

Murphy-Brown LLC

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(The following is an excerpt from an article appearing in the August 2007 issue of National Hog Farmer.)

Murphy-Brown's Animal Welfare Management System is widely recognized as the most comprehensive animal welfare program in the pork industry, according to Don Butler, Director of Government Relations and Public Affairs for Murphy-Brown.

Now, Murphy-Brown, the production arm of Smithfield Foods based in Warsaw, NC, has developed an official live-haul accident reduction program to protect hogs in transit, he says.

Program Overhaul

Developing a formal program took place over the past two years, Butler says. "As a part of our overall effort to ensure animal well-being, we have

developed a formalized means of dealing with accidents involving the transportation of hogs to Smithfield processing plants on the East Coast."

The effort began with a complete and thorough review of the existing live-haul accident program by international expert Jennifer Woods of Alberta, Canada. Woods is a trained animal scientist who has spent her professional career responding to accidents involving animals, including swine.

Woods found Murphy-Brown was doing many things right - but there was room for improvement, which the company has now incorporated into its program. "I believe that Murphy-Brown LLC has set the standard for the industry in live-haul emergency response. No other company in the world is as prepared to respond to motor vehicle accidents involving livestock as they are," Woods says.

Accident Reduction Steps

Butler says the first goal is to eliminate trucking accident as much as possible in the East Coast hog operations.

"We have placed speed-restriction devices on company-owned vehicles. We have worked on and have changed the suspension systems on many of our transport vehicles, and are moving from springs to air-ride systems," Butler points out.

In addition, all drivers who haul animals for Murphy-Brown are required to meet the requirements and be certified in the National Pork Board's Trucker Quality Assurance Program. Additional safety training has also been provided to all live-haul drivers to prepare for the possibility of an accident.

"We have consolidated all the necessary tools and equipment for managing accident scenes and animals into self-contained trailer units known as Animal Rescue Units," he explains. Several of these units are strategically located near

Murphy-Brown enhances accident response program

By: Joe Vansickle, Senior Editor - National Hog Farmer

Jesko is general manager Brad Jesko is the new general manager for Oklahoma Operations, effective August 13, 2007. He will report to Steve Pollmann, Director of Western Operations.

Brad has a B.S. in Agricultural Economics from New Mexico State University. He has worked as an assistant satellite manager for Dekalb Swine Breeders in Plains, KS; Premium Standard Farms in Dalhart, Texas as an assistant production manager; and Land O'Lakes as the director of production where he provided oversight for 35,000 sows in Oklahoma.

World Water Monitoring Day is September 18

Each year since 2002, thousands have participated in World Water Monitoring Day. This annual outreach invites citizens throughout the world to monitor the quality of local streams, rivers, lakes, ponds and other water resources between September 18 and October 18 and report the results to an international database. To learn more about this opportunity, visit www.worldwatermonitoringday.org.

ACCIDENT RESPONSE PROGRAM

CONTINUED...



All the necessary tools and equipment for managing accident scenes and animals have been consolidated into self-contained trailer units known as Animal Rescue Units. Shown above is a sled device, used to safely move injured animals.

Murphy-Brown production systems in the eastern United States. Notably, these units contain special saws that can be used to cut through the sides of a truck to rescue animals following an accident.

“Not only is the staff and management more adequately prepared to respond to these incidents when they happen, but Murphy-Brown has gone a step further by incorporating an accident-prevention program into their driver training and safety program,” adds Woods. “This training module will not only be part of the education program of their in-house drivers, but also their lease operators. All companies should make accident prevention and response part of their animal welfare management program.”

Since the production centers in Murphy-Brown’s western operations are located in several different states, sometimes hundreds of miles apart, the response to live-haul accidents may be different than those in the east. Those efforts are currently being reviewed to maximize their effectiveness.

