

# Murphy-Brown LLC

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Newsletter

Fourth Quarter 2007

Pollmann will head Western Operations



Effective December 1, Steve Pollmann is Vice President and General Manager for Western Operations of Murphy-Brown LLC. Steve will report directly to Jerry Godwin, President and Chief Operating Officer of Murphy-Brown LLC. Steve has been employed by Murphy Brown since June 1997 when he joined the company as General Manager of Circle Four, Utah. In February 2002, he transferred to the Western Operations headquarters to accept his most recent position, Director of Operations. Dr. Pollmann earned a Ph.D. and M.S. in Swine Nutrition from the University of Nebraska, and a B.S. in Animal Science from Utah State University.

## Inside...

Environmental awards  
PQA Plus News  
LEADR training news  
Photos: Fairs & Expos

## STOECKER RETIRES AS PRESIDENT OF WESTERN OPERATIONS FOR MURPHY-BROWN

Randy Stoecker, President of Western Operations for Murphy-Brown LLC, recently announced his retirement, effective December 15, 2007.

A former president of PIC, Randy joined Murphy Farms, Inc. in 1987 as vice president of Production under the direction of Wendell Murphy, owner and CEO. Twenty short years later, the swine industry has been transformed. Randy Stoecker was a major catalyst in the change.

As President of Western Operation for Murphy-Brown LLC, Randy directed pork production systems in nine states. During a retirement reception given in Randy's honor in November, Wendell Murphy and Jerry Godwin, President & COO of Murphy-Brown LLC, recounted fond moments and



Left to right: Jerry Godwin, President and Chief Operating Officer of Murphy-Brown LLC; Wendell Murphy, Director, Smithfield Foods (founder and CEO, Murphy Farms, Inc.); and Randy Stoecker, President Murphy-Brown Western Operations. Stoecker will retire effective December 15, 2007. A retirement reception in NC was held in his honor in November.

reflected on Randy's tireless efforts and dedication to the success of the industry.

"I contacted Randy when he was with PIC back in 1987" Murphy said. I knew when I met him that he was out of my league. But as I shared with him my vision for the future of the swine industry, I found we shared the same vision. Randy has had more to do with the growth and success of Murphy Farms, [now Murphy-Brown LLC], than anyone I ever hired."

"Randy has been an industry leader for 30 years," said Jerry Godwin. "He is a visionary and an innovator who has had a tremendous impact on modern swine production. He will be missed by his Murphy-Brown and industry colleagues."

Randy is a 1970 graduate of Agricultural Economics from Kansas State University. He and his wife Gwen currently reside in Ames, Iowa.

*Dear Friends and Colleagues,*

*Few have enjoyed or endured a longer career in the modern pork industry than I have. I can truly say that I have been blessed to have worked with some of the most aggressive, progressive people at the forefront of the industry and it has been a great pleasure and a fulfilling career. Jerry Godwin and the Smithfield leadership under Joe Luter and Larry Pope; along with Wendell Murphy and the Murphy Family; and Ken Woolley, the founder of PIC, have been great to me and provided an opportunity to develop relationships with employees and business growth, which were enjoyable and rewarding.*

*Now the time has come to make changes in my life that I'm looking forward to with equal pleasure. I will be retiring from Murphy-Brown on December 15, 2007. We don't have specific plans for the future, but Gwen and I plan to travel and spend time with our friends and family. My parents are happily into their 80's and our children are adults with children of their own. We look forward to spending more leisure time with all of them and enjoying our four grandchildren.*

*I know in my heart that it's the right time to make this change, and also know that I will miss all of you with whom I've worked so closely over many years. I want to take this opportunity to thank those who have been supportive and helpful to me through the years and I look forward to staying in touch.*

*Randy Stoecker*

## HARDISON RECEIVES NC POULTRY FEDERATION'S TOP 2007 ENVIRONMENTAL AWARD



Top photo: Annette & Gary Hardison with grandson Isaiah at their home in Richlands.

Bottom photo: Gary & Annette Hardison receive a hearty congratulations from David Byrd, vice president of Production for Carroll's Turkeys LLC, for taking the top honor as the 1st place winner of the NC Poultry Federation's 2007 Environmental Award".

Gary Hardison of Richlands, NC, manager of Sylvester Turkey Farm, recently received the North Carolina Poultry Federation's top 2007 Environmental Award during the Federation's Annual Membership Meeting.

Sylvester Turkey Farm is a 50,000-head turkey operation located on 120 acres just outside Richlands, NC. Expertly managed by Hardison, this diversified farming operation includes turkeys and row crops.

