

# INSIGHT



## W. Milton Hendrixson & Blake D. Lovette inducted into the Poultry Hall of Fame!

The North Carolina Poultry Federation held the 2010 Hall of Fame Awards Ceremony & Honorary Luncheon on November 4, 2010 at the NC State University Club in Raleigh, NC. This year the poultry industry welcomed two recipients into the Hall of Fame, W. Milton Hendrixson and Blake D. Lovette.

Previous Hall of Fame winners, various members of the poultry industry, and special guests gathered on Thursday afternoon for lunch, which was followed by the awards presentation.



*Tom Shelton of Case Foods presented the Hall of Fame award to Blake D. Lovette.*



*Walter Pelletier of Goldsboro Milling Company presented the Hall of Fame award to Milt Hendrixson.*

Friends, co-workers, and family members of both recipients attended the event to support Milt and Blake at this honorary event.

The North Carolina Poultry Federation was proud to present the 2010 Hall of Fame Award to Milt Hendrixson & Blake Lovette. Congratulations to both recipients!

*(Biographies for the recipients are on Pgs. 3-4)*

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## Butterball donates 75,000 pounds of turkey for Thanksgiving !

Butterball, LLC donated 75,000 pounds of turkey for the Thanksgiving holiday. Turkeys went to soup kitchens, military facilities, and corporate locations in Arkansas, Colorado, Missouri, and North Carolina.

Butterball's CEO, Keith Shoemaker, commented "We are honored to help make the holidays a bit brighter and more celebratory by providing folks with turkeys to enjoy as the centerpiece of their meal."

He continued to say, "The reality though is that this is only a drop in the bucket. You always wish you could do more, and I know that there are others in the meat and poultry industry that are making donations and working to provide hunger relief."

In 2010, Butterball donated 330,000 pounds of turkey to charitable organizations.

Shoemaker said, "We are thankful for the opportunity to join with individuals and organizations in our communities to support the valiant nonprofit organizations that help meet the needs of the community every day."

### Hatchery Breeder Clinic

Atlanta, GA

January 25-26, 2011

[www.poultryegginstitute.org/educationprograms](http://www.poultryegginstitute.org/educationprograms)

### International Poultry Expo

Atlanta, GA

January 26-28, 2011

[www.internationalpoultryexposition.com](http://www.internationalpoultryexposition.com)

### NC State Poultry Science Alumni Gathering

*(part of the Int'l Poultry Expo conference)*

Atlanta, GA

January 27, 2011

[www.cals.ncsu.edu/poultry/poultry-science-news.php](http://www.cals.ncsu.edu/poultry/poultry-science-news.php)

### National Turkey Federation's Annual Meeting

Tuscon, AZ

February 9-12, 2011

Call NTF at (202) 898-0100 for more information

### Environmental Management Seminar

Nashville, TN

March 9-10, 2011

[www.poultryegginstitute.org/educationprograms](http://www.poultryegginstitute.org/educationprograms)

### Feed Mill Management Seminar

Nashville, TN

March 23-24, 2011

[www.poultryegginstitute.org/educationprograms](http://www.poultryegginstitute.org/educationprograms)

UPCOMING  
POULTRY  
EVENTS

## W. Milton Hendrixson

A native of Georgetown, Ohio, Milton spent most of his early life in Marietta, Ohio. During his college years at Finn College (now Cleveland State University), an aptitude evaluation suggested that Milton should pursue a career in agriculture. At the time, he was insulted because he considered himself an engineer. Later, another aptitude yielded similar results. This time he replied, "Sometimes you just can't avoid one's fate".

Thus began Milton's career in agriculture. Milton's first job involved laboratory work with Thompson Aircraft. He then moved on to manage the lab for Kentucky Chemical, which was eventually bought out by Provico Feeds in Cincinnati, Ohio. At this point in his career, Milton realized that he needed additional scientific training. Subsequently, he enrolled in bacteriology classes at the University of Cincinnati, and in various nutrition classes at other institutions of higher learning. Early in his employment, Milton traveled to many states selling feed and offering nutritional knowledge. This opportunity allowed him to meet many people that he has sustained relationships with over the years.

Milton was always a dedicated worker that cared deeply about the interests of the farms and their birds. At one point in his career, many area poultry farms experienced excessive mortality, and producers couldn't get timely results from the state laboratory to assist in diagnosis and intervention of the disease problem. Always a leader, Milton took it upon himself to produce and offer these farmers quick laboratory results, regardless of whether or not they were a current feed customer. Not surprisingly, this kindness gained him and his employer some new customers. In 1958, Milton took a job with Browning Turkey Farms in Winchester, Kentucky. Browning hatched, raised, and processed turkeys. In 1967, Milton joined Goldsboro Milling Company in Goldsboro, North Carolina.