Accident Response Review

Whatever the time and place, each accident presents unique challenges. In

doing its best to anticipate the unexpected, Murphy-Brown has committed its resources to ensuring the safety of its employees and the public, minimizing stress to animals and ensuring their well-being. When necessary, euthanasia is carried out, using methods endorsed by the American Association of Swine Veterinarians.

As an extension of its training regimen, Murphy-Brown has committed to fully cooperate with and provide cross training for local law enforcement and other non-company first responders to an accident. The main objective here is to make sure all first responders understand everyone else’s roles and responsibilities.

Murphy-Brown also works to cooperate with local law enforcement personnel in cleaning up the accident scene and repairing any damage done to private property as a result of an accident.

After an accident, Murphy-Brown conducts a thorough review of its response efforts to evaluate the timeliness and effectiveness of response and management of the accident.

“We examine our methods of handling of injured as well as uninjured

animals as well as other issues unique to that accident,” Butler says.

“It’s important to raise industry awareness about this aspect of animal well-being. If your response to an accident is to just do the best that you can when an accident happens, that is probably not good enough. We need to be thinking what we need to do before an accident happens,” Butler emphasizes. “We may never reach our goal of zero accidents, but we can be well prepared if and when they do happen.”



Don Butler, Director of Government Relations and Public Affairs for Murphy-Brown, sorts through the equipment stocked in the Animal Rescue Unit.



Each Animal Rescue Unit is fully stocked with all the necessary equipment for managing accident scenes. Several of these units are strategically located near Murphy-Brown production systems in the eastern United States.

Murphy-Brown mejora su programa de respuesta a accidentes

Por: Joe Vansickle, Senior Editor - National Hog Farmer

(La siguiente es parte de un artículo que apareció en el ejemplar de Agosto del 2007 del Productor De Cerdos Nacional.)

El Sistema de Manejo del Bienestar Animal de Murphy-Brown es ampliamente reconocido como el programa de bienestar animal más completo de la industria porcina, según Don Butler, Director de Relaciones Públicas y Asuntos Gubernamentales de Murphy-Brown. Ahora, Murphy-Brown, el brazo productor de Smithfield Foods con base en Warsaw, NC, ha desarrollado un programa oficial de reducción de accidentes para proteger a los cerdos transportados, dice.

Remodelación del Programa

Desarrollar un programa formal se llevó dos años, dijo Butler, “Como parte de nuestro esfuerzo general para asegurar el bienestar animal, hemos desarrollado un programa formal para lidiar con los accidentes en los que se ven envueltos camiones transportando cerdos a las plantas procesadoras de Smithfield en la Costa Este.”

El esfuerzo comenzó con una revisión completa y a fondo del actual programa de respuesta a accidentes de la experta internacional Jennifer Woods de Alberta, Canadá. Woods es una científica especialista en animales que ha dedicado su carrera profesional a responder a accidentes que envuelvan animales, incluyendo cerdos.

Woods se enteró que Murphy-Brown estaba haciendo muchas cosas bien – pero aún había espacio para mejorar, y ahora la compañía ha incorporado ese conocimiento en su programa. “Creo que Murphy-Brown LLC ha establecido el estándar para la industria en la respuesta de emergencia a accidentes durante el transporte de ganado. Ninguna otra compañía en el mundo está tan preparada para responder a accidentes automovilísticos que involucren ganado como ellos lo están,” dice Woods.

Pasos para Reducción de Accidentes

Butler dice que la primera meta es eliminar los accidentes de transporte lo más posible en las operaciones de la Costa Este.

“Hemos colocado aparatos restrictores

de velocidad en los vehículos propiedad de la compañía. Hemos trabajado en y cambiado los sistemas de suspensión de muchos de nuestros vehículos de transporte, y estamos cambiando de sistemas de resorte a sistemas de aire”, puntualizó Butler.

