

Perdue Begins Production In Lewiston

Plant Will Create About 1,000 Jobs

LEWISTON — Chicken processing is underway at the new \$12-million plant of Perdue Farms Inc., marking the final phase of the integrated poultry company's expansion into the Northeast section of North Carolina.

Two hundred and forty people will be employed at the new plant initially, with that figure expected to reach 500 by July. When in full production, employment should approach 1,000 people. Additional hiring is expected to begin in May or June.

The new facility is located off Highway 308, between Lewiston and Kelford.

A tour of the Perdue facilities Friday included: Frank Perdue, president of Perdue Farms; Donald Mabe, executive vice president of Perdue; Tom Shelton, vice president and general manager, Broiler Production Division; and Sewell Spedden, vice president and general manager, Feed & Grain Division. Plant manager is Al Ball, who now lives in Ahoskie and has worked with Perdue for the past 15 years.

The initial production goal for the plant is 6,000 chickens per hour. About 12,000 chickens per hour, or a weekly output of 500,000 birds, grown locally, is expected by early 1977.

The plant is situated on 240 acres and contains 180,000 square feet of floor space.

The Lewiston plant is the only fully air-conditioned plant in the poultry

industry. It is the only plant in the area to serve hot meals daily in its cafeteria. A registered nurse is in the plant during production shifts.

By the time that the employment figure has reached the 1,000 level, the annual payroll will be running at a figure of close to \$6-million.

The opening of the Lewiston plant comes a little over two years after Perdue started building chicken houses owned by local farmers in the Roanoke-Chowan area. One hundred and eighty of the 600 houses needed to supply the Lewiston plant are either in operation or committed for construction.

Over 30 Perdue growers will have constructed their second house with the next 90 days.

The total Perdue and grower investment in North Carolina, when this new expansion is completed, will reach \$40-million, with Perdue equipment and facilities amounting to over one half of the total.

Perdue started producing feed for local operations in October at their new mill in Cofield. That mill employs seven and is turning out 1,000 tons of feed per week. Perdue will be purchasing some 1,000,000 bushels of locally-grown corn to meet their initial needs. This figure will rise to 4,000,000 bushels in the next two years.

In early February, the first chickens were hatched at the Perdue hatchery in Murfreesboro. There are

currently 30 employees there, with that number expected to increase to almost 40 in the next few months.

Starting production at the new hatchery will be 250,000 chickens per week. That figure will grow to 500,000 chickens per week in the next month.

The eggs for the Murfreesboro hatchery will be provided by Perdue's Statesville, breeder operation.

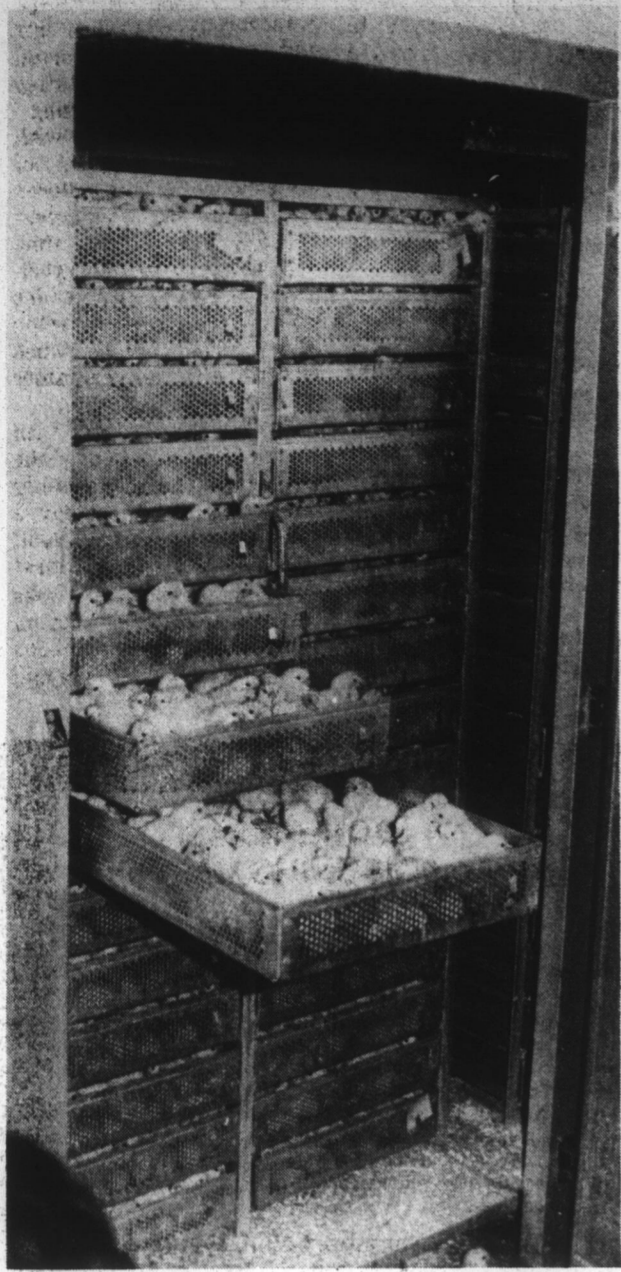
Perdue Farms Inc., is the largest privately-owned integrated poultry processing company in the industry. Headquarters are located in Salisbury, Md. Perdue has a processing plant there, which processes 16,000 chickens per hour, and another plant located in Accomac, Va., processing 29,000 per hour.