At Sylvester Turkey Farm, Hardison always adheres to sound environmental practices, which he sees as a key aspect of farming. "While working to make the farm economically viable, we must also support approaches to agriculture that are ecologically sound and socially responsible," says Hardison. "As farmers, we're all stewards of the environment. Not only must we ensure compliance with certain standards set forth by our regulatory agencies to keep our air and water clean, as environmental leaders we must go beyond meeting legal and regulatory mandates."

Always striving for excellence, Hardison and his family are prior winners

of Onslow County's "Conservation Farm Family of the Year" award. "We do a host of things beyond compliance to protect the environment and to keep our ecosystems thriving. This is a fundamental goal that should be shared by each of us. We are committed to this endeavor for the benefit of our children and grandchildren," says Hardison. "We take a lot of pride in the appearance of our operations, our excellent relationships with neighbors, and our environmental record. We set high standards for ourselves and we are committed to maintaining those standards for all the right reasons."

For his exemplary environmental management techniques, Hardison received an honorary engraved plaque and a \$1,000 cash award from the North Carolina Poultry Federation, a statewide non-profit service organization founded in 1968 that represents over 5,000 family poultry farms and the interests of the entire poultry food industry in North Carolina.

For more information on the North Carolina Poultry Federation, visit their Website at: [www.ncpoultry.org](http://www.ncpoultry.org).

## KEITH SHOEMAKER IS HONORED WITH "PRESIDENT'S AWARD"

Keith Shoemaker, President and CEO of Butterball, LLC, was recently honored with the North Carolina Poultry Federation's coveted "President's Award" for outstanding leadership. Shoemaker has served as president of the Federation through the 2006-2007 term. This distinguished award was presented on behalf of the Federation's membership by David Anderson, Vice President of Live Operations for Butterball, LLC, who will serve as president through the 2007-2008 term.

In his remarks to the Federation's membership, Shoemaker spoke of industry challenges, "As leaders in the poultry industry, we must not only meet these challenges but also set the standard for the industry. The balancing act is complex and difficult and requires us to continually refine the traditional way we have conducted business to reach new and improved methods of producing poultry. It is a challenge we face every day, and I find that through all of the adversity, I am optimistic about the direction of our industry."

"The impact of Keith's commitment to excellence in advancing the Federation's vital work and programs is clearly evident, stated Bob Ford, Executive Director of the North Carolina Poultry Federation. "Under his leadership, the Poultry Federation now has a very solid base on which to build during the coming year."

Shoemaker will retain his seat on the Federation's Executive Board one more year and continue as a contributing board member for the statewide non-profit service organization.



David Anderson (left), Vice President of Live Operations for Butterball, LLC and the Federation's newly elected president for the 2007-2008 term, presents the Federation's coveted "President's Award" to Keith Shoemaker (right), President and CEO of Butterball, LLC.

# LEADR PARTICIPANTS AIM TO UNDERSTAND PUBLIC POLICY PROCESS



Gary Reckrodt (far right) with CMA, plays the role of elected official and John Langdon, Jim Moore and Roland Schieber (left to right) make a mock visit to Capitol Hill to discuss with him a hypothetical issue directly affecting the pork industry. CMA is a consulting firm specializing in issues management, public relations, and marketing communications.

Over 50 Murphy-Brown employees and producers across the country, along with other industry leaders, recently took time to participate in Legislative Education Action Development Resource Network (LEADR) training. The LEADR program, put together by the National Pork Producers Council (NPPC), is designed to provide members of the pork industry the tools they need to inform lawmakers how their decisions affect the industry as a whole.

The training at Murphy-Brown was designed to give participants an opportunity to learn communication skills needed in dealing with policy makers and to help them better understand the

public policy process. These LEADR volunteers will play an important role in ensuring sound decisions are made by our elected officials. Training included an overview of the program's background and expectations, issues management and media relations, a summary of the legislative process, a state issued update, and hands-on exercises using hypothetical scenarios.

The goal the National Pork Producers has set for the LEADR program is to have 600 volunteers trained over the next two years. Interested individuals may contact Don Butler, Director of Government Relations and Public Affairs at Murphy-Brown. Tell him you want to become a LEADR volunteer.

## MURPHY-BROWN'S LEADR PARTICIPANTS

Thank you to the following employees and contract growers for your participation in the program and your leadership in the pork industry.

