

# WATT Poultry USA

The magazine for the integrated poultry industry



» EXCLUSIVE SURVEY  
**2012 RANKINGS**



# TOP POULTRY COMPANIES



**PLUS** Broiler rankings by ready-to-cook production,  
Turkey rankings by total liveweight production, Top company profiles



➔ Digital version at [www.wattpoultryusa-digital.com](http://www.wattpoultryusa-digital.com)



**RONOZYME<sup>®</sup>**  
**ProAct**

# Introducing RONOZYME<sup>®</sup> ProAct.

- Complements digestive enzymes
- Targets broad range of feed protein sources
- Outstanding gut and heat stability
- Compatible with other enzymes
- Maximizes amino acid utilization
- **Reduces feed costs**



# WATT Poultry

VOLUME 13, NUMBER 3

# USA

The magazine for the integrated poultry industry



## COVER STORY

### 12 Top US Poultry Companies: 2012 Rankings

Rankings and profiles of the top US poultry companies based on the exclusive WATT PoultryUSA survey. BY GARY THORNTON

## ▶ BROILER COMPANY RANKINGS

### 12 Tough economics shake up 2012 broiler rankings

Grueling economics in 2011 led to the disappearance of five firms from WATT PoultryUSA's latest broiler rankings, but economic renewal is under way.

### 16 Broiler Company Profiles

WATT PoultryUSA's Top Broiler Companies: 24 profiles

## ▶ TURKEY COMPANY RANKINGS

### 34 Mid-size US turkey producers continue production growth

Production restraint continues to be the pattern among the largest US turkey producers, while mid-size turkey producers continue their growth.

### 38 Turkey Company Profiles

WATT PoultryUSA's Top Turkey Companies: 38 profiles

## ▶ DEPARTMENTS

- 4 First News
- 10 Washington Update
- 47 Product Review
- 52 People and Companies
- 53 Datelines
- 54 Ad Index
- 54 Market Place
- 56 Editor's Comment

# WATTAgNet.com

More information and exclusive Web-only articles from WATT PoultryUSA are just a mouse-click away 

## WATTAgNet Exclusives



### International Poultry Expo / International Feed Expo podcast series

Listen to these exclusive podcasts from the 2012 IPE/IFE in Atlanta:

### US poultry industry competitiveness: Opportunities and future directions

A panel discussion of the U.S. poultry industry's competitive outlook versus its established overseas competitors, such as Brazil and Thailand, and up-and-coming producers, such as Argentina and China. Sponsored by Pfizer Animal Health Global Poultry.

[www.WATTAgNet.com/148210.html](http://www.WATTAgNet.com/148210.html)



### Industry Outlook 2012: Today's Challenges Tomorrow's Solutions



A three-person panel consisting of an economist, a feed nutritionist and an expert in feed milling will address new solutions for producing feed for the poultry and other meat industries. Sponsored by Kemin.

[www.WATTAgNet.com/148209.html](http://www.WATTAgNet.com/148209.html)

### On-demand webinar: Food Safety and the Poultry Industry



View this webinar, which covers major regulatory and consumer impacts on the food safety and the production of poultry products. Hear from speaker Dr. Shelly McKee, Auburn University.

This webinar is part of the 2012 WattAgNet Webinar Series and is sponsored by: Lallemand Animal Nutrition.

[www.WATTAgNet.com/ondemandwebinars.aspx](http://www.WATTAgNet.com/ondemandwebinars.aspx)

## Social Media



[www.facebook.com/WATTAgNet](http://www.facebook.com/WATTAgNet)



[www.twitter.com/wattpoultry](http://www.twitter.com/wattpoultry)



[www.youtube.com/WATTAgNetTV](http://www.youtube.com/WATTAgNetTV)

WATTAgNet.com

## CORPORATE HEADQUARTERS

303 N Main St Ste 500, Rockford, Illinois 61101-1018  
Tel: +1 815 966 5574, Fax +1 815 968 0941

**International Publisher:** Greg Watt, [gwatt@wattnet.net](mailto:gwatt@wattnet.net)

**North American Publisher:** Steve Akins, [sakins@wattnet.net](mailto:sakins@wattnet.net)

**Director of Content:** Bruce Plantz, [bplantz@wattnet.net](mailto:bplantz@wattnet.net)

## EDITORIAL TEAM

**Content Director - Agribusiness:** Gary Thornton, [gthornton@wattnet.net](mailto:gthornton@wattnet.net) Tel: +1 256 747 2180

**Poultry Confidence Index:** Greg Rennie, Ph.D

**Poultry Perspective:** Paul Aho, Ph.D

**Research Digest:** Sacit Bilgili, Ph.D, Paul Dawson, Ph.D, Casey Owens, Ph.D, Scott Russell, Ph.D

## COPY DESK TEAM

**Managing Content Editor:** Tara Leitner

**Associate Editors:** Lindsay Beaton, Alyssa Conway, Kayla Kling, Andrea Saladino

**Community Manager/SEO Editor:** Kathleen McLaughlin

## ART/PRODUCTION TEAM

**Senior Art Director:** Tess Stukenberg

**Production Manager:** Jim Riedl  
[jriedl@wattnet.net](mailto:jriedl@wattnet.net) +1 815 966 5426

**Advertising Production Coordinator:** Connie Miller

## SALES TEAM

### USA/CANADA

**Regional Manager:** Pam Ballard, *Midwest, West, Canada*  
[pb Ballard@wattnet.net](mailto:pb Ballard@wattnet.net) Tel: +1 815 966 5576

**Regional Manager:** Mary Harris, *East, Southeast*  
[mharris@wattnet.net](mailto:mharris@wattnet.net) Tel: +1 847 387 3167

**Classified Sales Manager:** Ginny Stadel,  
[gstadel@wattnet.net](mailto:gstadel@wattnet.net) Tel: +1 815 966 5591

### EUROPE, ASIA, AFRICA

**Frans Willem van Beemen**

[beemenfw@xs4all.nl](mailto:beemenfw@xs4all.nl) Tel: +31-344-653442

**Michael van den Dries**

[driesmvd@xs4all.nl](mailto:driesmvd@xs4all.nl) Tel: +31-79-3230782

## LATIN AMERICA, CLASSIFIED SALES AND DIGITAL PRODUCTS

**Tineke van Spanje**

[tvanspanje@wattnet.net](mailto:tvanspanje@wattnet.net) Tel: +31-495-526155

For article reprints and reprint quotes contact FosteReprints  
+1 866 879 9144 [www.fosterprinting.com](http://www.fosterprinting.com).

**SUBSCRIPTIONS:** [www.WATTAgNet.com](http://www.WATTAgNet.com) or Contact customer service at +1.800.869.6882 or +1.763.746.2792. Business and occupation information must accompany each subscription order. Single copy price US\$14.00 unless otherwise marked. Change of address: Give both old and new address when reporting change of address to WPOU@KMPGROUP.COM or fax to +1.866.658.6156

© Copyright 2012 WATT Publishing Co. All rights reserved.

WATT PoultryUSA (ISSN 1529-1677) is published monthly by WATT, 303 N Main St Ste 500 Rockford, IL, 61101 USA. All rights reserved. Reproduction in whole or in part without written permission from the publisher is strictly prohibited. WATT PoultryUSA and its logo are registered trademarks of WATT Publishing Co.

**POSTMASTER:** Please send change of address to KMPs, 15301 Highway 55, Suite #3A, Plymouth, MN 55447 Periodicals postage paid at Rockford, IL, USA and additional post offices. Canada Post International Publication Mail Product 0485780.







# specktacular

Nothing says **specktacular** like **OptiGROW!**

Lubing's **all-new OptiGROW Nipple** is designed to work in today's challenging broiler environment. Because the nipple has been **optimized for growth**, you will be amazed by the first-week performance and explosive bird growth. **OptiGROW** offers:



- Large body and pin
- Acid resistant design
- Easy triggering for day-old birds
- Low mortality
- Increased side-action flow
- Larger flow range for jumbo birds
- Increased weight gains
- Improved feed conversions

To find out more about the new **OptiGROW Nipple Drinking System** please call us at **423 709.1000** or write to **info@lubingusa.com**. Technical and performance details are available at **www.lubingusa.com**.

**LUBING**  
A Tradition of Innovation.

## EXPERT PANEL DISCUSSION

### Poultry industry experts examine competitiveness in global market



From top left: William Roenigk, National Chicken Council; Dr. Lloyd Keck, Pfizer Animal Health; moderator Gary Thornton, WATT PoultryUSA; Dr. Paul Aho, Poultry Perspective; Jim Sumner, USA Poultry & Egg Export Council; Steve Anderson, Lamex Foods; Dr. Steven Clark, Pfizer Animal Health; Gordon Butland, G&S Agri Consultants. Co. Ltd.

Top poultry professionals dissected the strengths and weaknesses of the U.S. poultry industry among its international competition during the Poultry Leadership Roundtable at the 2012 International Poultry Expo January 23.

Listen to a podcast of the presentation:

✓ Sign in or sign up as a user on [www.WATTAgNet.com](http://www.WATTAgNet.com) and go to [www.WATTAgNet.com/148210.html](http://www.WATTAgNet.com/148210.html)

Watch videos from the presentation:

✓ Excess poultry production can drive down prices, at [www.WATTAgNet.com/148356.html](http://www.WATTAgNet.com/148356.html)

✓ US poultry industry recognizes importance of global trade, at [www.WATTAgNet.com/148355.html](http://www.WATTAgNet.com/148355.html)

The event, sponsored by Pfizer Animal Health, included discussions on the effects of politics, the cost of labor, company consolidation and production rates on the global poultry market.

Gordon Butland, director of G&S Agri Consultants. Co. Ltd., said overproduction of poultry is a serious problem. The excess capacity in Brazil, Thailand and elsewhere is undermining profitability in the global poultry industry and while 2011 was difficult, 2012 may be even more difficult, said Butland.

Jim Sumner, president of the USA Poultry & Egg Export Council, talked about U.S. poultry industry executives changing their attitudes about exports with their recognition

of the growing importance of international trade. With the U.S. fighting the necessary legal battles to reopen its trade access to China, Sumner said he believes the U.S. has a 99 percent chance of prevailing, with the assistance of the World Trade Organization, in its case against China.

## PATHOGEN STUDY

### Plasma can be effective pathogen killer on uncooked poultry

A Drexel University study by food safety researchers has found that plasma can be an effective method for killing pathogens on uncooked poultry, reducing levels of bacteria in high concentrations and eliminating bacteria in low concentrations, according to research published in the January issue of the *Journal of Food Protection*.

Past studies have already found that plasma, which is non-thermal and therefore does not cook or alter the way food looks, may successfully reduce pathogens on the surface of fruits and vegetables. In the Drexel study, raw chicken samples contaminated with *Salmonella enterica* and *Campylobacter jejuni* bacteria were treated with plasma. The treatment eliminated or nearly eliminated bacteria in low levels from skinless chicken breast and chicken skin and significantly reduced the level of bacteria when contamination levels were high, according to the data.

Currently, plasma technology is expensive and not being developed for processing poultry on a large scale. If it becomes cost-effective for use in treating poultry, it may be used in conjunction with existing methods to reduce pathogens, said study lead author Brian Dirks, a graduate student in the College of Arts and Sciences, and it may also help prolong the shelf-life of raw chicken if it can be honed to remove more microorganisms responsible for spoilage.

## INDUSTRY LEADER HONORED

### Georgia Poultry Federation president emeritus receives lifetime achievement award

Abit Massey, president emeritus of the Georgia Poultry Federation, received the Harold E. Ford Lifetime Achievement Award from the U.S. Poultry & Egg Association during the 2012 International Poultry Expo.

The award is presented to an individual whose dedication and leadership over the years have far exceeded the ordinary and impacted both the poultry industry and USPOULTRY in an exemplary manner. "In addition to being recognized



Abit Massey, president emeritus of the Georgia Poultry Federation (left), was honored by U.S. Poultry & Egg Association with the Harold E. Ford Lifetime Achievement Award at the International Poultry Expo. He was presented with the award by Harold E. Ford, past president of USPOULTRY and for whom the award was named.

as a Georgia poultry industry icon, [Massey] is recognized as a leader in several fields, including the lobbying profession, association management field and among collegiate supporters,” said Gary Cooper, immediate past chairman of USPOULTRY. “[Massey] is well respected and highly regarded within the industry, and his legacy will be acknowledged for many years to come.”

Massey is past chairman of the board of directors for the American Society of Association Executives, past president of the Georgia Society of Association Executives and GSAE Foundation, past president of the University of Georgia Alumni Association, and organizer and first president of the State Poultry Executives Association.

## BROILER PRODUCTION

### US broiler meat production to drop in 2012

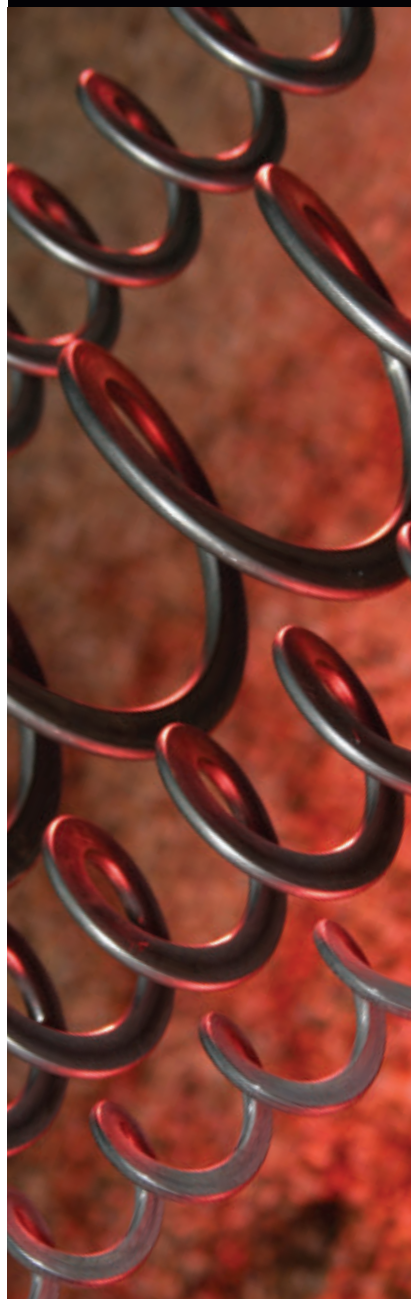
The outlook for U.S. broiler meat production in 2012 is for relatively sharp year-over-year declines during the first three quarters followed by an increase in the fourth quarter, according to the U.S. Department of Agriculture’s latest report.

The estimate for 2012 broiler meat production was reduced from December 2011 predictions by 400 million pounds to 36.1 billion pounds, down 3 percent from 2011. Most of the reduction is the result of lower expectations for broiler weights. The combination of lower numbers of chicks being placed for growout and expected lower weights is the major factor in the reduced production estimate. Broiler product demand is also expected to be influenced by any improvement in the domestic economy and if unemployment rates decline; however, any expansion of broiler production will continue to be influenced by the outlook for feed costs, according to the USDA.

For December 2011, broiler meat production was reported at 2.9 billion pounds, down 10 percent from 2010 numbers. The number of birds slaughtered decreased year-over-year by 9 percent and, additionally, the average liveweight at slaughter fell to 5.78 pounds, down 1 percent from December 2010. Broiler meat production in the fourth quarter of 2011 totaled 8.9 billion pounds, down 6.6 percent from the fourth quarter of 2010. The decrease was again due to both a decrease in the number of broilers being slaughtered (down 6 percent) and a decrease in the average liveweight at slaughter (down 0.7 percent).

The average liveweight per bird at slaughter in the fourth quarter of 2011 was 5.83 pounds. The fourth quarter was the only quarter where the average weight was less than 2010 numbers.

# FATIQLESS™



Technical  
Systems  
THE WORLD LEADER

info@technicalsys.com  
www.technicalsys.com



## » FIRST NEWS

## IPE/IFE

**Over 20,000 attend, 895 exhibit at IPE/IFE 2012**

The 2012 International Poultry Expo and International Feed Expo drew over 20,500 poultry and feed industry leaders from all over the world. In addition, the show had 895 exhibitors as compared to 900 at the 2011 show. Sponsored by the U.S. Poultry & Egg Association and the American Feed Industry Association, the annual expo is the world's largest poultry and feed industry event of its kind.

"We are very pleased with the number of exhibitors and attendees on the exhibit floor for IPE/IFE Week," said 2012 USPOULTRY chairman Mark Waller. "We have had a great turnout this year, and the energy and excitement on the floor has been evident."

The central attraction was the large exhibit floor, said organizers. Exhibitors presented the latest innovations in equipment, supplies and services utilized by industry firms in the production and processing of poultry, eggs and feed products. All phases of the poultry and feed industry were



More than 20,500 attendees walked the floor at the 2012 International Poultry and International Feed Expo.

represented, from live production and processing to further processing and packaging.

A variety of education sessions complemented the exhibits, and the 2012 educational line-up featured five new programs. The Executive Conference on the Future of the American Poultry and Egg Industry and the Pre-Harvest Food Safety Conference in particular both drew large crowds.

The College Student Career Program attracted 325 students from 23 universities throughout the U.S. The graduating students interviewed for jobs and internships with 25 industry and allied firms.

Organizers also announced the show will remain in Atlanta through at least 2016, and its location after that will depend entirely on where exhibitors and attendees want to

see the show located. The American Meat Institute show also will co-locate with USPOULTRY and the American Feed Industry Association in 2013.

The show organizers predict that the addition of the American Meat Institute show could add 100,000 square feet to the 2013 event, up from approximately 300,000 square feet this year. The show's configuration probably won't change much, with the feed and poultry live production exhibitors in Hall A, with Hall B being filled by the current processing exhibitors from IPE and the additional American Meat Institute exhibitors.

**CONSOLIDATION IN CANADA****Maple Leaf Foods to consolidate poultry operations**

Maple Leaf Foods has announced that it will consolidate its further processed poultry operations into its Brantford and Mississauga Ontario, Canada facilities, increasing efficiencies and providing opportunities for growth in the value-added chicken market.

The company will transfer production from its 42,000-square-foot facility in Ayr, Ontario and close the plant in May 2012. Investments totaling approximately \$6.5 million will be made in Mississauga and Brantford to support the production transfers. In addition, Maple Leaf Foods will incur approximately \$5.6 million before taxes in restructuring costs, of which approximately \$4.2 million are cash costs.

The investment in the Mississauga facility will create approximately 75 new hourly and salaried positions at that facility. The closure of the Ayr plant will result in a net reduction of approximately 100 positions. The company is working with affected employees to assist them in finding employment either within Maple Leaf Foods or in the broader economy.

**BROILER STATS****US broiler eggs, chicks down last week of January**

U.S. commercial hatcheries in the 19-state weekly program set 195 million eggs in incubators during the week ending January 28, down 5 percent from the eggs set the corresponding week in 2011, according to U.S. Department of Agriculture data.

Average hatchability for chicks hatched during the week was

# WOW ... nice package!



We have the perfect package for the poultry industry!

### **304 stainless steel bevel or inline gear reducer:**

- 95.5%–97% efficient
- C-face or IEC input
- PTFE seals on output shaft
- TorqLOC® keyless hollowshaft - easy install/removal
- smooth body - minimizes particle/bacteria collection
- highly resistant to most acids, alkalis and corrosion

### **304 stainless steel C-face motor:**

- encapsulated stator + epoxy rotor
- resin-filled stator entrance (inside conduit box)
- patented oil/water resistant breather vent

### **Movitrac LTE-B inverter:**

- IP66/NEMA 4X enclosure
- SBus (CAN-based) communicates with PLC
- single or three-phase input

**SEW**  
**EURODRIVE**  
seweurodrive.com

## » FIRST NEWS

85 percent. Broiler growers in the program placed 161 million chicks for meat production during the week ending January 28. Placements were down 4 percent from the comparable week in 2011. Cumulative placements from January 1 through January 28 were 647 million, down 4 percent from the same period in 2011, according to the USDA.

For more U.S. poultry information and statistics, see [www.wattagnet.com/marketdata.html](http://www.wattagnet.com/marketdata.html).

## GRAINS MARKET

**US corn stocks to fall, prices to rise**

U.S. corn stockpiles in the 2011-2012 marketing year will fall to 20.3 million metric tons, the lowest level in 16 years, and prices will rise 9 percent in six months, according to Goldman Sachs.

Corn futures have already declined 11 percent in the last year, and may drop to \$5.25 per bushel at the end of 2012. "Corn prices will remain high relative to other crops in coming months in order to secure sufficient acreage gains in the U.S. to help rebuild U.S. inventories," said New York-based analyst Damien Courvalin.

Soybean futures have dropped 15 percent in the last year

and wheat has dropped 26 percent, according to the U.S. Department of Agriculture.

## CROP PLANTINGS

**US farmers to plant largest crop since 1984**

U.S. farmers will plant the largest collective corn, soybean and wheat crop since 1984 in 2012, according to reports. The 226.9 million acres sown will be a 2.5 percent overall increase that includes the largest corn crop since World War II.

Some crop prices reached record high averages in 2011 and sent net farm income up 28 percent to \$100.9 billion, said the U.S. Department of Agriculture. This pushed the value of farmland to \$2,350 an acre. "There is unlikely to be any ground that won't be planted this year," said Todd Wachtel, an Illinois farmer who plans to expand his corn fields by 21 percent. "Farmers know that they have to plant more when prices are high because they may not last."