En adición, todos los choferes que transportan animales para Murphy-Brown deben reunir los requisitos y estar certificados por el Programa de Aseguramiento de Calidad de Conductores del Buró Nacional de Porcicultura. También se ha provisto entrenamiento de seguridad adicional a todos los conductores de camiones ganaderos en preparación para la posibilidad de accidentes.

“Hemos consolidado todas las herramientas necesarias y equipo para manejar los lugares de accidentes con remolques conocidos como Unidades de Rescate de Animales,” explicó. Varias de estas unidades están estratégicamente localizadas cerca de los sistemas de producción de Murphy-Brown en el Este de los Estados Unidos. Notablemente, estas unidades contienen sierras especiales que pueden usarse para cortar a través de los costados de un camión para rescatar animales después de un accidente.

“No solamente este personal está mejor preparado para responder a estos incidentes cuando sucede, sino que Murphy-Brown ha ido un paso más allá al incorporar un programa de prevención de accidentes al entrenamiento de seguridad de los conductores y al programa de seguridad,” agregó Woods. “Este modulo de entrenamiento no sólo será parte del programa de educación a los conductores de casa, sino que también a operadores por contrato. Todas las compañías deberían hacer de la respuesta a accidentes y su prevención parte de su programa de manejo del bienestar animal.”

Como los centros de producción de Murphy-Brown en las operaciones del oeste se localizan en diferentes estados, algunas veces cientos de millas aparte, la respuesta a accidentes de camiones

ganaderos puede ser diferente que la del este. Esos esfuerzos están siendo revisados actualmente para maximizar su eficacia.

Revisión a la Respuesta de Accidentes

Donde quiera y a la hora que se presente un accidente, cada uno presenta retos únicos. Al hacer su mejor esfuerzo para anticipar lo inesperado, Murphy-Brown ha comprometido sus recursos para asegurar que la seguridad de sus empleados y del público, minimizando el estrés de los animales y asegurando su bienestar. Cuando es necesario, se realiza la eutanasia, usando métodos aprobados por la Asociación Americana de Veterinarios especialistas en Cerdos.

Como una extensión de su régimen de entrenamiento, Murphy-Brown se ha comprometido a cooperar totalmente y realizar entrenamiento a las autoridades policíacas locales y otras organizaciones de respuesta a accidentes que no son parte de la compañía.

El principal objetivo aquí es asegurar que todos los que responden primero entienden los papeles y responsabilidades de todos los demás.

Murphy-Brown también trabaja en cooperación con el personal policiaco local para limpiar la escena del accidente y reparar los daños causados a propiedad privada como resultado del accidente.

Después de un accidente, Murphy-Brown conduce una revisión minuciosa de sus esfuerzos de respuesta para evaluar la puntualidad y efectividad de la respuesta y el manejo del accidente.

“Examinamos nuestros métodos de manejo de los heridos así como animales ilesos así como otros asuntos únicos de cada accidente,” dijo Butler.

“Es importante aumentar la conscientización de la industria acerca de este aspecto del bienestar animal. Si tu respuesta a un accidente solo para hacer lo mejor que puedas cuando sucede un accidente, probablemente no es suficiente. Necesitamos estar pensando qué necesitamos hacer antes de que suceda el accidente,” enfatiza Butler. “Puede que nunca alcancemos la meta de tener cero accidentes, pero podemos estar bien preparados si y cuando éstos sucedan.”

North Carolina Truck Rodeo rounds up top drivers

The North Carolina Trucking Association recently held its 68th Annual North Carolina Truck Driving Championship in Smithfield, North Carolina. A record 170 contestants participated in the event, one of the many programs and activities of the NCTA Safety Management Council that promotes highway safety. Drivers were judged on road skills, a written test of their safety and industry knowledge, pre-trip inspection proficiency, and personal interviews. Top scoring participants from Murphy-Brown were Roy Brown, Rose Hill Feed Haul, and Susan Smith, Rose Hill Live Haul. Judges were provided by representatives from the North Carolina Highway Patrol, The Federal Motor Carrier Safety Administration, NC Division of Motor Vehicles, the NC Industrial Commission, and Operation Lifesaver. Over 600 people attended the Annual North Carolina Truck Driving Championship. The two day event is a tribute to the hard work and professionalism of the contestants as well as event sponsors, equipment donors and hosts.