Milton was blessed with a wonderful family including his wife of many years Bessie (deceased) and children Owen (deceased), Marilyn, and Holly. In addition to being a dedicated family man and employee, Milton also volunteered his talents and services to his community. Through the years Milton was active in the Kiwanis Club, a global volunteer organization that helps children around the world. He was also a deacon and an elder in his church. Milton currently resides in Goldsboro, North Carolina, and still works part-time for Goldsboro Milling Company. Anyone who has the privilege of knowing Milton can affirm that he is a kind, generous person who loves talking with others and sharing stories. Throughout his career, he has been a dedicated professional and has made significant contributions to the poultry industry of North Carolina.

## Blake D. Lovette

Blake Lovette was one of seven children growing up on his family's farm in Millers Creek, North Carolina. Growing up, Blake's parents taught him a keen work ethic as he worked with his siblings to help maintain the family farm.

After graduating in 1965 from NC State University with a degree in poultry science and business, Blake began his long and successful career in the poultry industry. After graduating, Blake went to work in quality care for Holly Farms. Two years later, Blake became a Holly Plant Manager in Virginia, followed by the position of Vice President and Division Manager. In 1976, he returned to Wilkes, NC and was named Executive Vice President for Holly Farms. In 1978, Blake left Holly Farms and moved to Arkansas to become the Executive Vice President and General Manager of Valmac Industries Inc. Only a year later, Blake was named President and Chief Operating Officer. During his six years with Valmac, he developed the Tasty-bird line of value added products, developed unique plant to store distribution systems for fast food stores, and transformed the company from a commodity business to a highly respected foodservice marketing business. In 1985, Blake left Valmac to become the President of Shenandoah Products, which is a Perdue Farms production and marketing business. Three years later, Blake's brother, Fred Lovette, passed away, and Blake returned to Holly Farms to serve as their President and Chief Operating Officer. Blake held this top position with Holly Farms through the transition period in which Tyson Foods acquired Holly Farms.

In the fall of 1990 Blake left Tyson Foods and bought the company his father started, the Lovette Company. Blake owned and operated the wholesale meat and poultry distributor until he sold it to ConAgra Poultry Company in 1998. Blake then served as the President of ConAgra from 1998 until he retired in 2003. That same year, Pilgrim's Pride acquired ConAgra and became the second largest poultry producer in the nation. From 2004 through 2009, Blake served on the board of Pilgrim's Pride.



Although Blake Lovette is currently retired he is still active in the poultry industry and in his community. Blake currently works as a consultant for the poultry industry and owns his own Auto Spa. Blake serves as a board member for Morris & Associates, the Chairman of the Wilkes Economic Development Corporation, and was Chairman of the Wilkes Regional Medical Center Board. He is a member of First United Methodist Church in Wilkesboro and has been a strong supporter of the Rainbow Center of Wilkes, Health Foundation, Yadkin River Greenway, Old Wilkes Inc., and other local organizations.

In addition to being a dedicated worker for his community and for the poultry industry, Blake is a true family man. Blake was married to Wilkes native Julia Wooten Lovette for 45 years. Mrs. Lovette unfortunately passed away in December 2008. Blake has three daughters; Sena Lovette Brown, Angela Lovette Ware, and Amy Lovette Lankford. When the poultry industry isn't occupying Blake's time, he enjoys spending time

## Newsworthy....

### Butterball purchased by Maxwell Farms & Seaboard Corporation

On December 7, 2010 the announcement was made that Maxwell Farms LLC and Seaboard Corporation recently purchased the well known Butterball LLC. The purchase began back in March with a buy/sell agreement. The two buyers are now equal partners in the brand.

President and CEO of Seaboard, Steve Bresky, said, "Butterball is an iconic brand name in the United States, representing superior quality, outstanding value and excellent customer service." He further commented, "We look forward to our participation with the Butterball management team and the Maxwell group and bringing additional value to this great company."

### Rocky Mount Survey shows Strong Support for Sanderson Farms Facility

On December 9, 2010, the Rocky Mount Area Chamber of Commerce announced that a recent member survey showed strong support for the proposed Sanderson Farms facility in Nash County. Chairman Fred Turnage said the proposed plant was supported by 75% of the members, with 8.6% opposing, and 16.3% thinking the Chamber shouldn't take a position in this situation.

Turnage commented that most of the supporters were in favor of the facility because they believed it had the potential to create jobs. Those opposing were primarily concerned with environmental issues. Both sides however stated a desire for continued work by officials on issues related to the environmental impact, workforce, and water supply. A copy of the survey can be found online at [www.rockymountchamber.org](http://www.rockymountchamber.org).

### USDA Cost-Benefit Analysis of GIPSA Proposed Rule

Secretary of Agriculture, Tom Vilsack, recently announced that USDA will conduct a cost-benefit analysis of the rule on competition proposed by the Grain Inspection Packers and Stockyards Administration. "A far more vigorous cost benefit analysis will be conducted", Vilsack added as part of the agency's review of tens of thousands of comments filed by the public. After the cost benefit analysis is completed, the rule will be re-drafted as necessary, sent through a USDA approval process, and then submitted to the White House for review before publication.

Secretary Vilsack further commented that this process would, "probably take some time", but did not provide an estimate of how long. He said, "I don't want anyone to think that this will be rushed through the process. That should not happen and will not happen."

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