Sales of the privately-held firm are estimated at over \$170-million for 1975.

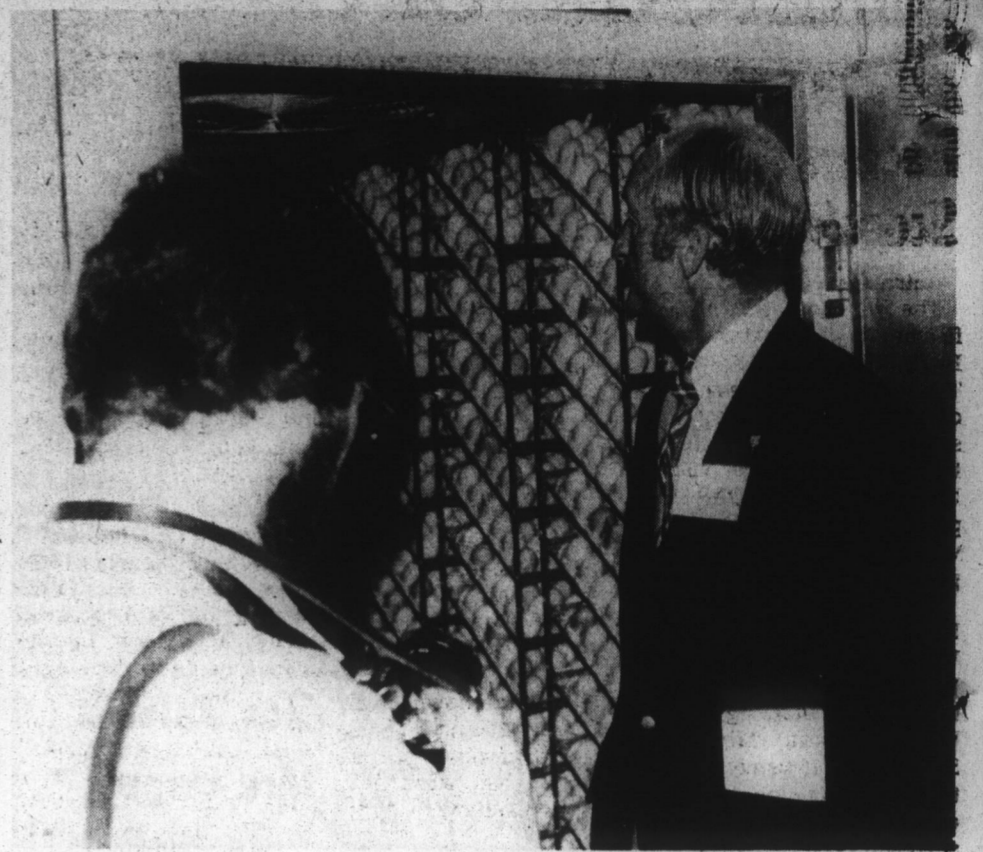
Chickens grown and processed in North Carolina will be sold in Perdue's three major marketing areas of Metropolitan New York, Philadelphia and New England.