Share the road
Safely!



Participants in the North Carolina Truck Driving Championship include (left to right): Richard Keiger-Warsaw area manager, Greg Blanchard-Warsaw Dispatch/Feed Haul, Alton Green-Warsaw Live Haul, Demetrius Williams-Rose Hill Top Haul, Susan Smith-Rose Hill Live Haul, James Shanor-Warsaw Feed Haul, Ricky Langston-Rose Hill Live Haul, Roy Brown-Rose Hill Feed Haul, and Al Searles-Director of Logistics.



Still counting...

It's not hard to believe that Tommy Williams has been driving for Carroll's Turkeys for 36 years and has never had an accident. His buoyant personality and positive attitude is clearly reflected in his work; therefore earning him the Drivers Safety Award, recently presented to him for this accomplishment. Tommy, his wife Barbara, and their family reside in Turkey, North Carolina.

Attention children & grandchildren of Murphy-Brown employees...



The Smithfield-Luter Foundation is extending its scholarship program to three new universities - Fayetteville State University, Norfolk State University and Virginia Union University. The Foundation's first partnership was with Wake Forest University. It has grown to include Virginia Tech, Iowa State, and Johnson & Wales Universities. The Foundation was founded in 2002 by Joseph W. Luter, III to provide scholarship opportunities to children and grandchildren of company employees. It will provide \$25,000 to each school in 2007 to fund scholarships and up to \$100,000 to each school over the next four years based on the strength of this programs. For more information, visit the Smithfield Web site at www.smithfieldfoods.com.



Aún contando...

No es difícil creer que Tommy Williams ha manejado camiones para Carroll's Turkeys por 36 años y nunca ha tenido un accidente. Su afable personalidad y actitud positiva se reflejan claramente en su trabajo; dicho logro lo hizo acreedor al Premio por Manejo Seguro, mismo que recibió recientemente. Tommy, su esposa Bárbara y su familia residen en Turkey, Carolina del Norte.



Murphy-Brown premia la excelencia ambiental...

El programa de Premios a la Excelencia Ambiental es un programa anual que honra a las subsidiarias de Smithfield que buscan ir más allá del mero cumplimiento de los requisitos ambientales. Específicamente, estos premios reconocen al personal de subsidiarias que miran más allá de dicho cumplimiento y se enfocan en prevención de contaminación, mejoramiento de la protección ambiental y aseguramiento del cumplimiento. Este programa alienta a las subsidiarias de Smithfield para que implementen el reglamento ambiental de la compañía y a practiquen una excelente administración ambiental al reconocer los esfuerzos sobresalientes en esta área cada año.

Atención hijos y nietos de empleados de Murphy-Brown...

La Fundación Smithfield-Luter está extendiendo su programa de becas a tres nuevas universidades – Universidad Estatal de Fayetteville, Universidad Estatal Norfolk y Universidad Unión de Virginia. La primera sociedad de la Fundación fue con la Universidad Wake Forest. Ha crecido para incluir el Tecnológico de Virginia, la Estatal de Iowa y Universidades Jonson & Wales. La Fundación fue creada en el 2002 por Joseph W. Luter III para otorgar oportunidades de becas a los hijos y nietos de empleados de la compañía. Proporcionará \$25,000 a cada escuela en el 2007 para financiar becas y hasta \$100,000 a cada escuela en los siguientes cuatro años en base a la fuerza de sus programas. Para más información, visite el sitio de Smithfield en el Internet www.smithfieldfoods.com.