<i>Rodger Main</i>	<i>Ryan Slade</i>
<i>Hans Pollard</i>	<i>Jackie Lungwitz</i>
<i>Julie Grey</i>	<i>Travis Petersilie</i>
<i>Matt McNeil</i>	<i>Jose Rojas</i>
<i>Sarah Mixdorf</i>	<i>Ryan Goff</i>
<i>Allyson Perry</i>	<i>Brandon Merseal</i>
<i>Steve Thul</i>	<i>Doris Anzalone</i>
<i>Mike Daggett</i>	<i>Lyle Coombs</i>
<i>Marlin Hoogland</i>	<i>Dwight Potter</i>
<i>Fay Foerster</i>	<i>Linda Noyes</i>
<i>Rick Moser</i>	<i>Robert Teel</i>
<i>Patti Vogt</i>	<i>Marcus Matkin</i>
<i>Steve Boerhave</i>	<i>Tom Romero</i>
<i>Mike Diggs</i>	<i>Jeff Schminke</i>
<i>Boyd Rice</i>	<i>Jered Birkbeck</i>
<i>Alan Brandenburg</i>	<i>Matt Grimm</i>
<i>Clint McAfee</i>	<i>Lance Neas</i>
<i>Jan Capesius</i>	<i>Kelli Stalley</i>
<i>Brian Tigges</i>	<i>Dexter Edwards</i>
<i>Scott McLaughlin</i>	<i>Roland Scheiber</i>
<i>Jason Christensen</i>	<i>Neill Westerbeek</i>
<i>Lori Jorgenson</i>	<i>Alan Phillips</i>
<i>Jodie Harker</i>	<i>Jim Moore</i>
<i>Al Keller</i>	<i>Brandon Howard</i>
<i>Randy Crosser</i>	<i>Bob Salmon</i>
<i>Randy Farwell</i>	<i>Brian Edgren</i>
<i>Rick Swalla</i>	<i>Don Butler</i>
<i>Vicki Eglund</i>	<i>John Langdon</i>
<i>Justin Crum</i>	

## Did you know...

Swine research led to the development of the CAT scan, a technology used for examining internal organs without surgery.

**LEADR** will link you with your state and national elected officials and keep you updated when your public officials support public policy efforts, legislation or groups that will be harmful to your business.

**LEADR** will notify you when your personal efforts are needed to make a call or visit, write a letter, or take some other action so that your efforts are meaningful.

**LEADR** will respect your time and interests...you decide what kind of commitment you can make and in which activities you will participate.

## USDA Process Verified

Murphy-Brown Western Operations recently received approval from the US Department of Agriculture (USDA) concerning USDA certification for Animal Welfare. This approval means that Murphy-Brown is approved to use the "USDA Process Verified" shield and/or term, in accordance with the approved USDA program and is entitled to market products under this system as "USDA Process Verified".

## Manly to head Smithfield International Operations

Robert W. Manly IV has been assigned responsibility for international operations at Smithfield Foods, Inc. Manly, an executive vice president, will direct Smithfield operations in Poland, Romania and the UK, as well as oversee the company's Groupe Smithfield joint venture in Europe, joint ventures in Mexico and China and an interest in Spain.

## Murphy-Brown makes pledge to OPSU

Murphy-Brown LLC has pledged \$100,000 to Oklahoma Panhandle State University for the science and agriculture building currently under construction. The money will be used to help purchase and maintain laboratory equipment in the new Murphy-Brown LLC Water Quality Testing Laboratory. The laboratory will provide more easily accessible water quality testing for area municipalities, the agricultural sector, and other entities that require water testing on a regular basis.

# Murphy-Brown to achieve PQA Plus program certification

Murphy-Brown is widely considered to be the industry leader in ensuring the well-being of its animals. The production employees of Murphy-Brown have no higher priority than making sure the animals are safe, comfortable and healthy.

Several years ago, Murphy-Brown developed the industry's first comprehensive Animal Welfare Management System (AWMS) and the program received national attention. At the time, there was no national animal welfare management program for U.S. producers to follow. Since then, the National Pork Board, leading pork producers, packers and customers such as McDonald's and Wal-Mart have agreed on the need for an animal welfare program which all U.S. producers adhere to. Using many of the concepts Murphy-Brown pioneered with its AWMS, the National Pork Board developed the PQA (Pork Quality Assurance) Plus program as the national program to ensure animal well-being for the U.S. pork industry.

The PQA Plus program is the next generation of the National Pork Board's Quality Assurance program, the current program being PQA Level III. Smithfield Foods and other packers across the country will soon begin requiring PQA Plus certification of all their live hog suppliers. Since Murphy-Brown has already developed a comprehensive animal welfare program, achieving PQA Plus certification should be relatively easy. The plan is to

utilize practices and procedures already in place in the AWMS, with only minor adjustments. The production team will continue to evaluate animal care practices at each farm.

Since PQA Plus is now available as a national program and will be required of all producer going forward, Murphy-Brown will transition from using the term Animal Welfare Management System (AWMS) and use PQA Plus as the method for evaluating and ensuring animal welfare.