In all three areas, Perdue is the largest seller of branded poultry. Perdue is highly visible in broadcast and print advertising, which has been production of the Perdue brand more than double in the last seven years.

The opening of the new Lewiston plant will increase Perdue's broiler production capacity by over 20 per cent in the next year.



COME THESE BIRDS..... Freshly hatched chickens are shown in the Perdue Farms hatchery that will go to broiler houses. They will later be processed in an area plant and shipped to northern markets.



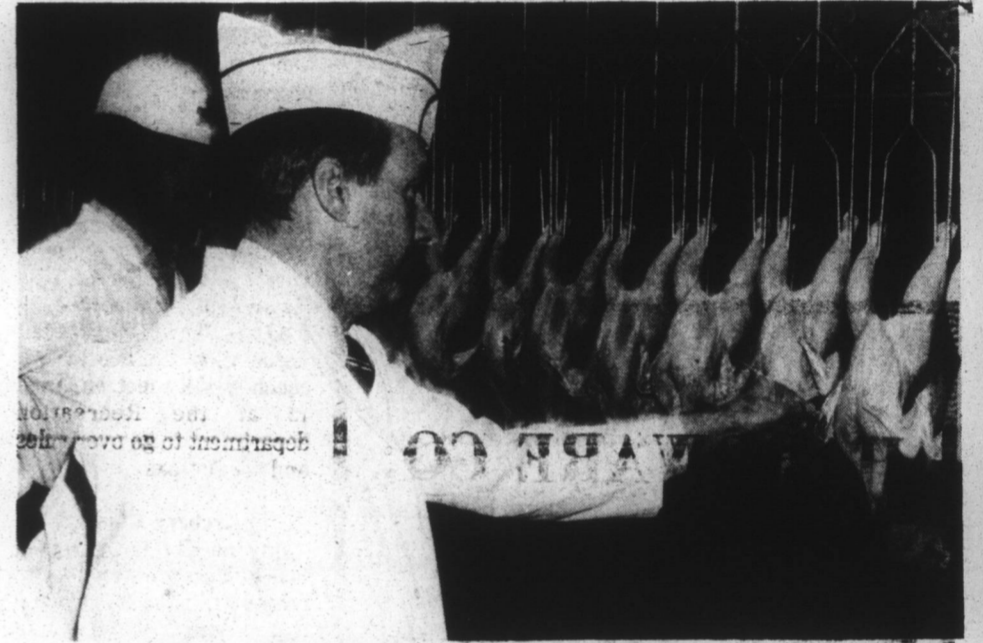
FROM THESE EGGS..... Frank Perdue, president of the poultry industry's largest privately-owned processing business, inspects eggs in the hatching process at the firm's plant in Northeastern North Carolina. A media photographer prepares his gear to record the event.



MY POINT—Woodrow Price, right, business editor of the Raleigh News and Observer, and Don Mabe, vice for points during an interview during a recent media tour of Perdue Farms' complex in Northeastern North Carolina.



IN THE PROCESS—A skilled worker is pictured as she de-beaks and automatically vaccinates chickens at the Perdue hatchery. From here they are given another immunization prior to being moved out to broiler houses.



ON THE LINE—Don Mabe, executive vice president of the \$170-million Perdue operation, inspects broilers as they move through the processing plant near Lewiston. The ultimate production is 12,000 chickens per hour.

PERDUE



MR. TOUGH IN NEW SURROUNDINGS—Frank Perdue, president of the Salisbury, Md.-based firm that has invested nearly \$20-million in a new complex in Northeastern North Carolina is no stranger to TV audiences in metropolitan areas of New York, Philadelphia and New England. He is shown as he taped an interview in front of the Lewiston plant for local viewers.



NEWEST PROCESS FOR TRANSPORTING POULTRY—Perdue Farms, Inc., has invested \$1-million in the newest equipment available for hauling chickens. Instead of the conventional coops, conveyors are used to load and unload the birds. Frank Reynolds, pointing in insert, discusses ways to eliminate bruises with Dr. Frank Craig, Perdue's director of health services.