El Rodeo de Camiones de Carolina del Norte atrae a los mejores choferes

La Asociación de Camioneros de Carolina del Norte celebró recientemente su 68 Campeonato Anual de Manejo de Camiones en Smithfield, Carolina del Norte. Un número récord de 170 participantes se dieron cita en el evento, uno de los muchos programas y actividades del NCTA Consejo de Manejo de Seguridad que promueve la seguridad en las carreteras. Los conductores fueron juzgados en sus habilidades de manejo, una prueba escrita sobre seguridad y conocimiento de la industria, calidad de inspección del vehículo previo a un viaje y entrevistas personales. Los participantes de Murphy-Brown con mejores calificaciones fueron Roy Brown, Transporte de Alimento de Rose Hill y Susan Smith, Transporte de Ganado de Rose Hill. Los jueces fueron provistos por representantes de la Patrulla de Carreteras de Carolina del Norte, la Administración Federal de Seguridad del Transporte, la División de Vehículos Motrices de Carolina del Norte, la Comisión Industrial de Carolina del Norte y Operación Salvavidas. Más de 600 gentes asistieron al Campeonato Anual de Manejo de Camiones. El evento, que dura dos días es un tributo al trabajo arduo y profesionalismo de los concursantes así como de los patrocinadores del evento, donadores de equipo y anfitriones.

Las Granjas Prestage-Stoecker ahora son de Murphy-Brown LLC

Durante la adquisición de Granjas Murphy por Smithfield Foods, Inc. En enero del año 2000, las operaciones de Iowa fueron vendidas a Randy Stoecker. Desde entonces, las operaciones de Iowa se conocieron como Granjas Stoecker, y después Granjas Prestage-Stoecker. Las acciones de esta empresa han sido compradas por Smithfield Foods, Inc. Y opera ahora como un sistema cohesivo de producción bajo el nombre de Murphy-Brown LLC. Cambios de nombre ocurrirán en el papel membreteado y anuncios en el frente de las oficinas en Iowa y los molinos de alimento. Los proveedores encontrarán que este cambio hará su interacción con la compañía más directa ya que ahora sólo tendrán que producir sólo una factura. Los Productores por contrato verán poco cambio en sus operaciones diarias. Los términos de sus contratos permanecerán igual. La habilidad de concentrar el sistema probará ser la clave para eliminar el desperdicio y servir mejor a nuestros clientes mientras se opera con la estabilidad financiera asegurada que nuestra empresa matriz, Smithfield Foods puede ofrecer.

WAVERLY DIVISION AWARDS BANQUET



Murphy-Brown associates in the Waverly Division received awards for years of service, production awards, safety awards, and the Environmental Management Systems (EMS) awards at their annual awards banquet held this summer.

Prestige-Stoecker Farms now Murphy-Brown LLC

During the acquisition of Murphy Farms by Smithfield Foods, Inc. in January of 2000, the Iowa operations were sold to Randy Stoecker. Since that time, the Iowa operations were known as Stoecker Farms, and later Prestige-Stoecker Farms. The shares of Prestige-Stoecker Farms have now been purchased by Smithfield Foods, Inc. now operates as a cohesive production system under the name of Murphy-Brown LLC. Name changes will occur in letterhead and signs in front of the Iowa offices and feed mills. Vendors will find this change makes their interaction with the company more streamlined, as they will now have to submit only one invoice. Growers will see very little change in their daily operations. The terms of their contracts will remain the same. The ability to main-stream the system will prove to be key to remove waste and better serve customers while operating with the assurance of long-term financial stability that our parent company Smithfield Foods can offer.

Take a look at the sequined bow ties. The department heads at Murphy-Brown's Waverly office served dessert to award recipients and their guests at this year's Service, Safety and Environmental awards banquet.



Conley Nelson Named to Pork Leadership Program

Iowa Ag Connection - 06/07/2007

Twenty-five U.S. pork producers have been selected for the Pork Leadership Academy, a program sponsored by the Pork Checkoff to identify and train industry leaders. Among them are Conley Nelson of Algona, Iowa, operations manager for Murphy-Brown LLC's Western Operations.