Animal welfare is such an integral part of Murphy-Brown's operation that every management visit would qualify as an animal welfare audit. Formal audits will be conducted every year, more frequently if concerns are identified for follow up with written action plan. To be certain the PQA Plus program is being effectively implemented nationwide, independent third party auditors will audit various aspects of the program, including periodic random farm visits.

More information about the PQA Plus program can be found on the Web at [www.pork.org](http://www.pork.org).

## That nip in the air means it's harvest festival season...



This fall, Murphy-Brown LLC sponsored and participated in the 2007 North Carolina Muscadine Harvest Festival held in Kenansville, NC. Visitors throughout the country enjoyed the fall festivities and delicious refreshments at the hospitality tent provided by Murphy-Brown LLC. Craig Craft (top photo, right), MB's land resource specialist, heads a cook team serving tasty grilled pork medallions to hungry visitors.

Associates of the Bladen County Library in Elizabethtown, NC were pleased with the gift of a trailer load of pumpkins to be distributed to area school children at Halloween. The pumpkins were planted on the Murphy-Brown Deer Track farm in Bladen County by Walt Burney, South Bladen LNM, and maintained by Walt and other members of Murphy-Brown's South Bladen Land & Nutrient Management team. Above, Walt Burney, center, leads the distribution with help from members of the South Bladen LNM team.



# MURPHY-BROWN HOSTS VENDOR EXPO...



Vendors filled both the facilities and the grounds at the Sampson County Agri-Exposition Center in Clinton, NC., offering demonstrations or information on their product or company. Smithfield Foods offered some tasty samples of Murphy-Brown's finished product.



## "Helping the Best Get Better"

A total of 95 vendors were featured at the first annual Vendor Expo held in Sampson County, NC. The event was held to increase the exposure of growers to participating vendors. Credit hours were also given to visiting growers who attended the educational opportunities that were offered during the event.

In October, local agriculture in North Carolina got a big boost when Murphy-Brown hosted the first annual Murphy-Brown Vendor Expo at the Sampson County Agri-Exposition Center in Clinton, NC. The expo, which was open to the public, provided vendor booths and educational opportunities for credit hours to visiting growers.

"This event is the first that we know of that provides this type of exposure for the grower base and the vendors directly related to the swine industry," said Neill Westerbeek, grower relations manager for the Kenansville Division of Murphy-Brown LLC.

Initially, the event was to feature just over 75 vendors - it grew to a total of 95. "We had tremendous response from our vendors, as well as our growers, who were looking to lower daily operational costs. This event allowed them to communicate directly," Westerbeek said.

The Vendor Expo is an important industry event, according to Deborah Johnson, chief executive officer of the North Carolina Pork Council.

"This event offered producers a unique opportunity," Johnson said. "There was an extensive number of vendors participating, it was held in a convenient location for so many people, and there was no cost for them to attend - what a deal. The Pork Council was pleased to play a supporting role in the expo and we salute Murphy-Brown for making this happen."



North Carolina Agriculture Commissioner, Steve Troxler (second from right) chats with Deborah Johnson (left) and other members of the North Carolina Pork Council at the first annual Murphy-Brown Vendor Expo.



The North Carolina Pork Council provided lunch and snacks at the Vendor Expo. Pork burgers, fresh off the grill, were a big hit, as the lunch lines never seemed to end.

## Process improvements save time and money...

Lauren Harless of Murphy-Brown's Waverly Division, has invented two devices using PVC pipe, fittings, and quick couplings to aid in unclogging pipes and pumps at the lift station. One device is a "Y" connection which allows the operator to connect two pumps to one discharge pipe to unclog the pipe. The other device will allow the operator to connect one pump to another to aid in clearing the pump. These devices have been used on several occasions and have saved the Maintenance Department the task of digging up, cutting and unclogging the pipes. The cost to assemble these devices is approximately \$360.



# MAKING A DIFFERENCE...

Murphy-Brown LLC sponsored and participated in a number of charitable events in 2007 including:

The Barta Boys and Girls Club Billfish tournament, which raised \$100,000 for the Boys and Girls Club of Coastal Carolina;

The Ducks Unlimited Band the Billfish Tournament, held to raise funds to preserve, enhance and maintain wetland habitats in North Carolina through Ducks Unlimited's Sound CARE program, and in North America through other Ducks Unlimited, Inc.'s conservation programs;

And the Cape Lookout Albacore Festival. Proceeds from this event go to the Duke Children's Hospital to benefit children fighting cancer.



Top left: Lindsey Richardson, Miss North Carolina National Teenager 2007 looks ready to dig into a thick, juicy pork chop prepared for the Barta Boys and Girls Club Billfish Tournament participants by the Murphy-Brown cook team consisting of Don Butler (center), Murphy-Brown's Director of Government Relations and Public Affairs and Bill Betterton (right). Other cook team members are W.G. Simmons and Rhonda Campbell, Public Affairs Coordinator for Murphy-Brown.