Corn will be planted on 94.329 million acres of land, up 2.6 percent from 2011 and the most since 1944. Soybean fields may expand 0.4 percent to 75.309 million acres, the fifth-most ever. Wheat in the season that begins June 1 will reach a three-year high of 57.233 million acres, up 5.2 percent. ■

# Experience the Dawn of a New Day



## Horizon® Whole House Controller

VAL-CO® is proud to introduce the Horizon® Whole House Controller.

- Critical information at-a-glance on a large, rugged touch screen display
- Multiple programs and zones to control virtually any barn configuration
- Easily accessible, modular components simplify troubleshooting & maintenance
- Remote access through any web-enabled computer
- Dual alarm relays allow you to specify major and minor alarms
- Intelligent minimum vent logic automatically adjusts to changing conditions



FUZE®  
ProLine



NEW  
FEATURES

See these and our other quality products at the  
**Midwest Poultry Show**  
**BOOTH #456**



Visit our website to find your local VAL-CO dealer.

Toll Free: **800-99VALCO**  
**(800-998-2526)**  
Phone: **(+1) 419-678-8731**  
Fax: **(+1) 419-678-2200**  
Email: **sales@val-co.com**  
Website: **www.val-co.com**





# THERE'S A DEFINITE PECKING ORDER.

CALSPORIN® has been a proven-leader in Bacillus Direct-Fed Microbials, so it is understandable that it is on many of the top producers' poultry operations in the United States. And it is also understandable why all the new companies that now have Bacillus products want to compare themselves to CALSPORIN.

When you want bottom line results, think of the top DFM-CALSPORIN. That's easy to understand.



ANIMAL HEALTH & NUTRITION

[www.qtitechnology.com](http://www.qtitechnology.com)  
847-649-9300

QTI would like to  
thank all of our clients for making  
2011 another record-breaking year!  
Here's to a great 2012!

## USDA proposes rule to revamp poultry slaughter inspection system

**T**he release by U.S. Department of Agriculture's Food Safety and Inspection Service of the long-awaited proposed poultry slaughter inspection rule was extremely gratifying to the National Turkey Federation and its members. The turkey industry has been a strong advocate of a science-based, modern inspection system, and the proposed rule is the next logical step in shifting federal inspectors to prevention-oriented duties, allowing USDA to redeploy its resources in a manner that best protects the public from foodborne diseases.

### Building on HACCP process

The proposed rule builds on the HACCP-Based Inspection Models Project, where plant personnel have been allowed for several years to conduct some visual inspection and sorting duties. Since USDA began ranking plants by category of Salmonella Performance Standard results in 2008, the plants in the HACCP-Based Inspection Models Project program have consistently been in the best-performing category, exceeding the standard by a wide margin. This validates USDA's confidence that the poultry industry can work successfully with the government to ensure a science-based food inspection system enhances food safety.

This proposal is a natural evolution of the HACCP process, where the turkey industry has made tremendous progress in reducing naturally occurring pathogens in raw products. As

many in the industry are aware, the 1996 HACCP rule began transforming USDA inspection to a more modern program by requiring meat and poultry plants to conduct a thorough analysis of where the greatest risks to food safety existed and to identify the critical points to control those risks.

Numerous studies have concluded that HACCP programs in poultry processing plants are working and significantly reducing the incidence of pathogens. In fact, USDA measuring of plants' process control for the prevalence of Salmonella has seen a significant decrease against the baseline set at the outset of the HACCP program. USDA testing found prevalence in turkey plants was down to 3.1 percent during the first six months of 2011 from a baseline prevalence of 19.6 percent.

Critics of the rule will be looking closely at plants operating under the project to ensure there are no public health concerns. Consumer groups and the inspectors unions will strongly oppose the poultry slaughter inspection rule and will try to claim the existing HACCP-Based Inspection Models Project program has food safety flaws. Sen. Kirsten Gillibrand, D-N.Y., in late 2011 asked the Government Accountability Office to review the program.

### Food safety highest priority for industry

Regardless of the government's inspection system, the turkey industry

always has placed the highest priority on food safety and has numerous best management practices to ensure production of the highest quality, safest product possible. Such practices include Food Safety Best Practices for the Production of Turkeys, Best Management Practices for the Production of Ground Turkey and Chiller Best Management Strategies. As an industry, we will continue to research emerging technologies to reduce naturally occurring pathogens in turkey products.

This commitment to food safety transcends competitive issues. The turkey industry has been committed for more than two decades to ensuring food safety information is shared among all companies and that food safety never is used as an issue to compete for the consumer.

The National Turkey Federation commends USDA for releasing this proposed rule and looks forward to the opportunity to provide comment. The proposed rule was published in the Federal Register January 27, with a 90 day public comment period. The federation will submit comments and work with the industry on implementation. ■



*Joel Brandenberger is president of the National Turkey Federation.*

# Three Steps...



TO  
Sustainable  
**Coccidiosis**  
Protection



**Any Season...Any Size...Any System.**

For complete details, contact your Merck Animal Health representative.

Visit us on the web at: [www.ihc-poultry.com](http://www.ihc-poultry.com)



# Tough economics shake up 2012 broiler rankings

To download 2012 broiler ranking data in a spreadsheet format, sign in or sign up as a user on [www.WATTAgNet.com](http://www.WATTAgNet.com) and go to [www.WATTAgNet.com/148755.html](http://www.WATTAgNet.com/148755.html)

*Grueling economics in 2011 led to the disappearance of five firms from WATT PoultryUSA's latest broiler rankings, but economic renewal is under way.*

BY GARY THORNTON

High grain prices and weak consumer demand for chicken took their toll on the U.S. broiler industry headed into 2012. *WATT PoultryUSA's* Top Poultry Companies 2012 rankings reflect industry upheaval as five chicken producers ceased operations, declared bankruptcy or were acquired in 2011.

## Economic toll on companies

Chicken companies sold off, closed or in bankruptcy included the following:

- ✓ Townsends, Inc., ceased operations after entering Chapter 11 bankruptcy. The company's Arkansas complex was sold to Peco Foods. The North Carolina operations of Townsends were closed in 2011 by Omtron Ltd., which brought the processing plants, feed mills and hatcheries while Townsends was under Chapter 11 bankruptcy protection.
- ✓ Allen Family Foods was acquired by Harim Holdings of Korea which restarted operations as Allen Harim Foods, LLC.
- ✓ Cagle's Inc. entered bankruptcy proceedings.
- ✓ Lady Forest Farms ceased operations taking Chapter 7 bankruptcy.
- ✓ Vineland Kosher, Inc., ceased operations on Dec. 30, 2010.

## Economic renewal amid tough economics

Green shoots appeared, however, as companies positioned for economic renewal in 2012:

- ✓ No. 1 ranked Tyson Foods, Inc., reopened the Grannis, Ark., plant.

Exclusive data For exclusive online-only data on consolidation in the broiler industry from 1980-2011, sign in or sign up as a user on [www.WATTAgNet.com](http://www.WATTAgNet.com) and download the tables and graphs at [www.WATTAgNet.com/148730.html](http://www.WATTAgNet.com/148730.html)

**NATION'S TOP BROILER COMPANIES** Number of slaughter processing plants and further processing plants; production numbers based on average weekly slaughter in continental U.S. plants during 2011; WATT PoultryUSA Survey, 2012

Company	Slaughter Plants	Further Proc. Operations <sup>1</sup>	Million Head	Million Lbs. Liveweight	Average Liveweight	Million Lbs. R-T-C
Tyson Foods, Inc. <sup>2</sup>	33	9/13	37.00	204.95	5.57	165.86
Pilgrim's Pride Corporation <sup>3</sup>	26	0/9	31.58	167.72	5.31	130.82
Sanderson Farms, Inc. <sup>4</sup>	9	0/1	8.35	62.22	7.45	53.95
Perdue Farms Incorporated	10	2/4	11.75	68.17	5.80	53.54
Wayne Farms, LLC	8	0/2	5.88	42.74	7.27	37.36
Mountaire Farms, Inc.	3		5.39	42.02	7.80	36.12
Koch Foods, Inc.	6	4/1	9.50	47.50	5.00	35.15
Peco Foods, Inc. <sup>5</sup>	5	1/1	4.17	28.94	6.94	21.88
House of Raeford Farms, Inc., (Poultry Division)	5	2/0	3.60	26.10	7.25	21.40
Foster Farms	5	5/2	5.76	34.52	5.99	20.37
Keystone Foods, LLC	3	0/4	3.43	24.45	7.12	20.20
George's, Inc. <sup>6</sup>	4	1/1	4.92	21.10	4.29	16.48
Fieldale Farms Corporation	2	3/1	3.25	18.70	5.75	15.70
Amick Farms, Inc./OSI Group	2		2.15	17.75	8.25	15.05
Simmons Foods, Inc.	4	2/1	3.50	17.00	4.95	13.60
Case Foods, Inc.	3	0/1	1.85	15.53	8.40	13.03
O.K. Foods, Inc./O.K. Industries, Inc.	2	2/1	2.50	16.30	6.50	12.82
GNP Company <sup>7</sup>	2	1/0	1.84	9.20	4.99	7.67
Marshall Durbin Companies	2	1/0	2.35	9.69	4.12	7.65
Claxton Poultry Farms	1		1.90	8.74	4.60	7.08
Mar-Jac Poultry, Inc.	1	1/0	1.98	8.75	4.35	7.00
Cagle's, Inc.	2	2/1	1.90	8.59	4.52	6.61
Allen Harim Foods, LLC <sup>8</sup>	2		0.79	4.46	5.47	5.98
Harrison Poultry, Inc.	1		0.97	6.29	6.50	4.97
Coleman Natural Foods - Poultry Division <sup>9</sup>	3	3/3	1.10	6.37	5.72	4.86
Golden-Rod Broilers, Inc.	1		1.07	4.44	4.15	3.12
Farmers Pride, Inc.	1		0.83	4.41	5.35	2.79
Holmes Foods	1	1/0	0.68	2.70	4.00	2.19
Miller Poultry	1		0.40	2.06	5.10	1.44
MBA Poultry, LLC	1	1/0	0.31	1.91	6.15	1.25
Gerber's Poultry	1	1/0	0.31	1.59	5.07	1.11
Gentry Poultry Co., Inc.	1	1/0	0.25	1.09	4.35	1.00
Park Farms, Inc.	1	1/0	0.33	1.32	4.00	0.99
Hain Pure Protein Corp.	1	1/0	0.24	1.25	5.50	0.95
Murray's Chickens/MB Food Processing Inc.	1	1/0	0.25	1.25	5.00	0.81
Empire Kosher Poultry, Inc.	1	1/1	0.22	1.10	4.98	0.59
Agri Star Meat & Poultry, LLC			0.07	0.38	5.40	0.27
Eberly Poultry, Inc.	1	1/0	0.02	0.02	4.80	0.08
<b>TOTALS</b>	<b>156</b>	<b>48/47</b>	<b>162.39</b>	<b>941.32</b>	<b>5.63</b>	<b>751.74</b>

<sup>1</sup>Number of further processing operations non-cooked/cooked, <sup>2</sup>Tyson Foods, Inc., reopened Grannis, Ark., plant in 2011, <sup>3</sup>Pilgrim's Pride Corporation reopened Douglas, Ga., plant in 2011, <sup>4</sup>Sanderson Farms opened a plant in Kinston, N.C., in 2011, <sup>5</sup>Peco Foods, Inc., acquired Batesville, Ark., plant from Townsends, Inc. in 2011, <sup>6</sup>George's, Inc., acquired Harrisonburg, Va., complex from Tyson Foods in May 2011, <sup>7</sup>Gold'n Plump Poultry, Inc., changed name to GNP Company, <sup>8</sup>Harim Holdings of Korea acquired Allen Family Foods and began operations as Allen Harim Foods, LLC, in 2011, <sup>9</sup>Coleman Natural Foods includes production for Draper Valley Farms, Inc., in 2011, <sup>10</sup>Lady Forest Farms ceased operations in 2011 due to Chapter 7 bankruptcy. Townsends, Inc., ceased operations in 2011 due to Chapter 11 bankruptcy. Vineland Kosher Poultry, Inc., ceased operations on Dec. 30, 2010, © WATT PoultryUSA

**AVG. WEEKLY BROILER SLAUGHTER, MILLION HEAD**, Aggregate and Percentage Change from 2010 to 2011; WATT PoultryUSA Survey, 2012

Company	2010	2011	Change	% Change
Agri Star Meat & Poultry, LLC	0.07	0.07		
Allen Harim Foods, LLC1	2.14	0.79	-1.35	-63.1%
Amick Farms, Inc./OSI Group	1.75	2.15	0.40	22.9%
Cagle's, Inc.	2.03	1.90	-0.13	-6.4%
Case Foods, Inc.	1.85	1.85		
Claxton Poultry Farms	1.72	1.90	0.18	10.5%
Coleman Natural Foods - Poultry Division2	1.02	1.10	0.08	7.8%
Eberly Poultry, Inc.		0.02		
Empire Kosher Poultry, Inc.	0.23	0.22	-0.01	-4.3%
Farmers Pride, Inc.	0.80	0.83	0.03	3.8%
Fieldale Farms Corporation	3.25	3.25		
Foster Farms	5.70	5.76	0.06	1.1%
Gentry Poultry Co., Inc.	0.31	0.25	-0.06	-19.4%
George's, Inc.	4.85	4.92	0.07	1.4%
Gerber's Poultry	0.32	0.31	-0.01	-3.1%
GNP Company	1.74	1.84	0.10	5.7%
Golden-Rod Broilers, Inc.	1.10	1.07	-0.03	-2.7%
Hain Pure Protein Corp.	0.23	0.24	0.01	4.3%
Harrison Poultry, Inc.	0.93	0.97	0.04	4.3%
Holmes Foods	0.65	0.68	0.03	4.6%
House of Raeford Farms, Inc., (Poultry Div)	3.80	3.60	-0.20	-5.3%
Keystone Foods, LLC	3.63	3.43	-0.20	-5.5%
Koch Foods, Inc.	9.50	9.50		
Mar-Jac Poultry, Inc.	2.00	1.98	-0.02	-1.0%
Marshall Durbin Companies	2.32	2.35	0.03	1.3%
MBA Poultry, LLC	0.32	0.31	-0.01	-3.1%
Miller Poultry		0.40		
Mountaire Farms, Inc.	5.07	5.39	0.32	6.3%
Murray's Chickens/MB Food Processing Inc.	0.23	0.25	0.02	8.7%
O.K. Foods, Inc./O.K. Industries, Inc.	3.00	2.50	-0.50	-16.7%
Park Farms, Inc.	0.33	0.33		
Peco Foods, Inc.	3.39	4.17	0.78	23.0%
Perdue Farms Incorporated	12.04	11.75	-0.29	-2.4%
Pilgrim's Pride Corporation	32.24	31.58	-0.66	-2.0%
Sanderson Farms, Inc.	7.79	8.35	0.56	7.2%
Simmons Foods, Inc.	4.20	3.50	-0.70	-16.7%
Tyson Foods, Inc.	37.40	37.00	-0.40	-1.1%
Wayne Farms, LLC	5.56	5.88	0.32	5.8%
<b>TOTALS</b>		<b>162.39</b>		

<sup>1</sup> Allen Harim Foods, LLC production figures based on operations from September through December, 2011. Harim Corp. purchased Allen Family Foods after the company declared bankruptcy in 2011, <sup>2</sup> Coleman Natural Foods includes production for Draper Valley Farms in 2011, <sup>3</sup> Lady Forest Farms and Townsends, Inc., ceased operations in 2011 after declaring bankruptcy. Vineland Kosher Poultry, Inc., ceased operations on Dec. 30, 2010.

© WATT PoultryUSA



- ✓ Pilgrim's, Inc., reopened the Douglas, Ga., plant.
- ✓ Sanderson Farms opened a plant in Kinston, N.C.

Acquisitions are also part of the economic renewal:

- ✓ George's, Inc., acquired the Harrisonburg, Va., complex from Tyson Foods.
- ✓ O.K. Foods was acquired by Mexican chicken company Industrias Bachoco SAB de CV.

### Topsy-turvy rankings

It was a topsy-turvy year for the broiler rankings. In a year when 18 companies reported increases in ready-to-cook chicken production and 11 reported decreases, few companies stayed put in the rankings.

While Tyson Foods and Pilgrim's retained their locks on the No. 1 and 2 positions in the rankings, Sanderson Farms – with the opening of the plant in Kinston, N.C. – edged out Perdue Farms for the No. 3 spot by a mere

0.5 million pounds weekly.

Wayne Farms and Mountaire Poultry jumped ahead of Koch Foods to claim the No. 5 and 6 berths in the rankings. Peco Foods jumped to the No. 8 spot passing House of Raeford Farms and Foster Farms now at No. 9 and No. 10, respectively.

Companies making notable moves up in the rankings in 2011 included George's to No. 12 from No. 15; Amick Farms to No. 14 from No. 18; and GNP Company to No. 18 from No. 23.

Other companies slipping more than one spot in the rankings included Simmons Foods, O.K. Foods and Allen Harim.

### Capital improvements

Peco Foods purchased the Arkansas complex from Townsends Inc. in 2011. The purchase included the grow-out operations, hatchery, feed mill, slaughter plant and wastewater treatment facilities. The company also constructed a new 8,900-ton feed mill at Lake Mississippi with a 110-railcar loop with

future capacity up to 17,800 tons. Peco plans \$15 million of equipment improvements at the Batesville, Ark., complex.

George's purchased the Harrisonburg, Va., complex from Tyson Foods in May 2011. The complex includes a feed mill, hatchery, slaughter and deboning plant and truck shop.

GNP Company expanded the water treatment facility and chilling system at the Cold Spring, Minn., complex in 2011. Mar-Jac Poultry has plans for a \$2 million expansion of its deboning operation.

Farmers Pride adopted Slow Induction Anesthesia in its slaughter operation in 2011.

Miller Poultry installed a new pellet mill and Ossid seamed packaging equipment in 2011.

Gerber Poultry has plans to expand its hatchery at a cost of \$750,000 in 2011, including the addition of a new egg setter. The company also plans to upgrade its sizing line and rolling stock. ■

# RED LAKE earth<sup>®</sup> DIATOMACEOUS

with Calcium Bentonite



**OMRI**  
Listed

A recently published University study shows the following benefits when using Food Chemical Codex Grade **RED LAKE EARTH DIATOMACEOUS EARTH**:

- Lower internal parasite burdens on hens with lower natural resistance
- When dusted with **RED LAKE EARTH**<sup>®</sup>, significantly heavier body weight
- Significantly fewer Northern Fowl mites
- Increased egg shell weight and thickness
- Larger eggs containing more albumen and yolk
- Higher egg production
- Improved general health

Based on the current price of organic table eggs, the cost of certified organic poultry feed, and the cost of the **RED LAKE EARTH**<sup>®</sup> supplement, balancing the increased feed costs with the increase in egg sales, the study estimates that producers can increase profitability by up to \$0.06/hen per day.

To view this complete study and find out how **RED LAKE EARTH**<sup>®</sup> can help you increase production and profitability, visit our website at

[www.absorbentproductsltd.com](http://www.absorbentproductsltd.com) or call our toll free number 1-800-667-0336.

**absorbent**  
PRODUCTS LTD.



WATT POULTRYUSA 2012 BROILER RANKINGS

# Top US Broiler Companies: 2012 Profiles

Broiler industry rankings, production volume and marketing data on the US top broiler companies. BY GARY THORNTON

WATT PoultryUSA rankings are based on ready-to-cook average weekly volume in million pounds in the U.S. Data is from an exclusive survey of broiler companies, published sources and industry estimates.

**1>Tyson Foods, Inc.**  
**Springdale, Arkansas**

Ready-To-Cook Volume  
165.86 Mil Lbs. Wkly.  
▲ 4.86 Mil Lbs. ▲ 3.0%

Live Throughput @ Plants  
370 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.57 Lbs.

Sales..... \$9.598 billion  
Employees ..... 115,000  
Slaughter/processing plants..... 33  
Further processing plants ..... 9  
Cooking plants..... 13  
Hatcheries..... 36  
Feed mills..... 30



Donnie Smith

Tyson Foods produced 165.86 million pounds of ready-to-cook chicken on a weekly basis in 2011, an increase of 4.86 million pounds or 3%. The company slaughtered

37 million broilers on a weekly basis in 2011, according to President and CEO Donnie Smith.

**2>Pilgrim's Inc.**  
**Greeley, Colorado**

Ready-To-Cook Volume  
130.82 Mil Lbs. Wkly.  
▲ 4.32 Mil Lbs. ▲ 3.0%

Live Throughput @ Plants  
31.58 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.31 Lbs.

Sales..... \$7.6 billion  
Employees..... 40,000  
Slaughter/processing plants (U.S. 26/Mex., P.R. 4).....30  
Cooking plants.....9  
Distribution centers..... 16  
Rendering plants .....8  
Hatcheries (48 million eggs wkly).....40  
Feed mills (225,000 metric tons wkly).31

Pilgrim's President and CEO Bill Lovette reported 130.82 million pounds of U.S. ready-to-cook chicken production on a weekly basis in 2011, an increase of 4.32 million pounds or 3%.

**Sales and marketing:** Pilgrim's sales break out 43% retail, 43% foodservice and 14% export. Product forms are 61% fresh and



Bill Lovette

Pierce and Gold Kist Farms. Geographically, sales break out 91% U.S. and 9% international. Pilgrim's reopened its plant in Douglas, Ga., in 2011.

39% frozen; 52% cut-up; 13% non-cooked further processed; and 8% cooked. Pilgrim's offers over 2,500 products. Company brands

are Pilgrim's Pride, Pierce and Gold Kist Farms. Geographically, sales break out 91% U.S. and 9% international. Pilgrim's reopened its plant in Douglas, Ga., in 2011.