Academy participants are selected by their individual states and represent different production styles. The Checkoff provides initial leadership training, as well as long-term support in preparing presentations and interviews.

The Pork Leadership Academy will focus on training producers as spokespeople who can relate the accomplishments of the pork industry to the public and who can communicate with producers one-on-one about issues facing the pork industry.

At their first meeting during World Pork Expo in Des Moines, Iowa, participants learned more about their Pork Checkoff investment and how to work with the agriculture media to tell their story. Participants also received Pork Quality Assurance Plus training.

Circle Four Farms Best of State Medalists

Circle Four Farms in Milford, Utah, a division of Murphy-Brown LLC, has received the “Best of State” medal for its achievements in the category of production and manufacturing. Best of State, an award given annually to Utah businesses and organizations, seeks to recognize the people, organizations, and companies that are achieving, innovating and improving the quality of life in Utah. There are a total of 100 points possible for each nominee. The points are weighted to reflect three specific judging criteria - Excellence, Innovation/Creativity, and Contribution to Quality of Life in Utah.

Winners in each category receive a Best of State gold plated medal inscribed with the state motto “Excelling and Surpassing All Else.” From each of the ten categories, a single winner will receive the Best of State statue, the BOSS, a 20-pound solid bronze, 24 karat gold plated sculpture, also with the state motto cast into the base. Circle Four Farms received the Best of State Statue in 2004. The Best of State was created in 2003 to recognize outstanding individuals, organizations and business in Utah. Circle Four Farms, the largest agricultural employer in Utah, was also the first agribusiness in the state to receive the coveted ISO 14001 environmental certification.



Circle Four Farms received the Best of State Statue in 2004

Granjas Círculo Cuatro Mejores Medallistas del Estado

Las Granjas Círculo Cuatro en Milford, Utah, una división de Murphy-Brown LLC, recibió la medalla “Mejor del Estado” por sus logros en la categoría de producción y manufactura. Mejor del Estado, premio otorgado anualmente a negocios y organizaciones de Utah, busca reconocer a la gente, las organizaciones y compañías que están innovando y logrando mejorar la calidad de vida en Utah. Existen un total de 100 puntos posibles para cada nominación. Los puntos reflejan tres criterios específicos de calificación – Excelencia, Innovación/ Creatividad y Contribución a la Calidad de Vida en Utah.

Los ganadores de cada categoría reciben una medalla bañada en oro y grabada con el lema estatal “Sobresaliendo y Adelantando a Todos los Demás.” De cada una de las diez categorías, un solo ganador recibirá la estatuilla al Mejor del Estado, llamada el “BOSS”, una escultura de bronce sólido que pesa 20 libras, bañada en oro de 24 kilates, también gravada con el lema estatal en la base. Granjas Círculo Cuatro recibió la Estatua de Mejor del Estado en el 2004. El reconocimiento Mejor del Estado fue creado en el 2003 para reconocer a individuos, organizaciones y negocios sobresalientes en Utah. Granjas Círculo Cuatro, el empleador agrícola más grande en Utah, fue también el primer negocio agropecuario en el estado que recibió la codiciada certificación ambiental ISO 14001.

Murphy-Brown awards environmental excellence...

The Environmental Excellence Awards program is an annual program that honors Smithfield subsidiaries that seek to go beyond environmental compliance requirements. Specifically, these awards recognize subsidiary personnel that look beyond compliance to focus on pollution prevention, enhanced environmental protection, stewardship, and compliance assurance. This program encourages Smithfield subsidiaries to implement the company’s environmental policy and to practice excellent environmental stewardship by recognizing outstanding efforts in this area each year. Listed here are the 2006-2007 Environmental Excellence Award winners in the Murphy-Brown East Support Operations division.