## Thank you...

Thank you so much for supporting the 2007 Boys and Girls Barta Billfish Tournament. The pork chops Murphy-Brown provided were a huge hit as always. Through your generosity, we raised over \$100,000 for the Boys and Girls Club of Coastal Carolina. Thank you again for your help and support. It is people like you folks at Murphy-Brown that are truly making a difference in a child's life.

Left: Dinner is served for a group of young marines and sailors out for a day of leisurely fishing. The pork chops prepared by the Murphy-Brown cook team gets a "thumbs up". Right: Shawn Barrus may be small in size, but he has a huge appetite, consuming three chops that weighed nearly a pound each!



Murphy-Brown also hosted dinner for the Cherry Point Cape Lookout Adventure. After a much needed day of fishing and relaxing, a group of young marines and sailors, many of them returning from deployments or exercises, were treated to dinner, the entree featuring one and a half inch thick pork chops donated by Murphy-Brown LLC and prepared by the Murphy-Brown cook team.

On behalf of the Marines and Sailors of 2d MAW, I want to personally thank you for cooking pork chops during the Cherry Point Cape Lookout Adventure. I truly appreciate your generosity, as many of them had recently returned from deployments and exercises.

Your gift to these committed young Marines and Sailors acknowledges that their dedication and sacrifice is recognized by the community. This message is welcomed and appreciated not only by those who attended the event, but by all who serve in 2d Marine Air Wing.

Semper Fidelis,  
K.J. GLUECK, JR.  
Major General, U.S. Marine Corps  
Commanding General, 2d Marine Aircraft Wing

# FOOD & FUN AT THE FAIR...



Pork Chop Shop



Pork Fajitas

A record number of patrons visited the Pork Chop Shop during the 2007 NC State Fair. The Pork Chop Shop is a restaurant at the Fair that specializes in barbecue and pork loin. The North Carolina Pork Council is responsible for the day-to-day organization of the Pork Chop Shop, but the restaurant is primarily run by approximately 250 volunteer pork producers and industry friends. Approximately 10,000 people are served each year at the Pork Chop Shop.



Pork Chop Shop



Photos: (top left) Pork Chop Shop; (top right) Murphy-Brown employees having fun; (middle) Murphy-Brown employees, Kim Sanderson and Jennifer Hasty, with W.G. Simmons, at the Pork Chop Shop; (right) More fun at the fair!



Paula Deen Show

North Carolina State Fair officials were fortunate enough to book the queen of southern cuisine, the hilarious Paula Deen, for a mid-week show. An unfortunate "slip of the tongue" had her on her knees apologizing to Jim Schloss, Smithfield's Corporate Vice President of Sales and Marketing, during the event. Deen is the official spokesperson for Smithfield Foods, Inc. (Don't worry Paula, your secret's safe with us!)

*Like the restaurant favorite, these fajitas will satisfy your Tex-Mex craving and be on the table faster than you can get take-out.*

## PORK FAJITAS

- 1 small green bell pepper
- 1 small red pepper
- 1 small red onion
- 2 teaspoons canola oil
- Smithfield pork tenderloin  
(peppercorn or marinated)
- 1/4 cup nonfat sour cream
- 1/4 cup prepared salsa
- 4 6-inch or two 10-inch flour tortillas

## COOKING DIRECTIONS

*Prepare pork tenderloin according to package instructions. Preheat grill to high or heat a large indoor grill pan over high heat. Lightly brush peppers and onions with oil and grill until lightly browned and soft, turning once, 3 to 7 minutes. (If grilling on an indoor grill pan, you may need to grill the vegetables in two batches. Let cool on a cutting board.*

*Chop the onion; toss the vegetables with the pork in a large bowl. Serve the pork and vegetable filling with sour cream, salsa and tortillas for making fajitas.*

## NUTRITION FACTS:

*1 serving: Calories 382; Carbohydrates 36g; Cholesterol 63mg; Dietary Fiber 4g; Fat 12g; Potassium 623mg; Sodium 493mg.*

## Stoecker se retira de la presidencia en las Operaciones Occidentales de Murphy-Brown

**R**andy Stoecker, Presidente de las Operaciones Occidentales de Murphy-Brown LLC, anunció recientemente su retiro, efectivo el 15 de diciembre del 2007.

Habiendo sido presidente de PIC, Randy se unió a Murphy Farms, Inc. En 1987 como vicepresidente de Producción bajo la dirección de Wendell Murphy, Propietario y CEO. Veinte cortos años después, la industria porcina se ha transformado. Randy Stoecker fue un elemento fundamental de dicho cambio.