**3>Sanderson Farms, Inc.**  
**Laurel, Mississippi**

Ready-To-Cook Volume  
53.95 Mil Lbs. Wkly.  
▲ 4.59 Mil Lbs. ▲ 9.3%

Live Throughput @ Plants  
8.35 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 7.45 Lbs.

Sales.....\$1.98 billion  
Employees..... 11,215  
Slaughter/processing plants .....9  
Cooking plant .....1  
Hatcheries (10.1 million eggs wkly) .....8

Find more details about the top U.S. and international poultry companies in the World's Top Poultry Companies database at [www.WATTAgNet.com/worldtoppoultry.html](http://www.WATTAgNet.com/worldtoppoultry.html)  
The database can be searched by company name, world region or country.  
Have an update or change for your company's listing? Email [topco@wattnet.net](mailto:topco@wattnet.net)

**AVERAGE WEIGHT PER BROILER SLAUGHTERED, LIVE POUNDS**  
**Change from 2010 to 2011; WATT PoultryUSA Survey, 2012**

Company	2006	2007	2008	2009	2010	2011	2010-11 Change	2010-11 % Change
Agri Star Meat & Poultry, LLC					5.40	5.40		
Allen Harim Foods, LLC <sup>1</sup>	6.00	6.21	6.38	5.96	5.78	5.47	-0.31	-5.4%
Amick Farms, Inc./OSI Group	8.00	8.00	8.00	8.20	8.10	8.25	0.15	1.9%
Cagle's, Inc.	4.10	4.05	4.10	4.10	4.79	4.52	-0.27	-5.6%
Case Foods, Inc.	7.35	7.59	7.77	8.14	8.25	8.40	0.15	1.8%
Claxton Poultry Farms	4.72	4.71	4.66	4.70	4.60	4.60		
Coleman Natural Foods - Poultry Division <sup>2</sup>	5.75	5.88	5.95	6.01	5.96	5.72	0.07	1.2%
Draper Valley Farms, Inc.	5.29	5.22	5.74	5.53	5.33			
Eberly Poultry, Inc.					5.18	4.80	-0.38	-7.3%
Empire Kosher Poultry, Inc.	4.25	4.25	4.75	4.98	4.98	4.98		
Farmers Pride, Inc.	5.55	5.55	5.55	5.50	5.50	5.35	-0.15	-2.7%
Fieldale Farms Corporation	5.48	5.50	5.60	5.75	5.75	5.75		
Foster Farms	5.37	5.54	5.63	5.69	5.84	5.99	0.15	2.6%
Gentry Poultry Co., Inc.	4.35	4.35	4.35	4.35	4.35	4.35		
George's, Inc.	4.06	4.11	4.10	4.05	4.18	4.29	0.11	2.6%
Gerber's Poultry	5.12	5.09	5.10	4.97	4.93	5.07	0.14	2.8%
GNP Company	4.73	4.77	4.75	4.83	4.85	4.99	0.14	2.9%
Golden-Rod Broilers, Inc.	4.15	4.15	4.15	4.15	4.15	4.15		
Hain Pure Protein Corp.	5.35	5.30	5.30	5.30	5.30	5.50	0.20	3.8%
Harrison Poultry, Inc.	5.96	6.07	6.12	6.13	6.20	6.50	0.30	4.8%
Holmes Foods	4.00	4.00	4.00	4.00	4.00	4.00		
House of Raeford Farms, Inc., (Poultry Div.)	6.67	7.24	7.10	7.15	7.50	7.25	-0.25	-3.3%
Keystone Foods, LLC	6.64	6.64	6.64	6.58	6.94	7.12	0.18	2.6%
Koch Foods, Inc.	4.75	4.75	5.06	5.06	5.00	5.00		
Lady Forest Farms <sup>3</sup>	4.05	4.05	4.05	4.05	4.05			
Mar-Jac Poultry, Inc.	4.30	4.40	4.40	4.40	4.40	4.35	-0.05	-1.1%
Marshall Durbin Companies	3.87	3.90	3.90	3.99	4.15	4.12	-0.03	-0.7%
MBA Poultry, LLC	6.15	6.15	6.15	6.15	6.15	6.15		
Miller Poultry			5.50	5.30	5.30	5.10	-0.20	-3.8%
Mountaire Farms, Inc.	7.56	7.66	7.66	7.68	7.81	7.80	-0.01	-0.1%
Murray's Chickens/MB Food Processing Inc.				5.00	5.00	5.00		
O.K. Foods, Inc./O.K. Industries, Inc.	7.00	7.00	6.70	6.70	6.70	6.50	-0.20	-3.0%
Park Farms, Inc.	3.80	3.80	4.00	4.00	4.00	4.00		
Peco Foods, Inc.	7.15	5.77	6.45	7.00	7.36	6.94	-0.42	-5.7%
Perdue Farms Incorporated	5.63	5.87	5.79	5.77	5.72	5.80	0.08	1.4%
Pilgrim's Pride Corporation	5.17	5.24	5.25	5.07	5.03	5.31	0.28	5.6%
Sanderson Farms, Inc.	6.91	6.92	7.27	7.07	7.31	7.45	0.14	1.9%
Simmons Foods, Inc.	4.70	5.11	5.11	5.11	4.95	4.95		
Townsend's, Inc. <sup>3</sup>	7.85	7.72	8.04	7.95	7.88			
Tyson Foods, Inc.	4.91	4.97	5.05	5.25	5.50	5.57	0.07	1.3%
Vineland Kosher Poultry, Inc. <sup>3</sup>					5.10			
Wayne Farms, LLC	6.90	6.74	6.76	6.85	7.17	7.27	0.10	1.4%
<b>AVERAGE</b>	<b>5.50</b>	<b>5.52</b>	<b>5.60</b>	<b>5.60</b>	<b>5.63</b>	<b>5.63</b>		

<sup>1</sup> Allen Harim Foods, LLC production figures based on operations from September through December, 2011. Harim Corp. purchased Allen Family Foods after the company declared bankruptcy in 2011, <sup>2</sup> Coleman Natural Foods includes production for Draper Valley Farms in 2011, <sup>3</sup> Lady Forest Farms and Townsend's, Inc., ceased operations in 2011 after declaring bankruptcy. Vineland Kosher Poultry, Inc., ceased operations on Dec. 30, 2010. © WATT PoultryUSA



» 2012 BROILER PROFILES

Feed mills (74,400 metric tons wkly).....7  
 Breeder farms .....196  
 Breeder houses .....587  
 Broiler farms .....610  
 Broiler houses .....3,686



Joe Sanderson Jr.

Sanderson Farms CEO Joe Frank Sanderson Jr. reported 53.95 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 4.59

million pounds or 9.3%.

**Sales and marketing:** Sanderson's sales break out 36% retail, 25% foodservice, 16% institutional, 11% industrial and 12% export. Product forms are 87% fresh and 13% frozen; and 96% cut-up. Sanderson Farms has 500 products. The company brand is Sanderson Farms. Geographically, sales break out 30% Southeast, 25% Southwest, 17% Northeast, 14% West, 8% Midwest, 5% international and 1% Northwest.

**4>Perdue Farms, Inc.  
Salisbury, Maryland**

Ready-To-Cook Volume  
53.54 Mil Lbs. Wkly.  
▼ 0.06 Mil Lbs. ▼ 0.1%  
Live Throughput @ Plants  
11.75 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.80 Lbs.

Sales ..... \$5.42 billion  
 Employees .....18,906  
 Slaughter/processing plants .....10  
 Further processing plants .....2  
 Cooking plants .....4  
 Distribution centers .....4  
 Rendering plants .....2  
 Hatcheries .....16  
 Feed mills .....10  
 Broiler farms (independent) .....2,018

Perdue Farms Chairman James A. "Jim" Perdue reported 53.54 million pounds ready-to-cook chicken production on a weekly basis in 2011, a decrease of 0.06 million pounds or 0.1%.

**Sales and marketing:** Perdue's



James A. Perdue

sales break out 80% retail, 14% foodservice and 6% export. Product forms are 69% fresh and 31% frozen. Company brands are Perdue, Shenandoah, Cookin' Good and Harvestland.

**5>Wayne Farms, LLC  
Oakwood, Georgia**

Ready-To-Cook Volume  
37.36 Mil Lbs. Wkly.  
▲ 2.62 Mil Lbs. ▲ 7.5%  
Live Throughput @ Plants  
5.88 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 7.27 Lbs.

Sales ..... \$1.46 billion  
 Employees .....8,608  
 Slaughter/processing plants .....8  
 Cooking plants .....2  
 Distribution center .....1  
 Hatcheries (6.15 million eggs wkly) .....8  
 Feed mills (44,100 metric tons wkly) .....7  
 Breeder farms .....268  
 Breeder houses .....506  
 Broiler farms .....797  
 Broiler houses .....3,178



Elton H. Maddox

Wayne Farms President and CEO Elton H. Maddox reported 37.36 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 2.62

million pounds or 7.5%.

**Sales and marketing:** Wayne Farms sales break out 61% foodservice, 28% industrial, 8% export and 3% retail. Product forms are 47% fresh and 15% frozen; 22% cooked and 16% uncooked further processed. Wayne Farms has 700 products. Company brands are Wayne Farms, Dutch Quality House and Platinum Harvest. Geographically, sales break out 41% South, 17% Northeast, 15% Midwest, 13% West and 8% international.

**6>Mountaire Farms, Inc.  
Millsboro, Delaware**

Ready-To-Cook Volume  
36.12 Mil Lbs. Wkly.  
▲ 2.64 Mil Lbs. ▲ 7.9%  
Live Throughput @ Plants  
5.39 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 7.80 Lbs.

Sales ..... \$1.39 billion  
 Employees .....6,000  
 Slaughter/processing plants .....3  
 Hatcheries (6.77 million eggs wkly) .....3  
 Feed mills (41,400 metric tons wkly) .....4  
 Breeder farms .....158  
 Breeder houses .....366  
 Broiler farms .....955  
 Broiler houses .....2,876



Paul Downes

Mountaire Farms CEO Paul Downes reported 36.12 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 2.64 million pounds or 7.9%.

**Sales and marketing:** Mountaire Farms, Inc., sales break out 29% retail, 29% foodservice, 22% industrial and 20% export. Product forms are 80% fresh and 20% frozen. Company brands are Mountaire, Sizzlin' Sensations, Bo San, Black Label, Blue Label and private label.

**7>Koch Foods, Inc.  
Chicago, Illinois**

Ready-To-Cook Volume  
35.15 Mil Lbs. Wkly.  
NO CHANGE  
Live Throughput @ Plants  
9.50 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.00 Lbs.

Employees .....12,500  
 Slaughter/processing plants .....6  
 Further processing plants .....4  
 Cooking plant .....1  
 Distribution centers .....4  
 Hatcheries (12 million eggs wkly) .....6  
 Feed mills (55,000 metric tons wkly) .....4

Koch Foods President and CEO Joseph

# Team player



## Put Vi-COR® in your feed lineup for improved poultry production

Don't play alone when it comes to poultry feed performance. With Vi-COR® on your team, you can get more out of your broiler rations: Better feed conversion. Faster weight gains. And more pounds of meat. Vi-COR brings everything together with



all-natural yeast-based feed ingredients, poultry knowledge, and commitment to improving poultry production. Make a power play in your poultry operation with the help of Vi-COR. Learn more at [vi-cor.com/team](http://vi-cor.com/team).



[www.vi-cor.com](http://www.vi-cor.com) • 614.423.1460 • 800.654.5617 • Mason City, Iowa

Vi-COR® and Celmanax® are registered trademarks of Varied Industries Corporation, Mason City, IA, USA  
©2011 Varied Industries Corporation. All rights reserved.



>> 2012 BROILER PROFILES



Directory of U.S. poultry plants  
A listing of processing/further processing facilities is available for download at [www.WATTAgNet.com/148698.html](http://www.WATTAgNet.com/148698.html)

C. Grendys reported 35.15 million pounds ready-to-cook chicken production on a weekly basis in 2011, no change from the previous year.

**Sales and marketing:** Koch's sales break out 55% foodservice, 15% retail, 15% institution and 15% export. Product forms are 25% fresh and 75% frozen. Company brands are Koch Poultry, Antioch Farms, Preferred Foods, Numerous Private Labels, Rogers Royal and Mr. Bennies.

**8 Peco Foods, Inc.**  
**Tuscaloosa, Alabama**

Ready-To-Cook Volume  
21.88 Mil Lbs. Wkly.  
▲ 2.92 Mil Lbs. ▲ 15.4%

Live Throughput @ Plants  
4.17 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 6.94 Lbs.

Sales .....\$929 million  
Employees.....4,869  
Slaughter/processing plants .....5  
Further processing plant .....1  
Cooking plant .....1  
Hatcheries (4.59 million eggs wkly).....5  
Feed mills (27,800 metric tons wkly).....5



**Mark Hickman**

Peco Foods President and CEO Mark Hickman reported 21.88 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 2.92 million pounds or 15.4%.

**Sales and marketing:** Peco Foods sales break out 30% foodservice, 30% industrial, 25% export and 15% retail. Product forms are 60% fresh and 40% frozen; 95% cut-up; 20% non-cooked further processed; and 7% cooked. The company brand is

Peco. Geographically, sales break out 25% international, 20% Southeast, 20% West, 15% Midwest, 15% Northwest and 5% Northeast.

**Capital improvements:** Peco Foods purchased the Arkansas complex from Townsend Inc. in 2011. The purchase included the grow-out operations, hatchery, feed mill, slaughter plant and wastewater treatment facilities. The company also completed a new 8,900-ton feed mill at Lake Mississippi with a 110-railcar loop with future capacity up to 17,800 tons.

Peco plans \$15 million of equipment improvements at the Batesville, Ark., complex.

**9 House of Raeford Farms**  
**Rose Hill, North Carolina**

Ready-To-Cook Volume  
21.40 Mil Lbs. Wkly.  
▼ 2.0 Mil Lbs. ▼ 8.5%

Live Throughput @ Plants  
3.60 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 7.25 Lbs.

Employees.....5,100  
Slaughter/processing plants .....5  
Further processing plants .....2  
Hatcheries (5.01 million eggs wkly) .....4  
Feed mills (39,000 metric tons wkly).....4

House of Raeford President and COO



**Bob Johnson**

Don Taber reported 21.40 million pounds ready-to-cook chicken production on a weekly basis in 2011, a decrease of 2.0 million pounds or 8.5%.

**Sales and marketing:** House of Raeford's sales break out 42% foodservice, 28% industrial, 16% retail and 14% export. Product forms are 80% fresh and 20% frozen; and 44% cut-up. House of Raeford has 500 products. Brands are House of Raeford Farms and Columbia Farms. Geographically, sales break out 69% Southeast, 14% international, 8% Northeast, Northwest 4%, 2% Midwest, 2% Southwest and 1% West.

**10 Foster Farms**  
**Livingston, California**

Ready-To-Cook Volume  
20.37 Mil Lbs. Wkly.  
▲ 0.41 Mil Lbs. ▲ 2.1%

Live Throughput @ Plants  
5.76 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.99 Lbs.

Sales ..... \$1.6 billion  
Employees..... 11,819  
Slaughter/processing plants .....5  
Further processing plants .....5  
Cooking plants .....2  
Distribution centers.....2  
Rendering plants .....2  
Hatcheries (9.09 million eggs wkly).....6  
Feed mills (32,700 metric tons wkly).....4  
Breeder farms ..... 132  
Breeder houses.....376  
Broiler farms.....304  
Broiler houses .....2,053



**Ron Foster**

Foster Farms CEO and President Ron Foster reported 20.37 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.41 million pounds or 2.1%.

**Sales and marketing:** Foster Farms sales break out 81.5% retail, 0.4% institution, 4.1% industrial, 13.0% foodservice and 1% export. Product forms are 64% fresh and 36% frozen; 58% cut-up; 27% cooked; and 15% uncooked further processed. Foster Farms has 918 products. Company brands are Foster Farms and Coastal Range. Geographically, sales break



**Perdue Carving classics chicken breast**





# Rovabio<sup>®</sup>

The versatile enzyme

## The New Energetic Love Story

The synergistic match of Rovabio<sup>®</sup> and DDGS consistently delivers increased energy value in poultry feed.

ROVABIO  
+  
DDGS

Significant levels of xylanase and cellulase make Rovabio<sup>®</sup> the perfect enzyme for DDGS.

Get our fact sheet on how Rovabio<sup>®</sup> is effective in degrading the high NSP content of DDGS : [www.adisseo.biz/DDGS](http://www.adisseo.biz/DDGS)

**ADISSEO**  
A Bluestar Company

Adding Difference

» 2012 BROILER PROFILES

out 63.5% West, 21.3% Northwest, 6.0% Southwest, 5.3% Southeast, 2.4% Midwest, 1.2% Northeast and 0.3% international.

**11 > Keystone Foods, LLC**  
**Huntsville, Alabama**

Ready-To-Cook Volume  
 20.2 Mil Lbs. Wkly.  
 ▲ 2.19 Mil Lbs. ▲ 12.2%

Live Throughput @ Plants  
 3.43 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 7.12 Lbs.

Employees.....	6,950
Slaughter/processing plants .....	3
Cooking plants.....	4
Hatcheries (4.13 million eggs wkly).....	3
Feed mills (25,500 metric tons wkly).....	3
Breeder farms .....	69
Breeder houses.....	185
Broiler farms.....	300
Broiler houses .....	1,572

Keystone Foods Senior Vice President Bill Andersen reported 20.2 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 2.19 million pounds or 12.2%. The company makes significant purchases of ready-to-cook chicken for its further-processing operations which bring finished production to 38.0 million pounds weekly.

**Sales and marketing:** Keystone's sales break out 95% foodservice and 5% export. Product forms are 47% fresh and 20% frozen; and 33% non-cooked further processed. The company brand is Key Farms.

**12 > George's, Inc.**  
**Springdale, Arkansas**

Ready-To-Cook Volume  
 16.48 Mil Lbs. Wkly.  
 ▲ 0.88 Mil Lbs. ▲ 5.6%

Live Throughput @ Plants  
 4.92 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 4.29 Lbs.

Slaughter/processing plants .....	4
Further processing plant .....	1
Cooking plant .....	1
Rendering plant.....	1

Hatcheries (6.04 million eggs wkly).....	5
Feed mills (19,035 metric tons wkly) .....	4
Breeder farms .....	171
Breeder houses.....	338
Broiler farms.....	533
Broiler houses .....	1,670



**Gary George**

George's, Inc., President and CEO Gary George reported 16.48 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.88 million pounds or 5.6%.

**Sales and marketing:** George's sales break out 83% foodservice, 9% export and 8% retail. Product forms are 80% fresh and 20% frozen; 81% cut-up; and 32% non-cooked further processed. George's offers 800 products. The company brand is George's. Geographically, sales break out 24% Northeast, 20% Midwest, 17% West, 15% Southeast, 11% Southwest, 7% international and 6% Northwest.

**Acquisition of Virginia complex:** George's purchased the Harrisonburg, Va., complex from Tyson Foods in May 2011. The complex includes a feed mill, hatchery, slaughter and deboning plant and truck shop.

**13 > Fieldale Farms Corporation**  
**Baldwin, Georgia**

Ready-To-Cook Volume  
 15.70 Mil Lbs. Wkly.  
 NO CHANGE

Live Throughput @ Plants  
 3.25 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 5.75 Lbs.

Sales .....	\$709 million
Employees.....	4,200
Slaughter/processing plants .....	2
Further processing plants .....	3
Cooking plant .....	1
Rendering plants .....	2
Hatcheries (4.52 million eggs wkly).....	3
Feed mills (29,000 metric tons wkly).....	2
Breeder farms .....	88

Breeder houses.....	153
Broiler farms.....	404
Broiler houses .....	1,420



**Tom Hensley**

Fieldale Farms President Tom Hensley reported 15.70 million pounds ready-to-cook chicken production on a weekly basis in 2011, no change from the previous year.

**Sales and marketing:** Fieldale's sales break out 64% retail, 26% foodservice, 10% export and 1% institutional. Product forms are 77% fresh and 23% frozen; 87% cut-up; and 3% cooked. Fieldale Farms has 740 products. The company brand is Fieldale Farms. Geographically, sales break out 48% Southeast, 24% Northeast, 12% international, 11% Midwest and 5% West.

**14 > Amick Farms, Inc.**  
**Leesville, South Carolina**

Ready-To-Cook Volume  
 15.05 Mil Lbs. Wkly.  
 ▲ 3.55 Mil Lbs. ▲ 30.9%

Live Throughput @ Plants  
 2.15 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 8.25 Lbs.

Sales .....	\$560 million
Employees.....	over 2,500
Slaughter/processing plants .....	2
Distribution centers.....	2
Hatcheries (2.72 million eggs wkly).....	2
Feed mills (22,750 metric tons wkly).....	2
Breeder farms .....	24
Breeder houses.....	48
Broiler farms.....	311
Broiler houses .....	1,087

Amick Farms President and CEO Ben Harrison reported 15.05 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 3.55 million pounds or 30.9%.

**Sales and marketing:** Amick Farms sales break out 72% institution, 11% foodservice, 10% retail and 7% export. Product forms are 85% fresh and 15% frozen; 100%





The miracles of science™

## LESS SLIME, LESS ODOR, LESS CORROSION AND FEWER HOUSE CALLS. MUST BE SOMETHING IN THE WATER.

How to improve water quality? It's a question veterinarians everywhere are asking. At DuPont, we listened. DuPont™ Anthium Dioxide® aqueous stabilized chlorine dioxide is a dependable and practical water disinfection system for livestock operations. This system approach generates ClO<sub>2</sub> in situ, which helps produce healthier livestock and a healthier bottom line. Not to mention that it's an EPA-registered water disinfectant and eliminates odor-causing bacteria. DuPont™ Anthium Dioxide®—the solution you can count on to make clean water a reality.