2006-2007 Environmental Excellence Award Winners Murphy-Brown East Support Operations

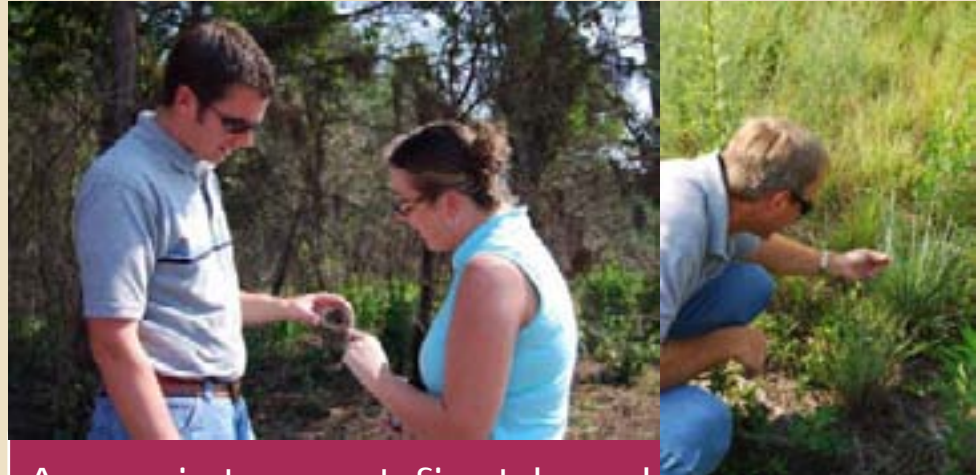
Driver - Feed AM	Warsaw & Bladenboro
Driver - Feed PM	Warsaw
Driver - Market Haul/Live Haul/Dead Haul	Waverly
Loading Crew	Central & Waverly
Sanitation/ORC	SPG Transfer Station
Garage	Laurinburg & Tar Heel
Maintenance/Warehouse	Rose Hill Maintenance
Mill	Rosemary
Lab	Bladenboro QA & Multiplication Vet Services

Murphy-Brown LLC
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Top left, Kendal Williams, MB Engineering Department and Amanda Lee, Enviro/Engineering Assistant, find an abandoned sparrow's nest during the tour.

Top right, Kevin Weston from the MB LNM Department studies the natural vegetation found on the Mr. Holmes complex.

Bottom, Benjy Strope, WRC biologist in charge of the project, leads the tour group through the naturally occurring vegetation on the farm.



Associates get first hand look at CURE Project

Murphy-Brown hosts field tour of Mr. Holmes Farm Wildlife Resources Commission Project

Your feedback, opinions, and suggestions regarding this publication are welcome and encouraged. You may send your comments to:

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Murphy-Brown has teamed up with the North Carolina Wildlife Resources Commission to assist with the commission's Cooperative Upland-habitat Restoration and Enhancement (CURE) Program. CURE's goal is to increase and enhance early-succession wildlife habitat on private and public lands throughout the state. To help accomplish the state's goal, Murphy-Brown is providing CURE with access to more than 40,000 acres of our North Carolina property, including our largest single tract of land known as the Mr. Holmes Complex.

Tours of the complex were held in July geared towards associates and guests who were interested in taking a

look at the wildlife project without dedicating an entire day for the formal educational workshop. Benjy Strope, WRC biologist, lead tour groups around the complex with stops at various project points including naturally vegetated buffers, examples of established vegetation for wildlife benefit and the results of roller chopping and burning.

The commission's access to Murphy-Brown's properties allows it to manage the habitat and conduct conservation research projects on land available for birds, rabbits, deer and other animals. CURE

is succeeding in bringing back the songs of the Bobwhite quail, Bachman's sparrows, eastern meadowlarks and prairie warblers. Eventually, the commission hopes to convert 5 percent of Murphy-Brown's farmland to early-succession habitat.

Education workshops will be held at the Holmes CURE site in September. For more information, visit cure_tour@yahoo.com.