Como Presidente de las Operaciones Occidentales de Murphy-Brown LLC, Randy dirigió los sistemas de producción de cerdos en nueve estados. Durante una recepción en su honor ofrecida en noviembre, Wendell Murphy y Jerry Godwin, Presidente y COO de Murphy-Brown LLC, recordaron momentos entrañables y reflexionaron sobre los esfuerzos incansables de Randy y su dedicación al éxito de la industria.

“Contacté a Randy cuando él trabajaba para PIC en 1987” dijo Murphy. Supe al conocerlo que estaba fuera de mi liga. Pero mientras compartía con él mi visión del futuro de la industria porcícola, descubrí que compartíamos la misma visión. Randy ha tenido más que ver con el crecimiento y éxito de Murphy Farms [hoy Murphy-Brown LLC], que nadie más a quien haya contratado.”

“Randy ha sido un líder en la industria por 30 años,” dijo Jerry Godwin. “Es un visionario y un innovador que ha tenido un tremendo impacto en la moderna producción de cerdos. Sus colegas en Murphy-Brown lo extrañaremos.”

Randy se graduó en Economía Agrícola en 1970 de la Universidad Estatal de Kansas. Junto con su esposa, actualmente vive en Ames, Iowa.



Estimados Amigos y Colegas

Pocos han disfrutado o tolerado una carrera más larga en la moderna industria Porcícola que yo. Puedo sinceramente decir que he sido bendecido al haber trabajado con algunas de las personas más agresivas y progresivas de la industria y ha sido un gran placer y una carrera muy satisfactoria. Jerry Godwin y el liderazgo de Smithfield bajo Joe Luter y Larry Pope; junto con Wendell Murphy y la Familia Murphy; y Ken Wooley, fundador de PIC, han sido grandiosos conmigo al brindarme la oportunidad de desarrollar relaciones con empleados y el crecimiento del negocio, lo cual ha sido muy gratificante.

Ahora se ha llegado el tiempo de hacer un cambio en mi vida al cual aspiro con igual placer. Me retiraré de Murphy-Brown el 15 de diciembre del 2007. No tenemos planes específicos para el futuro, pero Gwen y yo planeamos viajar y pasar tiempo con nuestros amigos y familiares. Mis padres están felizmente pasando por sus ochentas y nuestros hijos son adultos con familias propias. Deseamos pasar más tiempo libre con todos ellos y disfrutar de nuestros cuatro nietos.

.Se bien que este es el tiempo correcto para hacer este cambio y también sé que extrañaré a todos ustedes con quienes trabajé tan de cerca por muchos años. Deseo tomar esta oportunidad para agradecer a aquellos que me han apoyado y ayudado a través de los años y decirles que estaremos en contacto.

Randy Stoecker

## Pollmann Encabezará las Operaciones Occidentales



A partir de Diciembre 1, Steve Pollmann es Vicepresidente y Gerente General de las Operaciones Occidentales de Murphy-Brown LLC. Steve reportará directamente a Jerry Godwin, Presidente y Oficial Operativo en Jefe de Murphy-Brown LLC. Steve ha trabajado para Murphy-Brown desde junio de 1997 cuando se unió a la empresa como Gerente General de Círculo Cuatro, en Utah. En febrero del 2002, se transfirió a las Oficinas Generales de las Operaciones Occidentales para aceptar su posición más reciente, Director de Operaciones. El Dr. Pollmann obtuvo su Maestría y Doctorado en Nutrición de Cerdos en la Universidad de Nebraska, y su Licenciatura en Ciencia Animal en la Universidad Estatal de Utah.

# Hardison recibe Premio Ambiental 2007 de la Federación de Avicultores de Carolina del Norte

**G**ary Hardison de Richlands, NC, gerente de la Granja Sylvester Turkey, recibió recientemente el principal Premio Ambiental durante la Reunión Anual de Miembros de la Federación de Avicultores de Carolina del Norte.

La Granja Sylvester Turkey es una operación de 50,000 cabezas de pavos localizada en 120 acres justo a la salida de Richlands, NC. Expertamente manejada por Hardison, esta operación agrícola diversificada incluye pavos y cosechas.

En la Granja Sylvester Turkey, Hardison siempre se adhiere a prácticas ambientales sólidas, lo cual él reconoce como un aspecto clave de la agricultura. “Mientras trabajamos para hacer que la granja sea económicamente viable, debemos también apoyar medidas agrícolas que sean ecológicamente relevantes y socialmente responsables,” dice Hardison. “Como granjeros, somos centinelas del medio ambiente. No sólo

debemos asegurar el cumplimiento con ciertos estándares determinados por nuestras agencias reguladoras para mantener nuestro aire y nuestra agua limpios, como líderes ambientalistas debemos ir más allá de cumplir los requisitos y reglamentos obligatorios.