Get the latest word on this easy-to-use system approach to higher quality water—visit [www.neogen.com/cleanwater](http://www.neogen.com/cleanwater)

### DuPont™ Anthium Dioxide®

Neogen Corporation  
Phone: 800-621-8829  
Email: [inform@neogen.com](mailto:inform@neogen.com)  
Website: [www.neogen.com](http://www.neogen.com)

Copyright © 2011 DuPont. All rights reserved. The DuPont Oval Logo, DuPont™, The miracles of science™ and Anthium Dioxide® are registered trademarks or trademarks of E. I. du Pont de Nemours and Company or its affiliates.



Ben Harrison

cut-up. Amick Farms has 100 products. The company brand is Amick Farms. Geographically, sales break out 36% Northeast, 32%

Midwest, 8% Southwest, 7% international, 1% Northwest and 1% West.

### 15 Simmons Foods, Inc. Siloam Springs, Arkansas

Ready-To-Cook Volume  
13.6 Mil Lbs. Wkly.

▼ 2.7 Mil Lbs. ▼ 16.6%

Live Throughput @ Plants  
3.5 Mil Hd. Wkly.

Avg. Wt. Per Hd. 4.95 Lbs.

Sales .....\$700 million  
Employees .....4,700  
Slaughter/processing plants .....4  
Further processing plants .....2  
Cooking plant .....1  
Distribution center .....1

Rendering plant.....1  
Hatcheries (5.11 million eggs wkly) .....4  
Feed mills (25,000 metric tons wkly).....2  
Breeder farms .....80  
Breeder houses .....169  
Broiler farms .....241  
Broiler houses .....1,200

Simmons Foods COO Todd Simmons reported 13.6 million pounds ready-to-cook chicken production on a weekly basis in 2011, a decrease of 2.7 million pounds or 16.6%.

#### Sales and marketing:



Todd Simmons

Simmons sales break out 30% foodservice, 19% industrial, 12% retail, and 39% export. Product forms are 32% frozen and 10% fresh; 11% non-cooked further processed; and 47% cooked. The company offers 600 products. The brand is Simmons. Geographically, sales break out 25%

international, 16% Northeast, 16% Southeast, 16% West, 11% Southwest, 8% Midwest and 8% Northwest.

### 16 Case Foods, Inc. Troutman, North Carolina

Ready-To-Cook Volume  
13.03 Mil Lbs. Wkly.

▲ 0.31 Mil Lbs. ▲ 2.4%

Live Throughput @ Plants  
1.85 Mil Hd. Wkly.

Avg. Wt. Per Hd. 8.40 Lbs.

Sales .....\$599 million  
Employees .....2,500  
Slaughter/processing plants .....3  
Cooking plant .....1  
Hatcheries (2.52 million eggs wkly) .....3  
Feed mills (26,000 metric tons wkly) .....3  
Breeder farms .....67  
Breeder houses .....148  
Broiler farms .....372  
Broiler houses .....1,074

Case Foods CEO Thomas R. Shelton reported 13.03 million pounds ready-to-cook chicken production on a weekly basis



>> 2012 BROILER PROFILES



Thomas R. Shelton

in 2011, an increase of 0.31 million pounds or 2.4%.

**Sales and marketing:** Case Foods sales break out 45% foodservice, 35% industrial, 10% export, 5% institution and 5% retail. Product forms are 80% fresh and 20% frozen; 98% cut-up; 30% non-cooked further processed; and 8% cooked. Case Foods has 410 products. Company brands are Case Farms and Tasty Eight. Geographically, sales break

out 30% Northeast, 25% Midwest, 20% West, 10% Southeast, 10% international and 5% Southwest.

NEW

# TOUGH AS NAILS AND BUILT TO TAKE A BEATING.

## GLADIATOR

TURKEY FEEDING PAN

[www.bigdutchmanusa.com/gladiator](http://www.bigdutchmanusa.com/gladiator)

**Big Dutchman.**  
Innovation Breeds Success

+1 616 392 5981  
bigd@bigdutchmanusa.com  
[www.bigdutchmanusa.com](http://www.bigdutchmanusa.com)

**17 O.K. Foods, Inc.**  
**Fort Smith, Arkansas**

Ready-To-Cook Volume  
12.82 Mil Lbs. Wkly.  
▼ 3.0 Mil Lbs. ▼ 19.0%  
Live Throughput @ Plants  
2.5 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 6.5 Lbs.

Employees .....	2,825
Slaughter/processing plants .....	2
Further processing plants .....	2
Cooking plant .....	1
Distribution centers.....	2
Hatcheries (3.53 million eggs wkly).....	3
Feed mills (23,000 metric tons wkly).....	2
Breeder farms .....	62
Breeder houses.....	120
Broiler houses .....	1,200

O.K. Foods CEO Paul Fox reported 12.82 million pounds ready-to-cook chicken production on a weekly basis in 2011, a decrease of 3.0 million pounds or 19%.

**Sales and marketing:** Sales break out 45% retail, 30% foodservice and 25%



Paul Fox

export. Product forms are 45% fresh and 55% frozen; 95% cut-up; 65% non-cooked further processed; and 35% cooked. O.K. Foods has 200 products. The company

brand is Tender Bird. Geographically, sales break out 50% international, 20% Southeast, 10% Midwest, 10% Northeast and 10% Southwest.

**18 GNP Company**  
**St. Cloud, Minnesota**

Ready-To-Cook Volume  
7.67 Mil Lbs. Wkly.  
▲ 0.77 Mil Lbs. ▲ 11.2%  
Live Throughput @ Plants  
1.84 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 4.99 Lbs.

Sales .....	\$316 million
Employees .....	1,500
Slaughter/processing plants .....	2
Further processing plant .....	1
Distribution center .....	1
Hatcheries (2.18 million eggs wkly) .....	2
Feed mills (8,344 metric tons wkly) .....	2
Breeder farms .....	67
Breeder houses .....	77
Broiler farms .....	236
Broiler houses .....	268

Gold'n Plump CEO Mike Helgeson reported 7.67 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.77 million pounds or 11.2%.

**Sales and marketing:** Gold'n Plump sales break out 56.4% retail, 20.8% food-



**Mike Helgeson**

service, 15.9% industrial, 4.9% other and 2% export. Product forms are 94.4% fresh and 5.6% frozen; and 83% cut-up. Gold'n

Plump has 362 products. The company brands are Gold'n Plump, Just Bare and Sunny Roost. Geographically, sales break out 76% Midwest, 9% West, 7% Southeast, 6% Northeast and 2% international.

**Capital improvements:** Gold'n Plump expanded the water treatment facility and chilling system at the Cold Spring, Minn., complex in 2011.

**19 Marshall Durbin Companies  
Irontdale, Alabama**

Ready-To-Cook Volume  
7.65 Mil Lbs. Wkly.

▲ 0.15 Mil Lbs. ▲ 2.0%

Live Throughput @ Plants  
2.35 Mil Hd. Wkly.

Avg. Wt. Per Hd. 4.12 Lbs.

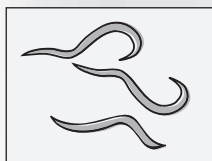
Sales .....	\$326 million
Employees .....	2,000
Slaughter/processing plants .....	2
Further processing plant .....	1
Distribution centers .....	2
Hatcheries (2.99 million eggs wkly) .....	3
Feed mills (9,700 metric tons wkly) .....	2
Breeder farms .....	96

Breeder houses .....	196
Broiler farms .....	180
Broiler houses .....	657

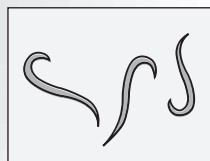
Marshall Durbin President Melissa Durbin reported 7.65 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.15 million pounds or 2%.

**Sales and marketing:** Marshall Durbin Companies sales break out 65% foodservice, 15% export, 10% industrial, 8% retail and 2% institution. Product forms are 89% fresh and 11% frozen; 83.4% cut-up. The company brand is Marshall Durbin. Geographically, sales break out 50% Southeast, 14% international, 12%

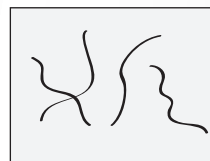
# HAVE YOU SEEN THE THREE THIEVES?



**Large Roundworm**  
a.k.a. *Ascaris galli*\*



**Cecal Worm**  
a.k.a. *Heterakis gallinae*\*\*



**Capillary Worm**  
a.k.a. *Capillaria obsignata*

Don't let intestinal worms rob you of your uniformity and profits.  
Fight back with **HYGROMIX**®.

- ★ Recommendation: feed to pullets and breeders at 12 g/ton from placement through 50 weeks of age<sup>1,2</sup>
- ★ The **ONLY** FDA-approved product for proven, continuous control of all three thieves in chickens
- ★ Helps control parasite infections associated with the three thieves, protecting Intestinal Integrity, which drives uniformity and profitability
- ★ Spot treatment is a reaction to a problem that has already become costly. Intervene early with the continuous control of Hygromix.

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use recommendations.

Hygromix must be withdrawn 3 days before slaughter.

\*Otherwise known as *Ascaridia galli*.

\*\*Otherwise known as *Heterakis gallinarum*.

<sup>1</sup>Eckman, M.K. 1998. "Controlling Helminth Parasites in Layer, Broiler Breeder Flocks." *Poult. Sci.*: June/July.

<sup>2</sup>Shumard, R.F. et al. "Hygromycin B: An Anthelmintic for Effective Control of Nematode Parasites of Chickens." Symposium of Tylan and Hygromix.

Hygromix® is a registered trademark for Elanco's brand of hygromycin.

Elanco®, Hygromix® and the diagonal bar are registered trademarks of Eli Lilly and Company.

© 2012 Elanco Animal Health. All rights reserved.  
PBU 1283

Elanco

**Hygromix**®



» 2012 BROILER PROFILES

**Directory of who's who at U.S. poultry companies**  
 A listing of executives at U.S. poultry companies is online at  
[www.WATTAgNet.com/148699.html](http://www.WATTAgNet.com/148699.html)

Northeast, 8% Midwest, 8% Southwest and 8% West.

**20 Claxton Poultry Farms  
 Claxton, Georgia**

Ready-To-Cook Volume  
 7.08 Mil Lbs. Wkly.  
 ▲ 0.68 Mil Lbs. ▲ 10.6%

Live Throughput @ Plants  
 1.90 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 4.60 Lbs.

- Employees..... 1,650
- Slaughter/processing plant ..... 1
- Hatcheries (2,260,000 million eggs wkly) 2
- Feed mill (7,800 metric tons wkly)..... 1
- Breeder farms ..... 42
- Breeder houses..... 101
- Broiler farms..... 173
- Broiler houses ..... 539



Claxton Poultry President Jerry Lane reported 7.08 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of

0.68 million pounds or 10.6%.

**Sales and marketing:** Claxton Poultry sales break out 55% foodservice, 35% retail and 10% export. Product forms are 82% fresh and 18% frozen; and 90% cut-up. Claxton Poultry has 135 products. The company brand is Claxton Select.

**21 Mar-Jac Poultry, Inc.  
 Gainesville, Georgia**

Ready-To-Cook Volume  
 7.0 Mil Lbs. Wkly.  
 ▼ 0.2 Mil Lbs. ▼ 2.8%

Live Throughput @ Plants  
 1.98 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 4.35 Lbs.

- Sales ..... \$270 million
- Employees..... 1,200
- Slaughter/processing plant..... 1
- Further processing plant ..... 1
- Hatchery (2.5 million eggs wkly)..... 1
- Feed mill (9,500 metric tons wkly) ..... 1

**RE-VERBER-RAY**

**ENERGY EFFICIENT COMFORT**  
**GAS-FIRED RADIANT TUBE BROODERS**

From start-to-finish, producers using radiant tube brooders have realized higher quality chicks, lower mortality rates, improved animal performance and reduced fuel consumption.

**Low Intensity Tube Brooders**  
 Save 20-50% on Your Fuel Bill using radiant tube heat versus other heating appliances.  
 Reduce annual maintenance up to 90%.  
 Two-stage operation provides **Superior Comfort**.  
**Quiet and Clean** operation.

**AV Series Tube Brooders**  
 Patent Pending

*Designed specifically for the Poultry Industry!*

- Low intensity radiant output.
- No hot spots.
- Minimal assembly.
- Dual or single stage operation.
- Ducted fresh air.
- Totally enclosed components.
- Directed, even radiant pattern.

**Detroit Radiant Products Co.**  
 Family owned and operated since 1935

Tel: 1.586.756.0950 • Fax: 1.586.756.2626  
 sales@drp-co.com • www.detroitradiant.com

**MOTHER NATURE CAN TURN THE POWER OFF WITHOUT WARNING. OR CAN SHE?**

Katolight Automatic Farm Power Systems feature superior design for instant response to any emergency power outage. Only seconds after a power failure occurs, the engine generator set will sense the emergency, start itself and transfer load automatically. For the name of the dealer nearest you, visit [www.mtu-online.com](http://www.mtu-online.com).

Call us. We'll give you peace of mind — instantly.

**KATOLIGHT®**

KATOLIGHT BY MTU ONSITE ENERGY

A Tognum Group Brand  
 MTU Onsite Energy / 100 Power Drive / Mankato / Minnesota 56001 / Phone 800 325 5450 / [www.mtu-online.com](http://www.mtu-online.com)



# DURAM PICKING FINGERS



**good to the last feather ...**

## DURAM RUBBER PRODUCTS

MEYHEN International Corp. — North American Distributor

556 INDUSTRIAL WAY WEST, EATONTOWN, NJ 07224, USA

Phone: 732-363-2333 • Fax: 732-905-7696 • Email: [Meyhen@aol.com](mailto:Meyhen@aol.com)

>> 2012 BROILER PROFILES

Breeder farms .....32  
 Breeder houses.....56  
 Broiler farms.....350  
 Broiler houses .....675

Mar-Jac Poultry CEO Pete Martin reported 7.0 million pounds ready-to-cook chicken production on a weekly basis in 2011, a decrease of 0.2 million pounds or 2.8%.



**Pete Martin**

**Sales and marketing:** Mar-Jac sales break out 45% foodservice, 30% export and 25% institution. Product forms are 60% fresh and 40% frozen; 80% cut-up; and 30% non-cooked further processed. Mar-Jac has 200 products. The company brand is MJ. Geographically, sales break out 40% Southeast, 30% international, 15% Midwest and 15% Northeast.

**Capital improvements:** Mar-Jac Poultry has plans for a \$2 million expansion of its deboning operation.

**22 > Cagle's, Inc.**  
**Atlanta, Georgia**  
 Ready-To-Cook Volume  
 6.61 Mil Lbs. Wkly.  
 ▼ 0.87 Mil Lbs. ▼ 11.6%  
 Live Throughput @ Plants  
 1.90 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 4.52 Lbs.

Sales .....\$325 million  
 Employees.....1,620  
 Slaughter/processing plants .....2  
 Further processing plants .....2  
 Cooking plant .....1  
 Distribution center .....1  
 Hatchery (2.47 million eggs wkly) .....1  
 Feed mill (15,000 metric tons wkly) .....1  
 Breeder farms .....56  
 Breeder houses.....147  
 Broiler farms.....154  
 Broiler houses .....618

Cagle's Chairman and CEO J. Douglas Cagle reported 6.61 million pounds ready-to-cook chicken production on a weekly basis in 2011, a decrease

of 0.87 million pounds or 11.6%.

**Sales and marketing:** Cagle's sales break out 31% institution, 27% foodservice, 24% export and 18% retail. Product forms are 76% fresh and 24% frozen; 92% cut-up and 8% non-cooked further processed. The company has 12 brands (including private label). Geographically, sales break out 26% Midwest, 24% international, 23% Southeast, 22% Northeast, 4% West and 1% Southwest.



**J. Douglas Cagle**

**23 > Allen Harim Foods LLC**  
**Seaford, Delaware**  
 Ready-To-Cook Volume  
 5.98 Mil Lbs. Wkly.  
 Live Throughput @ Plants  
 0.79 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 5.47 Lbs.

Employees.....2,300  
 Slaughter/processing plants .....2  
 Rendering plant.....1  
 Hatcheries (2.43 million eggs wkly).....2  
 Feed mills (8,700 metric tons wkly).....2  
 Breeder farms .....38  
 Breeder houses.....98  
 Broiler farms.....271  
 Broiler houses .....750

Allen Harim Foods CEO Gary Gladys reported 5.98 million pounds ready-to-cook chicken production on a weekly basis beginning in September of 2011. Allen Harim Foods was formed after South Korean food company Harim Corp. purchased the operations of Allen Family Foods, which declared bankruptcy in 2011. The new company's weekly production of 5.98 million pounds of ready-to-cook chicken weekly represents a decrease of 3.72 million pounds or 38.4% from that of Allen Family Foods in 2010.

**Sales and marketing:** Allen Harim sales break out 74% retail, 21% foodservice and 5% export. Product forms are 95% fresh and 5% frozen; 72% cut-up. Company

brands are Allen's and Nature's Sensation. Allen Harim also packs under private label. Geographically, sales break out 85% Northeast, 8% Midwest, 6% international and 1% Southeast.

**24 > Harrison Poultry, Inc.**  
**Bethlehem, Georgia**  
 Ready-To-Cook Volume  
 4.97 Mil Lbs. Wkly.  
 ▲ 0.35 Mil Lbs. ▲ 7.6%  
 Live Throughput @ Plants  
 0.97 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 6.50 Lbs.

Sales .....\$200 million  
 Employees.....800  
 Slaughter/processing plant.....1  
 Hatchery (1.2 million eggs wkly) .....1  
 Feed mill (6,500 metric tons wkly) .....1  
 Breeder farms .....30  
 Breeder houses.....45  
 Broiler houses .....435



**Mike Welch**

Harrison Poultry President and CEO Mike Welch reported 4.97 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.35

million pounds or 7.6%.

**Sales and marketing:** Harrison Poultry sales break out 60% retail, 25% foodservice, 10% export and 5% institution. Product forms are 85% fresh and 15% frozen; and 75% cut-up. The company brand is Harrison Golden Goodness.

**25 > Coleman Natural Foods**  
**Lakewood, Colorado**  
 Ready-To-Cook Volume  
 4.86 Mil Lbs. Wkly.  
 ▲ 0.41 Mil Lbs. ▲ 9.2%  
 Live Throughput @ Plants  
 1.1 Mil Hd. Wkly.  
 Avg. Wt. Per Hd. 5.72 Lbs.

Sales .....\$538 million  
 Employees.....2,312



**WATT**AgNet.com

# Webinar Series

WATT's industry-leading website brings you a unique and timely online presentation each month. Recognized industry experts cover the hottest topics in the poultry, feed and pig industries.



FEATURED WEBINAR - April 17  
Market volatility, exchange rates and  
the poultry business / Volatilidad de los  
mercados, tipos de cambio y la avicultura

Presented in Spanish, industry experts address  
pressing questions including:

- How do market fluctuations affect poultry production?
- Is the crisis in Europe changing Latin American exporting nations' trade?
- How are the exchange rates affecting purchasing of raw materials?

**Log on to [www.WATTAgNet.com/webinars.aspx](http://www.WATTAgNet.com/webinars.aspx) for frequent updates and to register today.**

**WATT**AgNet.com



>> 2012 BROILER PROFILES

Slaughter/processing plants .....3  
 Further processing plants .....3  
 Cooking plants .....3  
 Distribution centers.....4  
 Hatcheries (819,000 eggs wkly).....2  
 Feed mills (2,840 metric tons wkly).....2  
 Breeder farms .....13  
 Breeder houses .....25  
 Broiler farms ..... 135  
 Broiler houses .....509

Coleman Natural Foods CEO Mark McKay reported 4.86 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.41 million pounds or 9.2%. The company's production volume includes Draper Valley Farms, Inc., which was purchased by Coleman Natural Foods in 2010.

**Sales and marketing:** Coleman Natural sales break out 62% retail, 25% foodservice and 13% industrial.

Company brands are Coleman Natural, Rosie Organic, Rocky the Range Chicken, Coleman Organic, Draper Valley Farms, Draper Valley Farms Organic, Ranger - The Free Range Chicken and Han's All-Natural. Geographically, sales break out 25% Northeast, 25% West, 20% Northwest, 20% Southeast, 5% Midwest and 5% Southwest.

**26 > Golden-Rod Broilers, Inc.  
Cullman, Alabama**

Ready-To-Cook Volume  
3.12 Mil Lbs. Wkly.  
Live Throughput @ Plants  
1.07 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 4.15 Lbs.

Slaughter/processing plant .....1  
 Hatcheries .....3  
 Feed mill .....1

**27 > Farmers Pride, Inc.  
Fredericksburg, Pennsylvania**

Ready-To-Cook Volume  
2.79 Mil Lbs. Wkly.  
▲ 0.01 Mil Lbs ▲ 0.4%  
Live Throughput @ Plants  
0.83 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.35 Lbs.

Sales .....\$200 million  
 Employees ..... 1,150  
 Slaughter/processing plant .....1  
 Hatchery (615,000 eggs wkly) .....1  
 Broiler farms ..... 110  
 Broiler houses ..... 200

Farmers Pride Chairman and President CEO Scott I. Sechler reported 2.79 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.01 million pounds or 0.4%.

