. Prevention Rule for Shell Eggs effective July 2010

With FDA’s announced S.E. Prevention Rule for Shell Eggs becoming effective July 9, 2010, it has caused lots of questions and concerns. The rule identifies the requirements for environmental testing of houses with follow up testing of eggs should there be any environmental S.E. positive detected. The rule requires that eggs from any house with an environmental positive must conduct 4-egg test of 1,000 eggs each at 2-week intervals. If any of the 4-egg tests are positive, you must divert eggs to pasteurization until 4 consecutive S.E. negative tests are achieved.

About the National Turkey Federation
The National Turkey Federation is the national advocate for all segments of the $8 billion turkey industry, providing services and conducting activities that increase demand for its members’ products by protecting and enhancing their ability to profitably provide wholesome, high-quality, nutritious products.

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Until next time, we continue to go to bat for our valued members and partners. We look forward to serving you through 2010.
NC Poultry Federation www.ncpoultry.org  |  4020 Barrett Dr., Ste. 102  Raleigh, NC 27603  |  919-783-8218 office  919-783-8220

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Visit http://bit.ly/agp0zy for full descriptions of these and other events.

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May 14-15, 2010  |  Charles Stark  (919) 515-5399

NC BROILER SUPERVISORS’ SHORT COURSE
April 15, 2010  |  Edgar Oviedo  (919) 515-5391

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NCDA & CS PRESENT  GOT TO BE NC ANNUAL FESTIVAL & EXPO  May 21-23, 2010  |  Kim Decker  (919) 733-7125

Upcoming Events
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Prestage (continued from p1)

single-stage hatchery and the capability of setting up to 650,000 eggs per week. The turkey division expanded into South Carolina in 1994, bought the Rocco turkey processing plant in St. Pauls, N.C., in 2000, and began development of a Prestage Foods label. Today, Prestage Farms produces 450 million pounds of turkey and 750 million pounds of pork annually. Prestage now employs over 1,800 associates and contracts with over 700 farm families.

John noted the characteristics that make Bill Prestage deserving of such an award. “His humility and commitment to the community is visible in the many honors he has won for volunteerism and distinction,” John said. Bill Prestage has served as president of both NTF and the N.C. Turkey Federation as well as the Board of Directors for N.C. Natural Gas and Smithfield Foods.

John concluded, “The Lifetime Achievement Award is for those who have given their lives to the turkey industry and left it better off for their efforts – that sums up our father perfectly.”

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