Siempre buscando la excelencia, Hardison y su familia han Ganado el premio del “Granja Familiar Conservacionista del Año” del condado Onslow. “Hacemos las cosas más allá del cumplimiento para proteger el ambiente y para mantener y mejorar nuestros ecosistemas. Esta es una meta fundamental que debe ser compartida por todos nosotros. Estamos comprometidos a este esfuerzo para beneficio de nuestros hijos y nuestros nietos,” dijo Hardison. “Nos enorgullecemos grandemente de la apariencia de nuestras operaciones, nuestra excelente relación con los vecinos y nuestra desempeño ambiental. Establecemos altos estándares para nosotros mismos y estamos comprometidos a mantener esos estándares por todas las razones correctas.”

Por sus ejemplares técnicas de administración del medio ambiente Hardison recibió una placa honoraria y \$1,000 en efectivo por parte de la Federación de Avicultores de Carolina del Norte, una organización sin fines de lucro a nivel estatal fundada en 1968 que representa a más de 5,000 granjas familiares avícolas y los intereses de toda la industria avícola de Carolina del Norte.

**Sylvester Turkey Farm  
Richlands, North Carolina**



**Gary and Annette Hardison with David Byrd, President of Production for Carolls Turkeys LLC.**



# Keith Shoemaker es honrado con el “Premio Presidencial”

**K**eith Shoemaker, Presidente y CEO de Buterball, LLC, fue recientemente galardonado con el “Premio Presidencial” de la Federación de Avicultores de Carolina del Norte por su sobresaliente liderazgo. Shoemaker sirvió como presidente de la Federación durante el término 2006-2007. Este distinguido reconocimiento fue presentado por David Anderson, Vicepresidente de Operaciones y CEO de Buterball, LLC, a nombre de los miembros de la Federación, quien servirá como presidente por el término 2007-2008.

En sus comentarios a los miembros de la Federación, Shoemaker habló de los retos que enfrenta la industria, “Como líderes en la industria avícola, debemos no solamente conquistar estos retos sino también los estándares de la industria. El acto de balanceo es complejo y difícil y nos requiere refinar continuamente la forma tradicional en que hemos conducido el negocio para alcanzar nuevos y mejores métodos de producción avícola. Es un reto que enfrentamos cada día, y aún frente a la adversidad, tengo optimismo acerca de la dirección de nuestra industria.”



“El impacto del compromiso de Keith con la excelencia y avance del trabajo vital y los programas de la federación es evidente, dijo Bob Ford, Director Ejecutivo de la Federación de Avicultores de Carolina del Norte. “Bajo su liderazgo, la Federación Avícola hoy tiene una base muy sólida en la cual construir durante el año siguiente.”

Shoemaker conservará su asiento en el Buró Ejecutivo de la Federación un año más y continuará siendo un miembro contribuyente de la organización sin fines de lucro a nivel nacional.

**Keith Shoemaker, Presidente y CEO de Buterball, LLC (right), fue recientemente galardonado con el “Premio Presidencial” de la Federación de Avicultores de Carolina del Norte por su sobresaliente liderazgo. Este distinguido reconocimiento fue presentado por David Anderson, Vicepresidente de Operaciones y CEO de Buterball, LLC. a nombre de los miembros de la Federación, quien servirá como presidente por el término 2007-2008.**

## Participantes del LEADR apuntan a un Entendimiento del Proceso de Regulación Pública.



Más de 50 empleados de Murphy-Brown y productores a lo largo del país, junto con otros líderes de la industria, recientemente participaron en un entrenamiento en la Red de Recursos para el Desarrollo de Acciones de Educación Legislativa (LEADR por sus siglas en inglés). El programa LEADR, armado por el Consejo Nacional de Productores de Cerdo (NCPD), está diseñado para proveer a los miembros de la industria porcícola las herramientas necesarias para informar a los legisladores cómo sus decisiones afectan a la industria en general.

El entrenamiento en Murphy-Brown fue diseñado para dar a los participantes una oportunidad de adquirir habilidades de comunicación necesarias para interactuar con los legisladores y para ayudarlos a mejorar su entendimiento del proceso de política pública. Estos voluntarios del LEADR jugarán un papel importante en asegurar que se toman decisiones firmes por parte de nuestros oficiales electos. El entrenamiento incluyó un repaso de los antecedentes y expectativas del programa, asuntos administrativos y relaciones con los medios de comunicación, un resumen del proceso legislativo, una actualización emitida por el estado, y ejercicios prácticos usando escenarios hipotéticos.