**Sales and marketing:** Farmers Pride, Inc., sales break out 80% retail and 20% food-

**greenlite**

- Shatterproof
- Approved for damp locations
- Approved for use in totally enclosed fixtures
- 3 year unconditional warranty based on usage of 16 hours per day
- Designed specifically for the agricultural world

For more information or local distributors, please contact our sales team at (877) 255-0004.

service. Product forms are 85% fresh and 15% frozen; and 85% cut-up. Farmers Pride has 40 products. Company brands are Farmers Pride and Bell & Evans. Geographically, sales break out 60% Northeast, 18% Midwest, 10% Southeast, 10% Southwest and 2% West.

**Capital Improvements:** Farmers Pride adopted Slow Induction Anesthesia in its slaughter operation in 2011. “[Slow Induction Anesthesia] is the most humane, low-stress system that gently puts the birds to sleep before they are processed,” the company said.

**28 > Holmes Foods  
Nixon, Texas**

Ready-To-Cook Volume  
2.19 Mil Lbs. Wkly.

Live Throughput @ Plants  
0.68 Mil Hd. Wkly.

Avg. Wt. Per Hd. 4.00 Lbs.

Employees .....425  
Slaughter/processing plant.....1  
Further processing plant .....1



**Phillip Morris**

Broiler farms.....35  
Broiler houses ..... 179

Distribution center..1  
Hatchery (715,000 eggs wkly).....1  
Feed mill (2,800 metric tons wkly) .....1  
Breeder farms .....12  
Breeder houses .....40

**29 > Miller Poultry  
Orland, Indiana**

Ready-To-Cook Volume  
1.44 Mil Lbs. Wkly.

Live Throughput @ Plants  
0.4 Mil Hd. Wkly.

Avg. Wt. Per Hd. 5.10 Lbs.

Sales .....\$88 million  
Employees..... 400  
Slaughter/processing plant.....1  
Hatchery.....1  
Feed mill.....1  
Broiler farms ..... 120

Broiler houses ..... 140  
Miller Poultry President Galen Miller reported production of 1.44 million pounds ready-to-cook chicken on a weekly basis in 2011.

**Sales and marketing:** Company sales break out 80% retail, 5% institutional, and 5% foodservice. Product forms are 98% fresh and 2% frozen; 60% cut-up; and 1% cooked. Sales are predominantly (90%) in the Midwest. The company brand is Amish Country Poultry.

**Capital improvements:** Miller Poultry installed a new pellet mill and Ossid seamed packaging equipment in 2011.

**30 > MBA Poultry, LLC  
Tecumseh, Nebraska**

Ready-To-Cook Volume  
1.25 Mil Lbs. Wkly.

Live Throughput @ Plants  
0.31 Mil Hd. Wkly.

Avg. Wt. Per Hd. 6.15 Lbs.

Science is **KNOWLEDGE** in the form of **predictable results.**

At Diamond V, we utilize our science, research and expertise in fermentation technology to develop all-natural animal nutrition and health solutions. Since 1943, Diamond V has developed innovative products you can trust.

**Diamond V puts that knowledge into every product.**

**Diamond V**  
The Trusted Experts In Nutrition & Health™

Visit us at the Midwest Poultry Federation Convention | Booth 144

Scan to visit our new website

Get the facts, benefits and proof that Diamond V delivers at [diamondv.com](http://diamondv.com)



» 2012 BROILER PROFILES

Employees..... 400  
Slaughter/processing plant..... 1  
Further processing plant..... 1

**31 > Gerber's Poultry**  
**Kidron, Ohio**

Ready-To-Cook Volume  
1.11 Mil Lbs. Wkly.  
▲ 0.01 Mil Lbs. ▲ 0.9%

Live Throughput @ Plants  
0.31 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.07 Lbs.

Sales.....\$64 million  
Employees.....350  
Slaughter/processing plant..... 1  
Further processing plant..... 1  
Distribution center..... 1  
Hatchery (400,000 eggs wkly)..... 1  
Broiler farms..... 115  
Broiler houses..... 135



Mike Gerber

Gerber's Poultry President Mike Gerber reported 1.11 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.01 million pounds or 0.9%.

**Sales and marketing:** Gerber's Poultry sales break out 70% retail and 30% foodservice. Product forms are 95% fresh and 5% frozen; 75% cut-up; and 10% non-cooked further processed. The company brand is Gerber's Amish Farm Chicken. Geographically, sales are all in the Midwest.

**Capital improvements:** Gerber Poultry has plans to expand the hatchery

at a cost of \$750,000, including the addition of a new egg setter. The company also plans to upgrade its sizing line and rolling stock.

**32 > Gentry Poultry Co., Inc.**  
**Ward, South Carolina**

Ready-To-Cook Volume  
1.0 Mil Lbs. Wkly.  
▼ 0.02 ▼ 2%

Live Throughput @ Plants  
0.25 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 4.35 Lbs.

Sales.....\$40 million  
Employees..... 175  
Slaughter/processing plant..... 1  
Further processing plant..... 1

Gentry Poultry CEO and President W.M. Gentry Jr. reported 1.0 million pounds ready-to-cook chicken production on a weekly basis in 2011, a decrease of 0.02 million pounds or 2%.

**Sales and marketing:** Gentry Poultry sales break out 40% retail, 30% foodservice and 30% institutional. Product forms are 100% fresh; 70% cut-up; and 10% non-cooked further processed. Gentry Poultry has 30 products. The company brand is Gentry.

**33 > Park Farms, Inc.**  
**Canton, Ohio**

Ready-To-Cook Volume  
0.99 Mil Lbs. Wkly.

Live Throughput @ Plants  
0.33 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 4.00 Lbs.

Employees.....320

Slaughter/processing plant..... 1  
Further processing plant..... 1  
Distribution center..... 1  
Hatchery (400,000 eggs wkly)..... 1  
Broiler farms..... 14  
Broiler houses..... 105

**34 > Hain Pure Protein Corp.**  
**Fredericksburg, Pennsylvania**

Ready-To-Cook Volume  
0.95 Mil Lbs. Wkly.  
▲ 0.03 Mil Lbs. ▲ 3.3%

Live Throughput @ Plants  
0.24 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.5 Lbs.

Employees.....220  
Slaughter/processing plant..... 1  
Further processing plant..... 1  
Rendering plant..... 1  
Hatchery (235,000 eggs wkly)..... 1  
Feed mill (1,100 metric tons wkly)..... 1  
Broiler farms.....32  
Broiler houses.....60

Hain Pure Protein President Joe DePippo reported production of 0.95 million pounds ready-to-cook chicken production on a weekly basis in 2011, an increase of 0.03 million pounds or 3.3%.

**Sales and marketing:** Company sales break out 55% retail and 45% foodservice. Product forms are 95% fresh and 5% frozen; 30% cut-up; and 60% non-cooked further processed. Geographically, sales are 65% Northeast; 30% Midwest; and 5% Southeast. Hain Pure Protein produces natural and organic poultry. The company's FreeBird antibiotic-free chickens are fed a diet free of animal byproducts.

**35 > Murray's Chickens**  
**Fallsburg, New York**

Ready-To-Cook Volume  
0.81 Mil Lbs. Wkly.  
▲ 0.02 Mil Lbs ▲ 2.5%

Live Throughput @ Plants  
0.25 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.00 Lbs.

Sales.....\$26 million  
Employees.....368

GNP Company brands include Gold'n Plump and Just Bare.





Slaughter/processing plant.....	1
Further processing facility.....	1
Distribution center.....	1

Murray's Chickens President and CEO Murray Bresky reported production of 0.79 million pounds of ready-to-cook chicken on a weekly basis in 2011, an increase of 0.02 million pounds or 2.5%.

**Sales and marketing:** Murray's



**Murray Bresky**

Chickens sales break out 75% retail and 25% foodservice. Product forms are 75% fresh; 5% frozen, 5% cut-up, 10% non-cooked further processed and 5% cooked. Murray's offers 110 products. The company brand is Murray's Chickens.

**38> Eberly Poultry, Inc. Stevens, Pennsylvania**

Ready-To-Cook Volume  
0.08 Mil Lbs. Wkly.  
Live Throughput @ Plants  
0.02 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 4.80 Lbs.

Employees.....82

Eberly Poultry President Robert Eberly reported 0.08 million pounds ready-to-cook chicken production in 2011.

**Sales and marketing:** Eberly Poultry sales break out 70% Northeast, 2% Northwest, 1% West, 10% Midwest, 10% Southeast, 1% Southwest and 6% international.



Allen's fresh whole frying chicken

**36> Empire Kosher Poultry, Inc. Mifflintown, Pennsylvania**

Ready-To-Cook Volume  
0.59 Mil Lbs. Wkly.  
Live Throughput @ Plants  
0.22 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 4.98 Lbs.

Employees.....	680
Slaughter/processing plant.....	1
Further processing plant.....	1
Cooking plant.....	1
Hatchery (480,000 eggs wkly).....	1
Feed mill (5,040 metric tons wkly).....	1
Breeder farms.....	9
Breeder houses.....	16
Broiler farms.....	40
Broiler houses.....	77

**37> Agri Star Meat & Poultry, LLC Postville, Iowa**

Ready-To-Cook Volume  
0.27 Mil Lbs. Wkly.  
Live Throughput @ Plants  
0.07 Mil Hd. Wkly.  
Avg. Wt. Per Hd. 5.40 Lbs.

Agri Star Meat & Poultry produced an estimated 0.27 million pounds ready-to-cook chicken production on a weekly basis in 2011.

**FRESHRITE** MODEL 6000 BAND SEALER FOR FRESH POULTRY

# No Leakers.

**No more leaky, messy bags.**  
The FreshRite 6000 band sealer is designed to make fresh poultry packaging fast, efficient and leak-free.

- Built for heavy-duty multi-shift use
- USDA approved for poultry & meat
- Special trimmer creates wider, 3/4" fresh poultry seal
- Increased trimmer blade life
- Cogs on positive timing belt trimmer drive prevent slippage, keep bags moving evenly for better trim
- Optional Front or Rear scrap discharge
- Rugged, reliable design
- Simple, easy maintenance
- Ready parts availability
- Performance proven in hundreds of USDA applications

**Code emboss directly into seal area**

**Extra wide 3/4" trim seal assures package integrity**

**Flat heat seal provides far superior integrity compared to alternative methods**

**No leakage in shipping or handling**

**Designed for poultry & meat**

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

**800-248-6868**  
Or Fax 262-634-0521

**PACKRITE**  
3026 PHILLIPS AVE. • RACINE, WI 53403

## 2012 WATT POULTRYUSA TURKEY RANKINGS

# Mid-size US turkey producers continue production growth

*Production restraint continues to be the pattern among the largest US turkey producers, while mid-size turkey producers continue their growth.* BY GARY THORNTON

Foster Farms Turkey Cuban Pressed Sandwich



18.0 million pounds or 13.6%. It slaughtered 150.0 million pounds of turkeys in 2011.

## Other mid-size gainers

Other mid-size turkey producers increasing slaughter in 2011 included No. 7 ranked Foster Farms up 14.8 million pounds or 5.7%; No. 12 ranked Cooper Farms up 12.0 million pounds or 6.2%; No. 13 ranked Dakota Provisions up 5.0 million pounds or 2.5%; No. 17 ranked Prestage Foods up 9.0 million pounds or 6.9%; No. 18 ranked Zacky Farms up 1.1 million pounds or 0.8%; No. 19 ranked Norbest up 1.9 million pounds or 1.8%; and No. 23 ranked Koch's Turkey Farm up 0.6 million pounds or 4.0%.

## Two mid-size producers hold production the same

Among the 12 turkey producers ranked No. 8 through No. 19 in the WATT PoultryUSA



No. 1 ranked turkey producer Butterball LLC held production steady in 2011 at 1.3 billion live pounds, no change from the previous year. Production restraint among the top-ranked U.S. turkey producers, in fact, continues to be the pattern for 2012, according to WATT PoultryUSA's 2012 Top Poultry Companies rankings.

## Modest or no growth among top 6 producers

Among the top six turkey producers, only two increased live production in 2011. No. 2 ranked Jennie-O Turkey Store increased slaughter of live turkeys by 4 million pounds or 0.3%. No. 4 ranked Sara Lee increased live slaughter by 10 million pounds or 3%.

Holding slaughter steady at 1.1 billion pounds was No. 3 ranked Cargill Value Added Meats. Meantime, No. 5 ranked Farbest Foods reduced slaughter from 374 million to 360 million pounds.

## Mid-size turkey companies grow again

Continuing a pattern set in 2010, mid-size turkey companies continued their growth in live pounds slaughtered in 2011.

West Liberty Foods set the pace for production increases among the mid-size turkey producers, raising slaughter by 48.7 million pounds or 29.6%. The firm jumped from No. 15 to No. 11 in the rankings. It slaughtered 213.3 million pounds of live turkeys in 2011 and projects the addition of another 10.8 million pounds in 2012.

No. 10 ranked Virginia Poultry Growers Cooperative increased its slaughter of turkeys by 21.0 million pounds or 9.4%. The coop slaughtered 245 million pounds of turkeys.

Turkey Valley Farms, the No. 16 ranked company, increased its slaughter of turkeys by

To download 2012 turkey ranking data in a spreadsheet format: Sign in or sign up as a user on [www.WATTAgNet.com](http://www.WATTAgNet.com) and go to [www.WATTAgNet.com/148744.html](http://www.WATTAgNet.com/148744.html)

survey, only two reported no growth in production. No. 8 ranked Perdue Farms held production at 271.0 million pounds. No. 14 ranked Hain Pure Protein Corp. held production at 182.0 million pounds. None of the 12 producers decreased production.

## Notable business

Butterball, LLC, closed the Longmont, Colo., facility, December 31, 2011. The



# di Diversified

www.diversifiedimports.com

Bringing Excellence and Innovation to the Market



## Di Drive

The Di Drive is a simple, powerful winch actuator with internal limit switches, designed specifically for use in all types of agricultural housing. It is used to activate vents, curtains and doors, and to raise feed and water lines. The Di Drive is sealed and lubricated for life, and requires no regular maintenance.

Discover the Winning Package.....

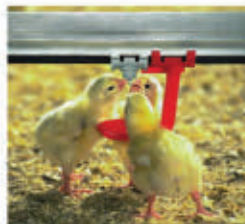
**ROTEM**<sup>®</sup>

Control & Management



**PLASSON**

Water and Feeding Systems



**di Drive**

Curtain & Vent Machines



**di Diversified**

556 Industrial Way West Eatontown, NJ 07724 · Toll Free: 1 800 348 6663  
Fax: 732 905 7696 · Email: [info@diversifiedimports.com](mailto:info@diversifiedimports.com)





## » 2012 WATT POULTRYUSA TURKEY RANKINGS

## TOP TURKEY COMPANY SURVEY Total Live Pounds Processed, Millions, WATT PoultryUSA Survey, 2012

Rank	Company	2010 Pounds	2011 Pounds	2011 % Change	2012 Pounds	2012 % Change
1	Butterball, LLC	1,300.0	1,300.0		1,300.0	
2	Jennie-O Turkey Store	1,286.0	1,290.0	0.3%	1,275.0	-1.2%
3	Cargill Value Added Meats	1,095.0	1,095.0		1,095.0	
4	Sara Lee	330.0	340.0	3.0%		
5	Farbest Foods, Inc.	374.0	360.0	-3.7%	378.0	5.0%
6	Kraft Foods, Inc./Oscar Mayer	290.0	280.0	-3.4%	280.0	
7	Foster Farms <sup>1</sup>	258.9	273.7	5.7%	280.0	2.3%
8	Perdue Farms Incorporated	271.0	271.0		271.0	
9	House of Raeford Farms, Inc.	247.5	259.0	4.6%	253.0	-2.3%
10	Virginia Poultry Growers Cooperative, Inc. (VPGC)	224.0	245.0	9.4%	245.0	
11	West Liberty Foods, L.L.C.	164.5	213.2	29.6%	224.0	5.1%
12	Cooper Farms	195.0	207.0	6.2%	207.0	
13	Dakota Provisions	200.0	205.0	2.5%	208.0	1.5%
14	Hain Pure Protein Corp.	182.0	182.0		182.0	
15	Michigan Turkey Producers	170.0	180.0	5.9%	185.0	2.8%
16	Turkey Valley Farms	132.0	150.0	13.6%	150.0	
17	Prestage Foods	131.0	140.0	6.9%	140.0	
18	Zacky Farms, LLC	131.3	132.4	0.8%	149.9	13.2%
19	Norbest, Inc. (Moroni Feed Company)	102.8	104.7	1.8%	104.7	
20	Northern Pride Turkey	40.0	40.0		40.0	
21	White Water Processing Co.	30.3	30.3		30.3	
22	Empire Kosher Poultry, Inc.	25.2	25.2		25.2	
23	Koch's Turkey Farm <sup>2</sup>	15.3	15.9	4.0%	17.3	8.8%
24	Jaendl Turkey Sales, Inc.	10.5	10.5		11.0	4.8%
<b>Survey Totals</b>		<b>7,206.3</b>	<b>7,349.9</b>	<b>2.0%</b>		

<sup>1</sup> Foster Farms' 2010 numbers were revised after press in 2011 from 256.6 to 258.9 for 2010, <sup>2</sup> Koch's Turkey Farm numbers were added after press for 2010, <sup>3</sup> 2012 numbers are projections. © WATT PoultryUSA

company said the action was necessary due to increased grain and other input costs and to streamline operations. Jennie-O Turkey Store operating profit was up 43% in the company's fiscal year ended October 30, 2011; volume was up 1%; dollar sales were up 12%.

Farbest Foods is expected to start construction of a \$70 million turkey processing plant in Knox County, Ind., this year. Farbest officials say that once their plant is up and running it will process 18,000 turkeys every shift. Sara Lee announced its intention to split into two separate publicly held companies – "CoffeeCo" (International Coffee

& Tea) and "MeatCo" (North American Meats). Sean Connolly will serve as chief executive officer of MeatCo.

### Capital improvements

Farbest Foods invested \$10 million in capital improvements in 2011 including in a wastewater system and a brooder hub facility. The company has budgeted \$5 million in 2012 for an additional brooder hub facility and automated processing equipment.

Dakota Provisions invested in the following capital improvements: by-products facility \$7 million, IQF processing \$2 million,

information systems \$1.5 million and water treatment \$800,000. Capital improvements planned for 2012 include a \$25 million expansion of the plant's ready-to-eat, distribution and warehousing facilities.

Michigan Turkey Producers expanded raw processing prior to cooking in 2011.

Norbest budgeted \$4.1 million to add new pellet milling equipment in 2012.

Koch's Turkey Farm introduced a value-added product line in 2011. The company plans to expand its modified atmosphere packaging to increase its line of value-added products in 2012. ■



# Making Breakthroughs

For 95 years Cobb has built a reputation for advances in poultry breeding.

We've focused on traits that achieve value at all levels of production like hatch percentage, feed efficiency and yield.

We're investing even more on research and development to deliver new product gains - helping you to make breakthroughs too.

# WATT PoultryUSA 2012 RANKINGS

# Top US Turkey Companies: Profiles

Turkey industry rankings, production volume and marketing data on the US top turkey companies based on 2011 production. BY GARY THORNTON



WATT PoultryUSA turkey rankings are based on annual slaughter volume pounds in the U.S. Data is from an exclusive survey of broiler companies, published sources and industry estimates.

## 1 > Butterball, LLC Garner, North Carolina

2011 Slaughter Volume  
1.30 Bil. Live Lbs.  
NO CHANGE  
2012 Projected Volume  
1.30 Bil. Live Lbs.

Employees.....5,500  
Slaughter plants.....4  
Processing plants .....6  
Cooking facilities.....4  
Hatcheries .....3  
Feed mills .....5  
Grow-out farms..... 500

Butterball President and CEO Rod



Rod Brenneman

Brenneman reports the company slaughtered 1.3 billion pounds of live turkeys in 2011, no change from the previous year.

## 2 > Jennie-O Turkey Store Willmar, Minnesota

2011 Slaughter Volume  
1.29 Bil. Live Lbs.  
▲ 4.0 Bil. Live Lbs. ▲ 0.3%  
2012 Projected Volume  
1.28 Bil. Live Lbs.

Slaughter plants.....4  
Processing plants .....7  
Cooking facilities.....5

Jennie-O Turkey Store President  
Glenn Leitch reports the company



Glenn Leitch

slaughtered 1.29 billion pounds of live turkeys in 2011, an increase of 4.0 million pounds or 0.3%. The company projects it will slaughter 1.275 billion pounds of live turkeys in 2012. Jennie-O Turkey Store is a wholly-owned subsidiary of Hormel Foods.

## 3 > Cargill Value Added Meats Wichita, Kansas

2011 Slaughter Volume  
1.10 Bil. Live Lbs.  
NO CHANGE  
2012 Projected Volume  
1.10 Bil. Live Lbs.

Employees.....6,100  
Slaughter plants.....4  
Processing plants .....4  
Cooking facilities.....5  
Distribution centers.....2  
Rendering plant.....1  
Hatcheries .....3  
Feed mills .....5  
Breeder farms ..... 50+  
Grow-out farms..... 600

Cargill Value Added Meats President Steve Willardsen reports the company slaughtered 1.1 million pounds of live turkeys in 2011, no change from the previous year. Cargill slaughtered 34.5 million turkey hens and 14 million toms in 2011, no change

Find more details about the top U.S. and international poultry companies in the World's Top Poultry Companies database at [www.WATTAgNet.com/worldtoppoultry.html](http://www.WATTAgNet.com/worldtoppoultry.html)  
Have an update or change for your company's listing? Email [topco@wattnet.net](mailto:topco@wattnet.net)





Steve Willardsen

from the previous year.

The company projects it will slaughter 34.5 million hens and 14 million toms at a total live weight of

1.1 million pounds in 2012.

**Sales and marketing:** Products are marketed under the Honeysuckle White, Shady Brook Farms, Riverside, Marval, Willow Brook and Schweigert brands.

**4 - Farbest Foods, Inc. Huntingburg, Indiana**

2011 Slaughter Volume  
360.0 Mil. Live Lbs.  
▼ 14 Mil. Lbs. ▼ 3.7%  
2012 Projected Volume  
378.0 Mil. Live Lbs.

Sales.....\$277 million  
Employees.....850

Slaughter/processing plant.....1  
Distribution center.....1  
Feed mill (450 million metric tons annually).....1  
Grow-out farms.....160

Farbest Foods President Ted J. Seger reports the company slaughtered 360 million pounds of live turkeys in 2011, a decrease of 14 million pounds or 3.7%. Farbest slaughtered 9 million toms, a decrease of 360,000 head from the previous year. The company projects it will slaughter 9.4 million toms at a live weight of 378 million pounds in 2012.

**Capital improvements:** Farbest Foods invested \$10 million in capital improvements in 2011 including a wastewater system and a brooder hub facility. The company has budgeted \$5 million in 2012 for an additional brooder hub facility and automated processing equipment. Farbest is studying the possibility of building

a new slaughter and deboning plant in 2014.

**5 - Sara Lee Storm Lake, Iowa**

2011 Slaughter Volume  
340.0 Mil. Live Lbs.  
▲ 10 Mil. Lbs. ▲ 3.0%

Slaughter plant.....1  
Processing plant.....1  
Cooking facility.....1

Sara Lee slaughtered an estimated 340 million pounds of live turkeys in 2011, an increase of 10 million pounds or 3.0%.

**6 - Kraft Foods, Inc. Madison, Wisconsin**

2011 Slaughter Volume  
280.0 Mil. Live Lbs.  
▼ 10 Mil. Lbs. ▼ 3.4%  
2012 Projected Volume  
280.0 Mil. Live Lbs.

Slaughter plant.....1

**Process technologies, plants, and aftermarket service.** Global supplies for the aqua feed, and petfood industry



- Leading technologies
- Global presence
- Local service

**Together, we make a difference!**

ANDRITZ FEED & BIOFUEL  
Europe, Asia, and South America: andritz-fb@andritz.com  
USA and Canada: andritz-fb.us@andritz.com

www.andritz.com

» TURKEY PROFILES

Processing plant.....1  
Cooking facility.....1

Kraft Foods, Inc./Oscar Mayer slaughtered 7.1 million toms at a total weight of 280 million live pounds in 2011, a decrease of 10 million pounds or 3.4% from the previous year. It is projected that the company will slaughter 280 million live pounds in 2011. Kraft operates one slaughter, deboning and cooking plant in Newberry, S.C.

**Sales and marketing:** Kraft purchases its birds from outside suppliers and processes only heavy toms. The company's turkey products are marketed under the Oscar Mayer and Lunchables brands.

**7> Foster Farms  
Livingston, California**  
2011 Slaughter Volume  
273.7 Mil. Live Lbs.  
▲ 14.8 Mil Lbs ▲ 5.7%  
2012 Projected Volume  
280 Mil. Live Lbs.

Sales.....\$338 million  
Employees..... 11,819  
Slaughter plant.....1  
Processing plant.....1  
Cooking facility (1.6 million lbs).....1  
Distribution centers.....2  
Rendering plant.....1  
Hatcheries (10 million poult annually) .2  
Feed mills (7,000 metric tons wkly).....2  
Breeder farms.....5  
Grow-out farms.....59



Ron Foster

Foster Farms President and CEO Ron Foster reports the company slaughtered 273.7 million pounds of live turkeys in 2011, an increase of 14.8 million pounds or 5.7%. Foster Farms slaughtered 4.4 million hens and 4.3 million toms. The company projects it will slaughter 4.6 million hens and 4.4 million toms at a live weight of 280

million pounds in 2012.

**8>Perdue Farms, Inc.  
Salisbury, Maryland**  
2011 Slaughter Volume  
271.0 Mil. Live Lbs.  
▼ 12 Mil. Lbs. ▼ 4.4%

Sales.....\$318 million  
Employees.....18,906  
Slaughter plant.....1  
Cooking facilities.....2  
Hatchery (242,000 eggs wkly).....1  
Feed mill (7,400 metric tons wkly) .....1  
Breeder farm.....1  
Grow-out farms.....145



James A. Perdue

Perdue Farms slaughtered 259 million pounds of live turkeys in 2011, a decrease of 12 million pounds or 4.4%. The company slaughtered 4.22 million hens

and 4.26 million toms.

**Sales and marketing:** Perdue's turkey sales break out 50% foodservice, 48% retail and 2% export. Product forms are 70% fresh and 28% frozen. The company's turkey products are marketed under the Perdue and Shenandoah brands.

**9>House of Raeford Farms, Inc.  
Raeford, North Carolina**  
2011 Slaughter Volume  
259.0 Mil. Live Lbs.  
▲ 11.5 Mil Lbs ▲ 4.6%  
2012 Projected Volume  
253 Mil. Live Lbs.

Employees.....1,250  
Slaughter plant.....1  
Processing plants.....2  
Cooking facilities  
(100 million lbs annually).....2

Distribution center.....1  
Hatchery (9.5 million poult annually)...1



Bob Johnson

Feed mill (300,000 metric tons annually)1

House of Raeford CEO Bob Johnson reports the company slaughtered 259.0 million pounds of live turkeys in 2011, an increase of 11.5 million pounds or 4.6%. House of Raeford slaughtered 4.6 million hens and 4.5 million toms.

The company projects it will slaughter 4.7 million hens and 4.5 million toms at a total live weight of 253 million pounds in 2012.

**10>Virginia Poultry Growers  
Cooperative, Inc. (VPGC)  
Hinton, Virginia**  
2011 Slaughter Volume  
245.0 Mil. Live Lbs.  
▲ 21 Mil. Lbs. ▲ 9.4%  
2012 Projected Volume  
245.0 Mil. Live Lbs.

Employees.....532  
Slaughter plant.....1  
Feed mill.....1  
Grow-out farms.....156

Virginia Poultry Growers Cooperative, Inc. slaughtered 245 million pounds of live turkey in 2011, an increase of 21 million pounds or 9.4%, according to James L. Mason, president and general manager. The cooperative projects it will slaughter 245 million live pounds in 2012.

All of the birds processed are deboned, including all hens processed, to generate meat used by other further processors. The cooperative has some antibiotic-free production and also raises some organic turkeys.

➔ **Directory of U.S. poultry plants** A listing of processing/further processing facilities is available for download at [www.WATTAgNet.com/148698.html](http://www.WATTAgNet.com/148698.html)

**11 West Liberty Foods, L.L.C.**  
**West Liberty, Iowa**

2011 Slaughter Volume  
 213.2 Mil. Live Lbs.  
 ▲ 48.7 Mil. Lbs. ▲ 29.6%

2012 Projected Volume  
 224.0 Mil. Live Lbs.

Sales .....\$671 million  
 Employees .....1,920  
 Slaughter plant .....1  
 Processing plants .....3  
 Cooking facilities (340 million lbs annually) 3  
 Grow-out farms .....80



**Ed Garrett**

West Liberty Foods President and CEO Ed Garrett reports the company slaughtered 213.2 million pounds of live turkeys in 2011, an increase of 48.7 million pounds or 29.6%. West

Liberty Foods slaughtered 5.4 million toms. The company projects it will slaughter 5.6 million toms at a total live weight of 224 million pounds in 2012. West Liberty Foods is owned by members of the Iowa Turkey Growers Cooperative.

**Sales and marketing:** West Liberty Foods specializes in slicing and co-packing cooked red meat and poultry products.

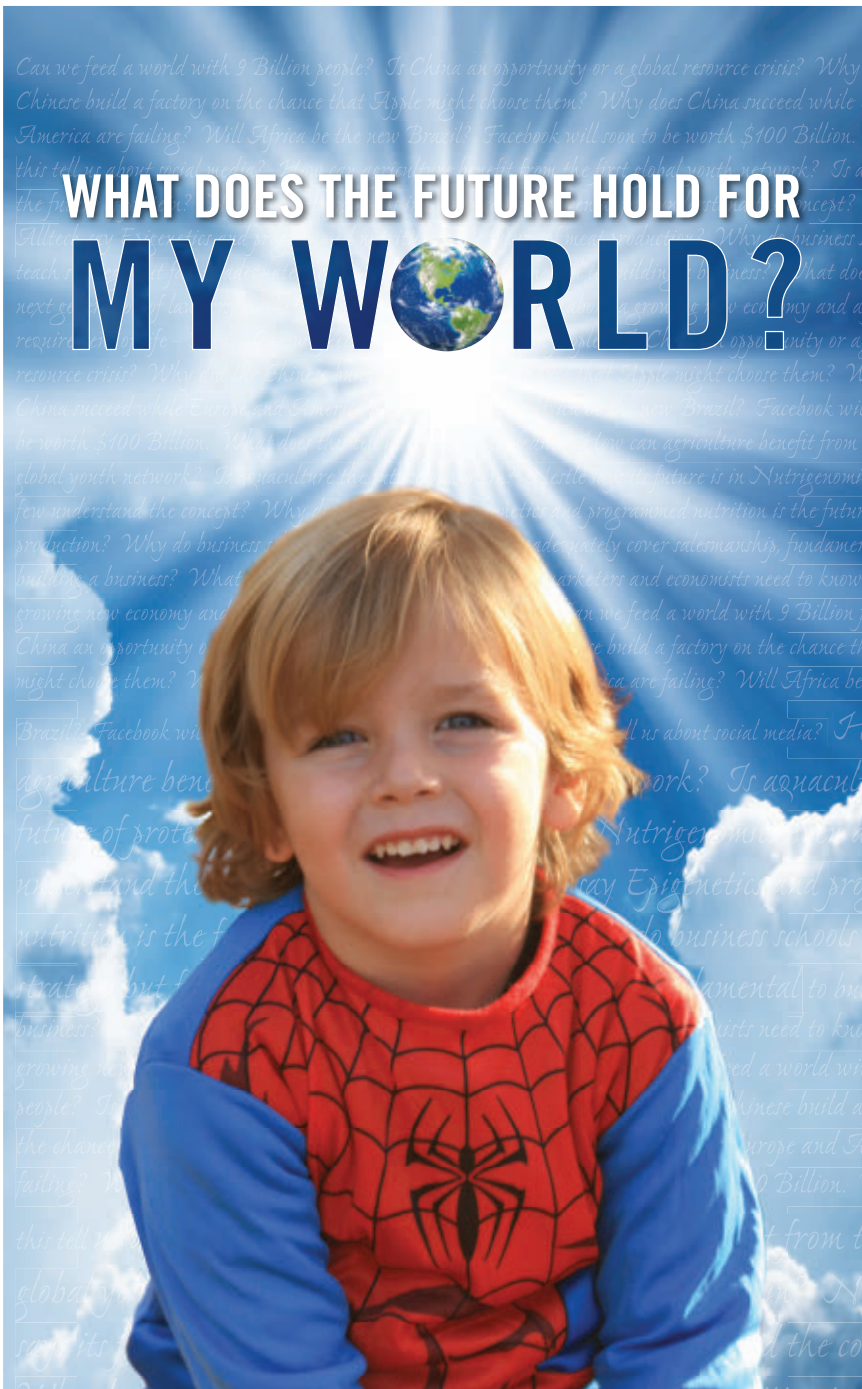
**12 Cooper Farms**  
**Oakwood, Ohio**

2011 Slaughter Volume  
 207.0 Mil. Live Lbs.  
 ▲ 12 Mil. Lbs. ▲ 6.2%

2012 Projected Volume  
 207.0 Mil. Live Lbs.

Sales .....\$410 million  
 Employees .....1,505  
 Slaughter plant .....1  
 Processing plants .....2  
 Cooking facility (60 million lbs annually) 1  
 Hatcheries (14.5 million poults annually) .2  
 Feed mill (8,500 metric tons wkly) .....1

Cooper Farms COO Gary A. Cooper reports the company slaughtered 207 million live pounds of turkeys in



# WHAT DOES THE FUTURE HOLD FOR MY WORLD?

## ALLTECH'S 28<sup>TH</sup> ANNUAL INTERNATIONAL SYMPOSIUM

May 20<sup>th</sup>-23<sup>rd</sup> 2012, Lexington, Kentucky, USA

To register, please visit [Alltech.com/symposium](http://Alltech.com/symposium) or email us at [symposium@alltech.com](mailto:symposium@alltech.com).

AlltechNaturally | @Alltech | [Alltech.com](http://Alltech.com)





» TURKEY PROFILES



**Gary Cooper**

2011, an increase of 12 million pounds or 6.2% from the previous year. The company projects it will slaughter 207 million live pounds in 2012. The company is a major supplier of poult to the industry and also operates table egg laying and swine farms.

**13 Dakota Provisions Huron, South Dakota**

2011 Slaughter Volume  
205.0 Mil. Live Lbs.  
▲ 5.0 Mil. Lbs. ▲ 2.5%

2012 Projected Volume  
208.0 Mil. Live Lbs.

Sales .....\$250 million  
Employees .....845  
Slaughter plant .....1

Processing plant .....1  
Cooking facility (60 million lbs annually) 1  
Distribution center .....1  
Rendering plant .....1  
Grow-out farms .....44

Dakota Provisions President and CEO Ken Rutledge reported the company slaughtered 205.0 million pounds of live turkeys in 2011, an increase of 5.0 million pounds or 2.5%. The company slaughtered 4.90 million toms, an increase of 100,000 head from the previous year.

The company projects it will slaughter 4.95 million toms at a total live weight of 208 million pounds in 2012.

**Capital improvements in 2011:** Dakota Provisions invested in the fol-



**Ken Rutledge**

lowing capital improvements: by-products facility \$7 million, IQF processing \$2 million, information systems \$1.5 million, and water treatment \$800,000. Capital improvements planned for 2012 include a \$25 million expansion of the plant's ready-to-eat, distribution and warehousing facilities.

**14 Hain Pure Protein Corp. Fredericksburg, Pennsylvania**

2011 Slaughter Volume  
182.0 Mil. Live Lbs.

Slaughter plants .....2  
Processing plants .....2  
Cooking facility .....1

Hain Pure Protein Corp. slaughtered an estimated 182 million live pounds of turkey in 2011.

Plainville Farms LLC is a subsidiary of Hain Pure Protein Corporation, a joint venture of the Hain Celestial



**GREENCOAT®**  
The Strongest Most Durable Wax Replacement Boxes Available

**Tel: 410-221-1508**

Interstate Container in Cambridge, Maryland and Interstate Container in Columbia, South Carolina together ship **over 3.2 million wax-free boxes per month.**

**Why GREENCOAT® Wax-Alternative Boxes?**

**Ideal for:** Processors and packers of poultry, meat & seafood

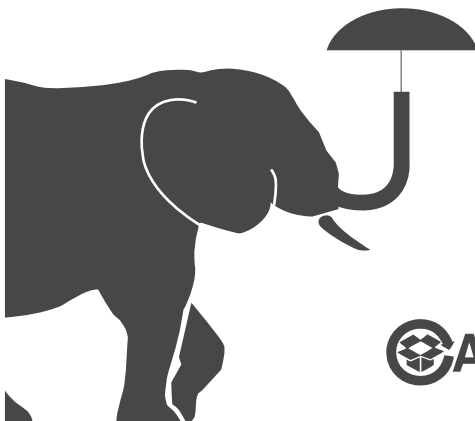
**Strong:** Durable, moisture-resistant, easier to glue and with the same strength as traditional waxed boxes

**Effective for Transportation:** Withstands shifts from cold-to-hot environmental conditions, rough handling, long storage and transportation

**Environmentally-Friendly:** FBA-certified, 100% recyclable and repulpable

**Cost-Effective:** Interstate Container plants control 100% of the GREENCOAT® manufacturing process and do not outsource the coating of paper to third parties, resulting in reduced costs and quality control. Tipping and landfill fees become OCC income.

**Innovative:** The successful outcome of a 5-year investment in R&D and trial efforts with leading poultry processors in the U.S.



greencoat@interstatecontainer.com • www.interstatecontainer.com • www.greencoat.net

# VIRKON® S disinfectant

AT THE HEART OF YOUR ON FARM BIOSECURITY.



Investments have been made in international product registrations. As a result, DuPont has extensive data file evidence on Virkon® S demonstrating efficacy against more than 60 strains of virus in 19 viral families; over 400 strains of bacteria and over 60 strains of fungi, all at a variety of contact times, temperatures and organic challenge levels.

You too can benefit from this wealth of experience by putting Virkon® S disinfectant at the heart of your on farm biosecurity.

**Neogen Corporation**  
**1-800-621-8829**  
**inform@neogen.com**  
**www.neogen.com**



The miracles of science™

1-877-786-6383 | [www.ahs.dupont.com](http://www.ahs.dupont.com)

**Virkon® disinfectant**  
the science to kill pathogens

Copyright 2011 DuPont. All rights reserved. The DuPont Oval Logo, DuPont®, The miracles of science™ and Virkon® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company or its affiliates.

Group Inc. and Pegasus Capital Advisors L.P. Plainville Farms brand turkeys are fed an all-vegetable diet and are raised without antibiotics.

**15 Michigan Turkey Producers Grand Rapids, Michigan**

2011 Slaughter Volume	180.0 Mil. Live Lbs.
▲ 10 Mil. Lbs. ▲ 5.9%	
2012 Projected Volume	185.0 Mil. Live Lbs.

Sales ..... \$185 million  
 Employees ..... 575  
 Slaughter plant ..... 1  
 Cooking facility (40 million lbs annually) 1  
 Distribution center ..... 1  
 Grow-out farms ..... 43

Michigan Turkey Producers President and CEO Dan Lennon reports the company slaughtered 180 million pounds of live turkeys in 2011, an increase of 10 million pounds or 5.9%. The company slaughtered 4.6 million toms in 2011.

Michigan Turkey Producers projects it will slaughter 4.7 million toms at a total 185 million pounds of live turkeys in 2012. The company is owned by Michigan Turkey Producers Cooperative members and other investors.



Dan Lennon

**Sales and marketing:** The company's 250 turkey products are marketed under the Golden Legacy brand.

**Capital improvements:** Michigan Turkey Producers expanded raw processing prior to cooking in 2011.

**16 Turkey Valley Farms Marshall, Minnesota**

2011 Slaughter Volume	150.0 Mil. Live Lbs.
▲ 18 Mil. Lbs. ▲ 13.6%	
2012 Projected Volume	150.0 Mil. Live Lbs.

Sales (projected) ..... \$110 million

Employees ..... 400  
 Slaughter plant ..... 1  
 Processing plant ..... 1  
 Turkey Valley Farms President Dick Peterson reports the company slaughtered 150 million pounds of live turkeys in 2011. The company projects it will slaughter 150.0 million live pounds in 2012.

**Sales and marketing:** Turkey Valley Farms markets under a number of labels, including Turkey Valley Farms, Holden Farms, Country Day, Midwest Best, Country Buy, Super Turk and Valley Farms Halal.

**17 Prestage Foods St. Paul's, North Carolina**

2011 Slaughter Volume	140.0 Mil. Live Lbs.
▲ 9 Mil. Lbs. ▲ 6.9%	
2012 Projected Volume	140.0 Mil. Live Lbs.

Sales ..... \$120 million  
 Employees ..... 300

» TURKEY PROFILES

Slaughter plant .....1  
 Processing plant.....1  
 Hatchery (16.9 million poult annually).1  
 Feed mills (962,000 metric tons including swine)..... 4  
 Breeder farms (8 plus 2 other contracted) 10  
 Grow-out farms.....250

Prestage Foods slaughtered 140 million pounds of live turkeys in 2011, an increase of 9 million pounds or 6.9%. Prestage Foods slaughtered 6.2 million hens and .73 million toms.

The company projects it will slaughter 6.2 million hens and 0.73 million toms at a total live weight of 140 million pounds in 2012. Prestage Foods is a subsidiary of Prestage Farms, which also raises hogs and turkeys for other processors in grow-out operations in several states.

**Sales and marketing:** Prestage Foods sales break out 70% retail, 10% foodservice

and 20% export. Product forms are 50% fresh and 50% frozen; 40% whole birds; and 60% uncooked parts. Production is packed as boneless meat, bone-in-breasts, parts and whole birds. The company's turkey products are marketed under the Prestage Foods brand and private label.

**18 > Zacky Farms, LLC  
 Fresno, California**

2011 Slaughter Volume  
 132.4 Mil. Live Lbs.  
 ▲ 1.1 Mil. Lbs. ▲ 0.8%

2012 Projected Volume  
 149.9 Mil. Live Lbs.

Employees..... 900  
 Slaughter plant .....1  
 Processing plant.....1  
 Cooking facility (38 million lbs annually) 1  
 Distribution center .....1  
 Hatchery (6.5 million poult annually) ..1  
 Feed mill (149,000 metric tons).....1  
 Breeder farms ..... 10

Grow-out farms.....22

Zacky Farms CEO Scott Zacky reports the company slaughtered 132.4 million pounds of live turkeys in 2011, an increase of 1.1 million pounds or 0.8%. Zacky Farms slaughtered 2.8 million hens and 2.8 million toms. The company projects it will slaughter 3.1 million hens and 2.4 million toms at a total live weight of 149.9 million pounds in 2012.