La meta que los Productores Nacionales de Cerdo han establecido para el programa LEADR es reunir 600 voluntarios entrenados en un lapso de 2 años. Individuos interesados en participar pueden contactar a Don Butler, Director de Relaciones Públicas y asuntos Gubernamentales de Murphy-Brown. Dígame que desea hacerse voluntario del LEADR.

# Murphy-Brown conseguirá la certificación en el programa PQA Plus

Es ampliamente reconocida como líder en la industria en asegurar el bienestar de sus animales. La más alta prioridad de los empleados de producción de Murphy-Brown es asegurar que los animales están seguros, confortables y saludables.

Hace varios años, Murphy-Brown desarrolló el primer Sistema de Manejo del Bienestar Animal (AWMS) y el programa recibió atención nacional. En ese tiempo, los productores de EU no tenían un programa nacional sobre el bienestar animal que pudieran seguir. Desde entonces, el Buró de Nacional del Cerdo, liderando a productores de cerdos, empacadores y clientes tales como McDonald's y Wal-Mart han reconocido la necesidad de un programa de bienestar animal al que se puedan adherir todos los productores de la industria del cerdo de Estados Unidos. Usando muchos de los conceptos iniciados por Murphy-Brown con su AWMS, el Buró Nacional del Cerdo desarrolló el programa Aseguramiento de Calidad de Cerdo "Plus" (PQA por sus siglas en inglés) como un programa nacional para asegurar el bienestar animal en la industria porcícola de los Estados Unidos.

El programa PQA Plus es la siguiente generación del programa del Buró Nacional del Cerdo denominado PQA, actualmente con niveles I, II y III. Smithfield Foods y otros empacadores a lo largo del país pronto empezarán a requerir la certificación PQA a todos sus proveedores de ganado. Como Murphy-Brown ya cuenta con un programa comprensivo de bienestar animal, lograr la certificación en el PQA Plus debe ser relativamente fácil. El plan es utilizar prácticas y procedimientos ya existentes en el AWMS, con sólo ajustes menores. El equipo de producción continuará evaluando las prácticas de cuidado animal en cada granja.



Como el PQA Plus ya está disponible como un programa nacional y será requerido a todos los productores en el futuro, Murphy-Brown dejará de usar el término Sistema de Manejo del Bienestar Animal (AWMS) y empezará a usar PQA Plus como método para evaluar y asegurar el bienestar de los animales.

El bienestar animal es en tal modo una parte integral de las operaciones de Murphy-Brown que cada visita administrativa será considerada como una auditoría de bienestar animal. Auditorías formales serán llevadas a cabo cada año, más frecuentemente si se identifican preocupaciones y se les dará seguimiento por medio de un plan de acción por escrito. Para asegurarse que el programa PQA Plus está siendo implementado efectivamente a nivel nacional, auditores independientes verificarán diferentes aspectos del programa, incluyendo visitas al azar a granjas periódicamente.

Para más información acerca del programa PQA Plus, visite la página de Internet: [www.pork.org](http://www.pork.org).

Smithfield adds more colleges to scholarship program

The Smithfield-Luter Foundation will include three historically black universities to its scholarship program-- Fayetteville State University, in Fayetteville, NC; Virginia Union University in Richmond, VA; and Norfolk State University, Norfolk, VA. The foundation will provide \$25,000 to each school in 2007 to fund scholarships. To be eligible for the scholarship, applicants must be a dependent child or grandchild of a Smithfield Foods employee (Murphy-Brown is included); demonstrate financial need; and be accepted by one of the partnership schools.

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**Have a safe and happy holiday season!**

## Murphy-Brown organiza una Exposición de Proveedores...

En octubre, la agricultura local en Carolina del Norte recibió un gran impulso cuando Murphy-Brown organizó la primera Exposición anual de Proveedores en el Centro Agro-Exposiciones del Condado de Sampson en Clinton, NC. La exposición que se abrió al público, proveyó casetas a los vendedores y oportunidades de educación para acreditación de horas a los productores visitantes.

Inicialmente, el evento contaría solo con 75 proveedores –en total hubo 95. “Tuvimos una respuesta tremenda de nuestros proveedores, así como nuestros productores quienes buscaban bajar el coso diario de sus operaciones. Este evento les permitió comunicarse directamente,” dijo Westerbeek.

La Exposición de Proveedores es un evento importante para la industria, de acuerdo con Deborah Johnson, oficial ejecutivo en jefe del Consejo del Cerdo de Carolina del Norte.

Este evento ofreció a los productores una oportunidad única,” dijo Johnson, “Hubo un extensor número de proveedores participantes, se llevó a cabo en una locación conveniente para mucha gente sin costo alguno por asistir – que buen negocio. El Consejo del Cerdo estuvo complacido de jugar un papel de apoyo en la exposición y felicitamos a Murphy-Brown por su realización”

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