**Sales and marketing:** Zacky Farms' 500 turkey products are marketed under brands including Zacky Farms Natural, Tender Gold, Westerner, Californian, Sam's Ranch, Zacky Farms AFB and Zacky Farms Free Range.

**19 > Norbest, Inc. (Moroni Feed Co.)  
 Moroni, Utah**

2011 Slaughter Volume  
 104.7 Mil. Live Lbs.  
 ▲ 1.9 Mil. Lbs. ▲ 1.8%

Sales (projected) ..... \$114 million

**PERFECT FOR TRUSSING POULTRY AND MEAT PRODUCTS!**  
 The Jet 2000 Semi-Automatic Tying Machine

**QMS INTERNATIONAL INC.**

This is clearly a versatile machine. Through-out the world, this semi-automatic tying machine exhibits speed, consistency and reliability. Processors are able to yield quality products in less time, with fewer operators and at a lower cost.

**Twine**

**FRT-MF MKIII**

We offer wide selection of Polycotton and Elastic twine available in:

- White (natural)
- Candy cane (variety of colours)
- Solid (variety of colours)

Twine is CFIA and USDA approved, and manufactured in North America.

TEL: (905) 820-7225  
 FAX: (905) 820-7021

E-Mail: info@qmsintl.com  
 Website: www.qmsintl.com  
 Mississauga, Ontario, Canada

AGRICULTURE CANADA APPROVED  
 USDA APPROVED

**BROOD HOUSE**  
 Debris Blower

Before

After

HYDRAULIC

CYCLONE PTO BT-MEGA CYCLONE RB4

www.buffaloturbine.com  
 Ph: 716.592.2700 / Fax: 716.592.2460  
**BUFFALO TURBINE**



Employees.....449  
 Slaughter plant .....1  
 Processing plants .....2  
 Cooking facilities (8 million lbs annual capacity) .....1  
 Rendering plant.....1  
 Feed mill (120,000 metric tons) .....1  
 Grow-out farms.....43

Norbest CEO Matt Cook reports the cooperative slaughtered 104.7 million pounds of live turkeys in 2011, an increase of 1.9 million pounds or 1.8%. Norbest, Inc., is comprised of two cooperatives, Nebraska Turkey Growers Cooperative and Moroni Feed Company.

**Sales and marketing:** Sales break out 45% foodservice, 38% retail and 6% export. Product forms are 9% fresh and 91% frozen; 65% whole birds; 30% uncooked parts; and 5% cooked. The company's 200 turkey products are marketed under the Norbest brand.

**Capital improvements:** Norbest has budgeted \$4.1 million for the addition of new

pellet milling equipment in 2012.

**20 Northern Pride Turkey  
 Thief River Falls, Minnesota**

2011 Slaughter Volume	40.0 Mil. Live Lbs.
2012 Projected Volume	40.0 Mil. Live Lbs.

Employees..... 200  
 Slaughter plant .....1  
 Grow-out farms.....25

Northern Pride Turkey General Manager Troy Stauffenecker reports that the company slaughtered 40 million pounds of live turkeys in 2011, no change from the previous year.

The company projects it will slaughter 2.5 million hens and 100,000 toms at a total live weight of 40 million live pounds in 2012.

**Sales and marketing:** Northern Pride Turkey sales break out 90% retail and 10% export. Product forms are 15% fresh and 85% frozen; 88% whole birds; and 12% uncooked parts.

**21 White Water Processing Co.  
 Harrison, Ohio**

2011 Slaughter Volume	30.3 Mil. Live Lbs.
-----------------------	---------------------

Employees..... 110  
 Slaughter/processing plant.....1

White Water Processing Co. slaughtered an estimated 30.3 million pounds of live turkeys in 2011. The company's turkey products are marketed under the White Water / Kopps Turkeys brand.

**22 Empire Kosher Poultry, Inc.  
 Mifflintown, Pennsylvania**

2011 Slaughter Volume	25.2 Mil. Live Lbs.
-----------------------	---------------------

Employees.....680  
 Slaughter plant .....1  
 Processing plant .....1  
 Cooking facility .....1  
 Feed mill (5,040 metric tons wkly) .....1

Empire Kosher Poultry slaughtered an

**PLUMA TECH®**  
 DOIGTS DE PLUMEUSES  
 RUBBER PLUCKING FINGERS

With each feather  
 its color...

ALWAYS ON  
 THE TOP QUALITY

TEL : 0033 296 295 203  
 FAX : 0033 296 295 353

WWW.PLUMATECH.COM  
 Email : plumatech@orange.fr

MANUFACTURED IN FRANCE

» TURKEY PROFILES

estimated 25.2 million pounds of live turkeys in 2011.

**Sales and marketing:** The company's 70 turkey products are marketed under the Empire and Malchus brands.

**23 Koch's Turkey Farm  
Tamaqua, Pennsylvania**

2011 Slaughter Volume  
15.9 Mil. Live Lbs.

2012 Projected Volume  
17.3 Mil. Live Lbs.

Sales ..... \$19.8 million  
Employees ..... 100

Slaughter plant ..... 1  
Processing plant ..... 1  
Distribution center ..... 1  
Hatchery ..... 1  
Feed mill (10,000 tons annually) ..... 1

Koch's Turkey Farm President Duane Koch reports the company slaughtered 15.9 million pounds of live turkeys in 2011. Koch's slaughtered 0.64 million hens in 2011. The company projects it will increase production in 2012 by slaughtering 700,000 hens.

**Sales and marketing:** The company brand is Koch, and turkeys are also packed under private label.

**Capital improvements:** Koch's Turkey Farm introduced a value-added product line in 2011. The company plans to expand its modified atmosphere packaging to increase its line of value-added products in 2012.

**24 Jaindl Turkey Sales, Inc.  
Orefield, Pennsylvania**

2011 Slaughter Volume  
10.5 Mil. Live Lbs.

NO CHANGE

2012 Projected Volume  
11.0 Mil. Live Lbs.

Employees ..... 80  
Slaughter plant ..... 1  
Processing plant ..... 1  
Rendering plant ..... 1  
Hatchery (80,000 poults wkl) ..... 1  
Feed mill (1,700 metric tons wkl) ..... 1  
Breeder farm ..... 1  
Grow-out farms ..... 9

Jaindl Turkey Sales President David M. Jaindl reports the company slaughtered 10.5 million pounds of live turkeys in 2011, no change from the previous year. Jaindl slaughtered 0.35 million hens and 0.35 million toms. The company projects it will slaughter 0.35 million hens and 0.35 million toms at a total live weight of 11 million pounds in 2012.

**Sales and marketing:** Jaindl turkey products are marketed under the Grand Champion, Harvest and Jaindl Organic brands. The company also sells Grand Champion brand breasts and Jaindl Smoked Turkeys.

# SALMET®

Your partner with innovative, unique and effective Alternative poultry production equipment solutions!



SALMET, one of the Zimmerer Family group of companies, has been established for nearly 50 years as a global supplier of a wide range of innovative and unique poultry production concepts with emphasis on bird friendly welfare solutions. The Zimmerer Family is based in Germany and is one of the leading producers of Barn, Organic, and Free Range Egg production on their own farms. Salmets wide range of products are tested in the field at their facilities before being promoted for global sales. All of Salmets equipment is manufactured in their own factories.

With alternative egg production systems, Barn, Free Range and Organic, Salmets offers a unique rearing system, "PediGrow2", which is appropriate for successful egg production with Salmets innovative production concepts; High Rise 3 – known as a compact and effective production and management system; Combi Barn - a perching and nesting system; High Rise 1 - a double floor system and our AllinOne system. Standard nesting systems with slats for deep pit systems or manure belts under the slats are also available..

All Salmets products are compliant with animal welfare regulations. With our years of expertise, we share our knowledge.

For more information please visit our website at [www.salmets.de](http://www.salmets.de)



Salmets Poultry Systems • PO Box 177, Raymond, OH 43067  
PH: 937-358-2260 • Fax: 937-358-2411 • [kim.horch@salmets.us](mailto:kim.horch@salmets.us)



## Product Review

### HEAT AND CONTROL AIRFORCE IMP JR. IMPINGEMENT OVEN



The AirForce IMP Jr. impingement oven from Heat and Control is a compact oven that quickly and uniformly cooks many different meat and poultry products. The oven is ideal for the cooking needs of pilot plants and low-capacity processors. Its patented impingement cooking process directs high-speed hot air onto both sides of food products. Touch-screen control allows users to adjust air temperature, air velocity, and conveyor speed with an optional air moisture control.

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

### TUFFIGO RAPIDEX AVIBOX



Tuffigo Rapidex's AVIBOX is a color touchscreen computer system that features an outdoor and humidity sensor, network connection and USB connectivity. The company also has two environment management areas and has a clear display screen for better understanding.

The AVIBOX is designed for use in harsh environments, providing reliable control and monitoring for poultry processing facilities.

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

### COMBILIFT COMBI-RT FORKLIFT



The Combilift Combi-RT forklift has large diameter tractor tires, all-wheel drive, 12 inches of ground clearance

### Food Processing Corrosion-Proof Wall and Ceiling Panels



### Poly Board® Panels

- Smooth – Nonporous – Easy to Clean
- Sanitary – High-Gloss – Bright White
- Perfect for Incidental Food Contact
- Water-Proof – Highly Reflective
- Will Not Rot, Rust, Mildew, or Corrode
- Quick Installation with Custom Length Panels and No Exposed Fasteners
- Class A for Smoke and Flame
- Made in the U.S.A.
- Suspended Ceiling Panels and Doors also Available



EXTRUTECH PLASTICS, INC.  
1-888-818-0118  
[www.epiplastics.com](http://www.epiplastics.com)



## AgriShift® LED POULTRY LIGHTS

New Lamps  
More Applications  
Easier Installations

LED PERFORMANCE  
**24/7**  
3 YEAR  
GUARANTEE



**once**®  
innovations inc

See the **NEW** line at  
Midwest Poultry Federation  
Convention booth 531

[onceinnovations.com](http://onceinnovations.com)  
**1.763.381.5621**

© 2012 Once Innovations Inc. patents pending



» PRODUCT REVIEW

and a small turning radius – all of which contribute to reduced disturbance of litter. Fitted with a low profile, clear view, three-stage mast, it is quieter and gentler than previous equipment and offers high levels of comfort for operators. This results in reduced stress levels and enhanced welfare for the poultry, and cleaner, speedier operations overall.

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

**JBT FOODTECH STEIN HERITAGE BREADER**

JBT FoodTech's Stein Heritage Breeder features belt speed, vertical screw RPM, sifter and hopper discharge as

operational adjustments for controlling coating applications. The company says these features help make it easier to clean and more efficient.

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

**VAL-CO FUZE PROLINE POULTRY FEEDER**

The VAL-CO FUZE ProLine poultry feeder has a pan-to-grill hinge and lock, along with a switch control pan and a LED light on the end control pan. The company says this is supposed to improve overall system performance and reliability.

[www.val-co.com](http://www.val-co.com)

**HÖRMANN FLEXON LLC. SPEED-COMMANDER 1400 SEL CLEAN-MASTER**



Hörmann Flexon LLC's Speed-Commander 1400 SEL Clean-Master is a door used for clean rooms. The company said that they are high speed and are specialized for clean rooms to better meet your specific needs.

[www.hormann-flexon.com](http://www.hormann-flexon.com)

**CEVA ANIMAL HEALTH VECTORMUNE HVT-LT VECTOR VACCINE**

Ceva Animal Health's Vectormune HVT-LT is a vector vaccine for the poultry industry. The vector vaccine protects against both Infectious Laryngotracheitis and Marek's Disease. Vectormune HVT-LT can be administered in the hatchery, in

**"Even distribution of heat is critical to bird uniformity."**



*"Growers are pleased with fuel savings, ease of maintenance, consistent heat patterns, and ability to pre-heat the house quicker."*

**Mark Bellamy - Broiler Manager  
Pilgrims, Athens, GA**



*"AV Heaters have improved gas usage and chick uniformity. Heat patterns indicate floor temperature is maintained."*

**Charlie Howington - Broiler Manager  
Marjac Poultry, Gainesville, GA**



**HIRED HAND**  
Ph: 1-256-287-1000  
1759 County Road 68  
Bremen, AL 35033  
[www.hired-hand.com](http://www.hired-hand.com)



**Farm Duty  
Meets Innovation.**

Copyright © 2012 GSI Group, LLC  
[www.gsiag.com](http://www.gsiag.com)



Your Source for Innovative Solutions

**CUMBERLAND**  
Ph: 1-217-226-4401  
1004 E. Illinois St.  
Assumption, IL 62510  
[www.cumberlandpoultry.com](http://www.cumberlandpoultry.com)

OVO, or at day of age to provide lifelong protection.

[www.ceva-us.com](http://www.ceva-us.com)

### MANITOU AMERICAS MT 5519 TELESCOPIC HANDLER



Manitou Americas offers the MT 5519 telescopic handler which the company says has a turning radius of 11ft and has capacity to carry 5,500lbs. The handler features internal wet disc service breaks, a bolted belly pan and has a four cylinder diesel engine.

handler features internal wet disc service breaks, a bolted belly pan and has a four cylinder diesel engine.

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

### VYTOL BIOSYSTEMS INC. MICROPURAN

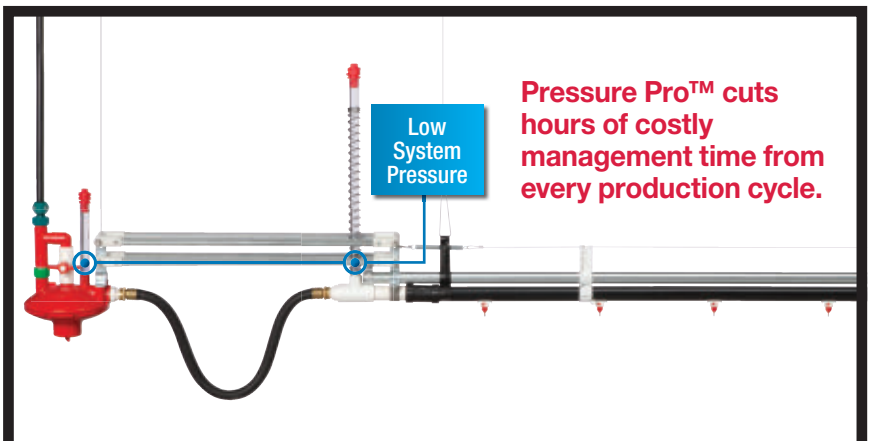
Vytol BioSystems Inc. offers MicroPuran which is a 100% soluble dry powder. The company says it doesn't erode equipment or facilities and increases manure value by improving the population of favorable bacteria, decreasing ammonia levels and breaking down organic material in manure.

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

### BUFFALO TURBINE LLC CYCLONE PTO DEBRIS BLOWER

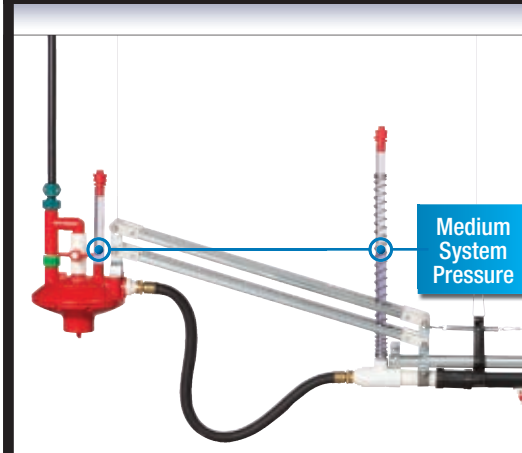


Buffalo Turbine LLC offers the Cyclone PTO 3pt. hitch debris blower. The Cyclone PTO features a Direct-Drive gearbox, an anti-scalping rear roller,

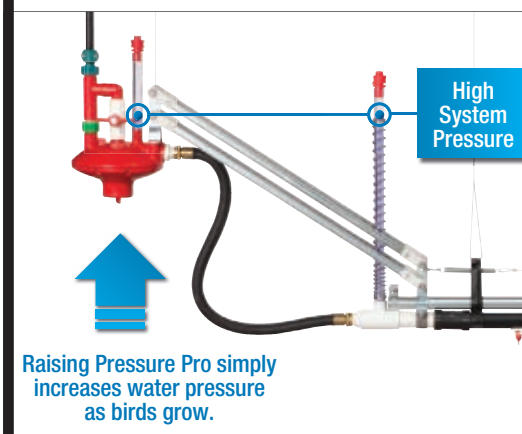


Pressure Pro™ cuts hours of costly management time from every production cycle.

# Save Time. Save Money. Improve Performance.



The turn of a winch adjusts the pressure in every watering line in the entire poultry house. This cuts pressure adjustment time for the entire production cycle to just seconds, providing you significant labor cost savings. By simultaneously adjusting pressure throughout the house it is easy to maintain the proper pressure to keep litter dry. Drier litter improves bird performance, lowers utility costs and reduces flock preparation time.



Raising Pressure Pro simply increases water pressure as birds grow.

Pressure Pro, combined with a single, centrally mounted winch system, can be easily added as an option for new installations and as an upgrade to pre-existing Ziggity floor systems, without the need for additional equipment such as air compressors and control panels.

Patent pending

Learn more about how Pressure Pro cuts cost and improves performance; and get a quote at

[www.ziggity.com/PressurePro](http://www.ziggity.com/PressurePro)

or Tel: + 1 574.825.5849



The Poultry Watering Specialists

» PRODUCT REVIEW

one-piece Polymer nozzle and 360-degree chute rotation. The blower weighs 238 pounds, according to the company.

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

**AIR PRODUCTS AND CHEMICALS INC. FRESHLINE LIN-IS**

Freshline LIN-IS from Air Products and Chemicals Inc. is a cryogenic food processing solution that uses liquid nitrogen to rapidly chill, cool or freeze poultry products. The company says it offers nitrogen in a variety of supply modes that can match the volume requirements for all sizes of operations.

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

**BERNARDIN, LOCHMUELLER & ASSOCIATES INC. ECO-TREATMENT CONSTRUCTED WETLAND SYSTEM**

Bernardin, Lochmueller & Associates Inc. developed the Eco-Treatment constructed wetland system to treat wastewater from animal confinement operations. Constructed wetlands, used as a stand-alone system or with land application, provide a cost-effective solution to assist Confined Animal Feeding Operations in meeting the Environmental protection Agency's zero-discharge rule, according to the company.

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

**PFANNENBERG INC. PATROL MODEL PA 1**



Pfannenberg Inc.'s PATROL Model PA 1 is a 100dB industrial sounder. The sounder alerts individuals of hazardous situations or production problems.

Features of the PATROL Model PA 1 include electronically generated acoustic tones, polycarbonate and ABS housing, and a cover with integrated sound capsule and molded, captive gasket to endure positive IP 66-rated seal against dust and liquids, the company says.

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

**SIOUX AUTOMATION CENTER 5300 SERIES SPREADER**

Sioux Automation Center 5300 series spreader is designed to be more tolerant for managing foreign objects while protect-

Do you know which plants are NOT extracting oil from DDGS? We do.

Oil extraction could cost you \$17,000 per million birds

**ILLUMINATE**

**NUTRIQUEST** Delivering Real Solutions™ 641.424.4798 | [www.nutriquest.biz](http://www.nutriquest.biz)

**MICRO-AID®**  
Value You Can Bank On!

Over 45 Years of Market Experience and Hundreds of Research Trials

**MICRO-AID®**  
in all feed, all the time

Feed MICRO-AID® for...

- **Maximum Animal Performance Efficiency**  
Aids in achieving maximum production and most importantly feed efficiency
- **Capturing and Containing Manure Fertilizer Value**  
Retains nitrogen normally lost during storage in a more stable form
- **Improving your Production Facility Environment as well as your Neighbors'**  
Reduced odor and noxious gases for the health of your animals and workers along with healthier neighbor relations

You CAN reduce costs and boost profits!  
**MICRO-AID.com**

**MICRO-AID® is environmentally safe and reduces odor and sludge.**

Contact:  
Your Feed Manufacturer,  
Animal Health Supplier or  
DPI GLOBAL.

**dpi GLOBAL** 17656 Ave. 168  
Porterville, CA 93257

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



ing driveline, undercarriage and apron chain. The company says this machine allows for easier lubricating and improved strength by having grease banks and remote zerks along with a better hitch design and a high capacity pintle hitch with safety chains. The box interior is 3/4-inch plastic with stainless steel retainers.

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

**SEALED AIR CORP. CRYOVAC QUICKRIP BAGS**



Sealed Air Corp.'s Cryovac QuickRip bags are designed for boneless meat products. The company says the bags feature QuickRip easy-open technology, improved

abuse resistance, enhanced shrink and optics, and in-line one-color print.

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

**OPPORTUNITIES TO IMPROVE PROCESSING YIELD & EFFICIENCY**

Poultry processors today face enormous challenges in achieving sustainable levels of profitability, and improving efficiency on the production floor should be considered nothing less than a priority.

Our team has the expertise and processing knowledge to maximize your profit potential throughout the plant for many years to come.



*S.B. Impianti Picking Line*



*PRIME Semi-Automated Breast Deboning*

Whether you're exploring new technologies to increase yield, customized systems to improve process flow efficiency or other opportunities to reduce operating costs, we've got you covered.

We'll help you take advantage of the opportunities.



Tel: 614.253.8590 - Fax: 614.253.6966

[www.PrimeEquipmentGroup.com](http://www.PrimeEquipmentGroup.com) - [Sales@PrimeEquipmentGroup.com](mailto:Sales@PrimeEquipmentGroup.com)



**Chris Celusta**  
Food Processing Manager  
Spartan Chemical Company, Inc.  
[www.spartanchemical.com](http://www.spartanchemical.com)

*Call Chris!*

Who can streamline your sanitation chemicals?  
... Customize and simplify your training procedures?  
... And reduce your overall production costs?

Chris Celusta has many, many years of practical, hands-on experience working with Food Safety and Quality Professionals like you – in Commercial, Institutional, Industrial and Government sectors throughout the U.S.

**SPARTAN CHEMICAL COMPANY, INC.**  
1 (800) 537-8990 • [www.spartanchemical.com](http://www.spartanchemical.com)

© SCC 12/11

## » People & Companies

The U.S. Poultry & Egg Association elected Mark Waller of Ingram Farms as the chairman of the board of directors at the meeting held during the International Poultry Expo 2012 in Atlanta.

Ceva Animal Health promoted Gary Baxter, formerly director of marketing, to sales director for Ceva's North American poultry unit.

GNP Company launched its first-ever line of Gold'n Plump chicken sausages, brats and breakfast links, including Parmesan Italian Dinner Sausage, Hot Italian Dinner Sausage, Chicken Bratwurst and Apple Maple Breakfast Links.

Poultry producer Butterball LLC and its corporate communications agency of record, Howard, Merrell & Partners, were presented four awards by the National Agri-Marketing Association Carolinas/Virginia chapter during the annual "Best of NAMA" awards banquet.

The International Poultry Expo announced that its egg mascot is officially named "Eggmeister," in a competition sponsored by USPOUTLRY.

Animal health company Novus International Inc. was selected by the Arts and Education Council to receive its 2012 Corporate Support of the Arts Award, given annually to one organization that demonstrates a commitment to the local arts community.

Interstate Container has transitioned Allen Harim Foods' non-recyclable coated corrugated poultry packaging to recyclable coated boxes.

Bill Bradley, vice president of the egg division for CCF Brands, was named "Workhorse of the Year" by the U.S. Poultry & Egg Association during the 2012 International Poultry Expo.

J. Dudley Butler, head of the U.S. Grain

Inspection Packers and Stockyards Administration, has stepped down.

Executive Chef Steve Jamison, of Sheraton Atlanta Hotel, was named Best Chef at the second annual 2012 Featherfest FoodFight, held at the International Poultry Expo, sponsored by the U.S. Poultry & Egg Association.

### » Stay informed

Need access to **WATT PoultryUSA** when you're on the go?

Just go to  
[www.wattpoultryusa-digital.com](http://www.wattpoultryusa-digital.com)  
to view the most current issue online.

Subscribe today to receive notification of the newest updates!

The Trusted Standard In Reliability

**JAMESWAY**

PLATINUM SERIES

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

**CUSTOM REPRINTS**  
**WATT Poultry USA**  
Covering the Integrated Poultry Industry

Custom reprint products of articles and features from **Watt Poultry USA** create powerful marketing tools that serve as instantly credible endorsements.

For additional information, please contact Foster Printing Service, the official reprint provider for **Watt Poultry USA**.

Call 866.879.9144  
or [sales@fosterprinting.com](mailto:sales@fosterprinting.com)

**F O S T E R**  
PRINTING SERVICE

# Datelines

2012

Send trade show, meeting and technical symposium information to: Gary Thornton, *WATT PoultryUSA*, at [gthornton@wattnet.net](mailto:gthornton@wattnet.net). For a comprehensive list of events plus detailed information go to Events at [www.WATTAgNet.com](http://www.WATTAgNet.com).

## 2012

### MARCH

#### AFIA Purchasing & Ingredient Suppliers Conference 2012

**14**»Omni at ChampionsGate, Orlando, FL, United States, +1.703.524.0810, [www.afia.org](http://www.afia.org)

#### 41st Annual Midwest Poultry Federation Convention 2012

**14**»Saint Paul RiverCentre, Saint Paul, MN, United States, [www.midwestpoultry.com](http://www.midwestpoultry.com)

#### USPOULTRY Feed Mill Management Seminar 2012

**21**»Doubletree Hotel, Nashville, TN, United States, +1.770.493.9401, [www.uspoultry.org](http://www.uspoultry.org)

### APRIL

#### USPOULTRY Human Resources Seminar 2012

**16**»Sandestin Golf & Beach Resort, Destin, FL, United States, +1.770.493.9401, [www.uspoultry.org](http://www.uspoultry.org)

### MAY

#### National Breeders Roundtable 2012

**3**»Airport Marriott Hotel, St. Louis, MO, United States, +1.770.493.9401, [www.uspoultry.org](http://www.uspoultry.org)

#### International course on poultry production 2012

**14**»North Carolina State University, Raleigh, NC, United States, +1.919.515.5391, [www.ces.ncsu.edu/depts/poulsci/international\\_course.html](http://www.ces.ncsu.edu/depts/poulsci/international_course.html)

#### USPOULTRY Poultry Processor Workshop 2012

**16**»Marriott Marquis, Atlanta, GA, United States, +1.770.493.9401, [www.uspoultry.org](http://www.uspoultry.org)

### JUNE

#### USPOULTRY Financial Management Seminar 2012

**25**»Crowne Plaza Resort, Hilton Head, SC, United States, +1.770.493.9401, [www.uspoultry.org](http://www.uspoultry.org)

Visit us at the Midwest Poultry Show – Booth #1207



# NIR2u

Performance. Precision. Simplicity



See the next generation in NIR technology as Bruker Optics hits the road with live demonstrations of the new TANGO FT-NIR Spectrometer.

Find out when the TANGO is coming to a city near you. Visit [www.brukerNIR2u.com](http://www.brukerNIR2u.com).

# SIMMONS

S E C Incorporated

With over 45 years experience, Simmons continues to search for solutions to processing problems that reduce labor costs, increase productivity, and improve overall quality!

The perfect combination for your first processing needs!  
Gain the benefit of the Simmons experience in killing & stunning



91 Simmons Industrial Place T:770.445.6085  
PO Box 546 F:770.443.9058  
Dallas, GA 30132, USA [info@simengco.com](mailto:info@simengco.com)

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



# WATT Poultry USA

## Adindex

**Company Name** **Page No.**

Absorbent Products Ltd .....	15
Adisseo Animal Nutrition Inc .....	21
Alltech Inc .....	41
Andritz Feed & Biofuel A/S .....	39
Big Dutchman Inc .....	24
Bruker Optics Inc .....	53
Buffalo Turbine .....	44
CEVA .....	C4
ChemGen Corp .....	C3
Cobb-Vantress Inc .....	37
Cumberland Div of GSI Group .....	48
Detroit Radiant Products .....	26
Diamond V .....	31
Diversified Imports DIV Co Inc .....	35
DPI Global .....	50
DSM Nutritional Products Inc .....	C2
Elanco Animal Health .....	25
Extrutech Plastics, Inc. ....	47
Greenlite Lighting Corp. ....	30
Interstate Container .....	42
Jamesway Incubator Co .....	52
Katolight by MTU Onsite Energy .....	26
Lubing Systems LP .....	3
Marshall Machine Shop .....	48
Merck Animal Health .....	11
Meyhen Intl Corp .....	27
Neogen Corp-Animal Safety Div .....	23, 43
Nutriquest .....	50
Once Innovations Inc .....	47
Pack Rite Div Mettler-Toledo .....	33
Plumatech SA .....	45
Prime Equipment Group Inc .....	51
QMS Intl .....	44
Quality Tech Intl Inc .....	9
Salmet Poultry Systems .....	46
SEW Eurodrive Inc .....	7
Simmons Engineering .....	53
Spartan Chemical Co Inc .....	51
Technical Systems (Pty) Ltd .....	5
VAL-CO .....	8
Vi-COR .....	19
Ziggity Systems Inc .....	49

## MARKETING AND SALES TEAM

**USA-based Sales Staff:**



**Steve Akins**  
V.P./Publisher  
sakins@wattnet.net  
Phone 919-387-7961



**Mary Harris**  
USA Regional Sales Manager  
East, Southeast  
mharris@wattnet.net  
Phone 847-387-3167  
Fax 847-908-7551



**Pam Ballard**  
USA Regional Sales Manager  
Midwest, West, Canada  
pballard@wattnet.net  
Phone 815-966-5576  
Fax 815-968-0941



**Ginny Stadel**  
Classified Sales Manager  
gstadel@wattnet.net  
Phone 815-966-5591  
Fax 815-968-0941

**World-based Sales Staff:**



**Michael van den Dries**  
Regional Sales Manager  
driesmvd@xs4all.nl  
Phone +31-79-3230782  
Fax +31-79-323-0783



**Tineke van Spanje**  
Regional Sales Manager for Latin America  
Classified Sales and Digital Products  
tvanspanje@wattnet.net  
Phone +31-495-526155  
Fax +31-495-525126



**Frans Willem van Beemen**  
Regional Sales Manager  
beemenfw@xs4all.nl  
Phone +31-344-653442  
Fax +31-344-653261



**Dingding Li**  
Regional Sales Manager for Southeast Asia  
Hong Kong and Taiwan  
dingdingli@vip.163.com  
Phone +86-21-54136853  
Fax +86-21-54133676

## Marketplace



**Shangqiu New Orient Machinery Co., Ltd**  
sqzqjc@126.com  
www.xdfjx.com  
Tel: +86-370-2839801  
Fax: +86-370-2839802

**USDA LABEL APPROVALS  
GOVERNMENT LIAISON-TRADEMARK SEARCHES**  
Any government matter quickly handled on the spot. Trademark searches 48 hours \$185. Hurson Associates, 200 N. Glebe Rd., Ste. 321, Arlington, VA 22203, www.hurson.com, 703-524-8200.  
**TOLL FREE: 1-800-642-6564**

**VAT/PALLET WASHERS  
TOTE-TUB-PAN WASHERS**  
**KUHL CORP. - PO BOX 26  
FLEMINGTON, NJ 08822-0026**  
Tel: 908-782-5696 Fax: 908-782-2751  
www.KUHLCORP.com

For information about Marketplace advertising, contact Ginny Stadel. Phone 815-966-5591, Fax 815-968-0941, E-mail: gstadel@wattnet.net. WATT PoultryUSA rate is: \$165 per inch per insertion (1-time rate), \$150 per inch per insertion (6-time rate), or \$140 per inch per insertion (12-time rate). The production charge is included except for ads with excessive make-up demands. Logos are acceptable. Make your classified stand out - add color for an additional \$40 per color per insertion.

**POULTRY PROCESSING PLANT**

55,000 S.F. two buildings on 30 acres  
Location: S.Jersey

Fully functional Poultry Processing Plant, (Slaughter, Cut-up & Deboning). Zoned Industrial. USDA Inspected. Waste Water Treatment Building with discharge to Municipal Sewer Plant. Water supply capacity of 7 million gallons per month. 2000 amp 480 Volt Ground Fault Electrical Service.

Contact: Charlie  
Phone: 609-247-5802  
E-Mail: cknchrly@aol.com

**FLY PROBLEMS?**

Got Manure: We have the cure!  
Biological Fly Management Program  
Entomologist/Consultation Available



**kunafin**  
"The Insectary"  
Worldwide

Phone: 1-830-757-1181  
Fax: 1-830-757-1468  
Made in U.S.A.

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

SOYBEAN MEAL

**INFO source**

Everything you always wanted to know about soybean meal...



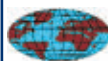
[www.soymeal.org](http://www.soymeal.org)

Sponsored by the Soybean Checkoff; including the checkoff boards from IA, IL, IN, MI, MN, KY, KS, SD, and the United Soybean Board.

**WE BUY AND SELL USED FEED AND GRAIN EQUIPMENT**

- Pellet Mills • Coolers • Dryers • Roller Mills
- Flakers • Cleaners • Sewing Lines • Mixers
- Legs • Dust Filters • Air Pumps • New Conex Extruders
- Replacement parts for Intra-Pro® Model 2000 & 2500 extruders

LARGE INVENTORY IN STOCK



**CONTINENTAL-AGRA  
EQUIPMENT, INC.**

1400 S. Spencer Rd., Newton, KS 67114  
Ph: 316-283-9602 • Fax: 316-283-9584  
E-mail: [gary@continentalagra.com](mailto:gary@continentalagra.com)  
Web: [www.continentalagra.com](http://www.continentalagra.com)

**Healthier Birds—Better Eggs**



Oyster Shell has **Never** been more important!

Researched, Tested and Proven.

Core Calcium & Shell Products

Ronnie McDonough • 877.679.1399 • [rdmcoreshell@aol.com](mailto:rdmcoreshell@aol.com)

**FOR SMOKEHOUSES**

WET BULB SOCKS FOR HUMIDITY CONTROL

EPDM INFLATABLE DOOR SEALS

SILICONE GASKET

RECORDING CHARTS & PENS

ALSO SMOKEHOUSE PARTS

**GREGG IND., INC.**

"THE WET BULB SOCK PEOPLE"

PHONE / FAX – 608-846-5143  
[www.smokehouseparts.com](http://www.smokehouseparts.com)  
e-mail [greggind@gregginc.com](mailto:greggind@gregginc.com)



**AGRI-associates®**

**CAREER OPPORTUNITIES** in poultry and egg processing, live production, sales, QA, maintenance, accounting, etc. All information confidential.

Mike Deal

**AGRI-associates**

5665 Atlanta Hwy, Suite 103-311  
Alpharetta, GA 30004-3932  
770-475-2201 Fax: 770-475-1136  
1-800-562-1590  
[mtd\\_agri@bellsouth.net](mailto:mtd_agri@bellsouth.net)  
[www.agriassociates-ga.com](http://www.agriassociates-ga.com)

**WANTED: POULTRY GENETICIST**



Maple Leaf Farms, Inc., the largest producer of commercial ducklings in the U.S., is searching for a Geneticist to train at its facility in Indiana. Qualified candidates will have a PH.D. in Poultry Quantitative Genetics w/ strong emphasis in Statistics and Computer Science. Knowledge in Biotechnology is beneficial.

This position assists in all aspects of the Genetic Farms' daily operations: genetic research, selection, data collection & analysis, hatchery, grower, developer & breeder assignments, and supervision. National, and some international travel, is required. This position offers a competitive salary and a lucrative benefit package.

For immediate consideration, please submit resume and C.V. to **Anna Kneller:**  
[akneller@mapleleafarms.com](mailto:akneller@mapleleafarms.com) OR P.O. Box 167 Leesburg, IN 46538 EEO, M/F/H/V

**FARMS FOR SALE**

**12 BROILER HOUSES** on 56+ IN acres. Includes all equipment needed. 3 BR, 2 BA mfg home, pole barn & more. \$700,000.

**MS BROILER FARM** – 58 acres w/four 500 ft house. Fully updated & Grade A pay scale. Acreage is fenced & cross-fenced. \$736,000.

**POSITIVE CASH FLOW** from this 51-acre WV farm. 3 houses w/ all necessary equipment. Outbuildings, tenant house, pond & more. \$1,100,000.

**5 HOUSE OPERATION** on 21+ NC acres. Grosses around \$250,000 per yr. State of the art farm & ready to make new owner money. \$1,250,500.

United Country Real Estate  
1-800-999-1020, Ext. 511  
[www.unitedcountry.com](http://www.unitedcountry.com)

**Manta-Ray, Inc.**

West Unity, OH, USA  
800-252-0276

[www.manta-ray-valves.com](http://www.manta-ray-valves.com)



**AUTOMATIC FLOAT VALVES**  
serving the poultry and livestock industry since 1950



**AUTOMATIC HIGH-VOLUME STOCK TANK VALVE**  
Innovative rocker arm design provides dependable water delivery in stock tank applications.



**"DIAMOND DRINK" BABY CHICK FOUNTS**  
the standard since 1980



**EXCELLENCE AND INTEGRITY SINCE 1950**

## » Editor's Comment

BY GARY THORNTON

# Volatility in grain markets clouds poultry outlook in 2012

**P**oultry companies have control of only one of two major profitability factors for 2012. Who knows if that is enough. Coming off the worst year financially for the U.S. poultry industry in 25 to 30 years, what do poultry producers have to look forward to in 2012?

Cautious optimism is the outlook from Mike Donohue of Agri Stats, who spoke at the U.S. Poultry & Egg Association's Hatchery-Breeder Clinic in late January. Improved prices for chicken and some moderation in feed ingredient costs in recent weeks, he said, have rescued broiler industry profitability for now.

Donohue pointed to chicken breast prices of \$1.44 a pound in December of 2011. "That is the best December breast price the industry has seen in a long time," he said.

"It's not just cutbacks in production that have already occurred but seasonal demand later this year which may set the industry up for an even better first half of 2012," he said. "I hope this carries over into the latter half of 2012 based on some of the production forecasts that can be made based on breeder placements and inventories."

### Volatility in grain markets makes profit forecasts unreliable

However, producers beware! Volatility in chicken and feed ingredient prices is the watchword going forward. Ongoing volatility in these markets, in fact, makes industry profitability impossible to predict.

"I think the industry is in pretty good shape for the next three to four quarters the

way things are going right now, but we are looking at the ongoing volatility in feed ingredient costs," Donohue said.

Referring to the impossibility of reliably forecasting profitability given the ongoing volatility in grain markets, he quipped, "I'm cautiously, relatively, somewhat less pessimistic than I usually am about this business."

### How to blow up a recovery

Donohue also has concerns about a possible increase in breeder placements. "For the first couple of quarters of this year, if the industry chose to do so, it could ramp up production within a 10-week period of time. The industry could blow apart any recovery in the short term by filling up incubators again," he said.

For now, however, breeder placements are helping the outlook for profitability. Industry companies are slaughtering breeder flocks at 59 to 60 weeks of age.

"If this holds true for another one or two months, it should bode well for the chicken supply into the second and third quarters of 2012 and even into 2013," Donohue said.

Younger breeder flocks also are more productive. Hatchability is at 85.5 percent to 86.5 percent in many hatcheries as a result of slaughtering breeder hens at 60 weeks instead of the typical 65 weeks.

### Holding chicken production in check

The industry faces two potential challenges to profitability in 2012, according to

Donohue – grain prices and broiler production levels.

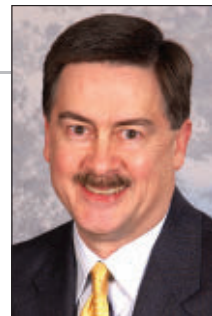
Corn prices, which were down from \$7.50 a bushel in the fall of 2011 to the \$7 a bushel range in January 2012, remain unpredictable. "While the 'new normal' for corn prices might be \$6 a bushel with good growing and harvesting conditions, prices could easily rise to \$8.50 a bushel if there are any hiccups in supply this year."

### Grain prices befuddle forecasters

Grain prices are in fact the industry's Achilles heel for profitability projections. Donohue noted that the broiler industry tends to be profitable at production levels of 850 million to 900 million pounds weekly. But even that is a very relative parameter. While the industry's average price for all pounds sold was up from around 70 cents in 2011 to 82 cents recently, that won't mean much if corn prices go to \$8.50 a bushel.

### Consumer demand lost forever?

A longer-term question involves consumer demand for chicken. "Americans, primarily due to the economic challenges over the past four years, have reduced per capita meat consumption by about 18 pounds," Donohue said. "Five pounds of that reduction is in chicken. It is an open question as to whether the industry will ever get back that lost consumption, even as the economy recovers over the next couple of years." ■





# LOOKING TO REDUCE STRESS?

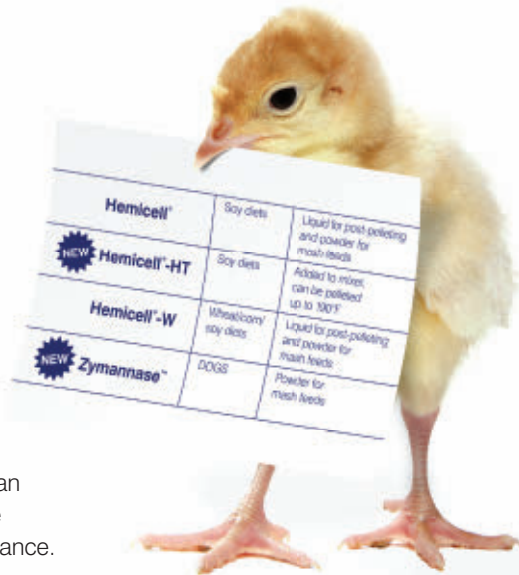


## TO POULTRY THEY LOOK THE SAME

### Hemicell® Feed Enzymes break through the $\beta$ -mannan barrier for more efficient gains.

Complex  $\beta$ -mannan fiber in soybean meal elicits the same response as pathogens in poultry. So the bird spends valuable energy on a wasted immune response instead of using it for growth.

Hemicell® breaks down the  $\beta$ -mannan fiber. Its removal improves digestive efficiency to help boost live performance. And gives your bottom line a boost.



ChemGen provides full service enzyme solutions. We offer nutritional guidance and prompt enzyme assays of your feed. In addition, when post-pelleting enzyme application is desired, our experienced and innovative team will design, install, monitor and routinely service this equipment; plus provide required engineering support.

Our products are HACCP certified.

**ChemGen**



**Hemicell® Feed Enzymes**  
*More meat... less cost... the Natural Way!*

www.ChemGen.com • 301.330.4101

Have you thought about tomorrow?



The animal health industry has a key role to play in re-thinking the way we approach the world's health. Whether it's serving the needs of a pet owner in a growing city or working on ways to feed a global population of nine billion by 2050, our industry is an essential part of addressing global issues. At Ceva, we're committed to meeting these challenges and **together – with you – we will help build a healthy new world.**

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



*Together, beyond animal health*