

Lifestyles

Turkey industry leading state

The turkey industry in North Carolina is highly integrated utilizing all functions of production and marketing including turkey hatcheries, live production, feed mills, processing and transportation of raw materials and processed products. Many of these functions take place in Hoke County.

A recent trend toward specialized products such as turkey nuggets, turkey sausage and other fast food and deli type products has resulted in technological changes and new processing equipment.

Turkeys are raised sex-separate with hens (females) reaching the market at 16 weeks of age weighing about 15 pounds live weight. The tom (male) turkey reaches market age at 20-22 weeks weighing approximately 22 pounds.

The hen turkey is most often sold for baking as a whole bird, while the tom turkey is often used for further processed products such as turkey breast roasts and turkey ham.

Turkey hatching egg production is a significant part of turkey production in Hoke County and the state as a whole. Hatching eggs produced in North Carolina exceeds what it utilized within the state.

Turkey hatching eggs and poulters are shipped over the entire east coast.

Industry Structure

The term vertical integration is used to describe the predominate structure of the turkey industry in North Carolina (as well as the USA).

Vertical integration is generally considered to be a combination of two or more stages of production and marketing.

A few independent turkey producers remain, but they usually have a contractual arrangement with other firms to market their products, process and market their own product, or control some other function of production such as feed manufacturing.

Thus, almost all independent farm producers can also be considered to be involved in some

Extension News
Willie Featherstone Jr.
 County Extension
 Chairman



form of vertical integration. It has been estimated that 100% of North Carolina's broiler industry is completely integrated, meaning that all activities from the raw materials to the finished consumer products are involved under one organization. It is also estimated that the turkey industry is 85% integrated.

There has been a stronger growth pattern in North Carolina's turkey industry than in the poultry industry in general. The number of turkeys grown in North Carolina has increased by 103% in the last decade, which is considerably higher than the national average.

One of the main reasons for the stronger growth pattern for turkeys is the large increase in per

capita consumption of turkey products.

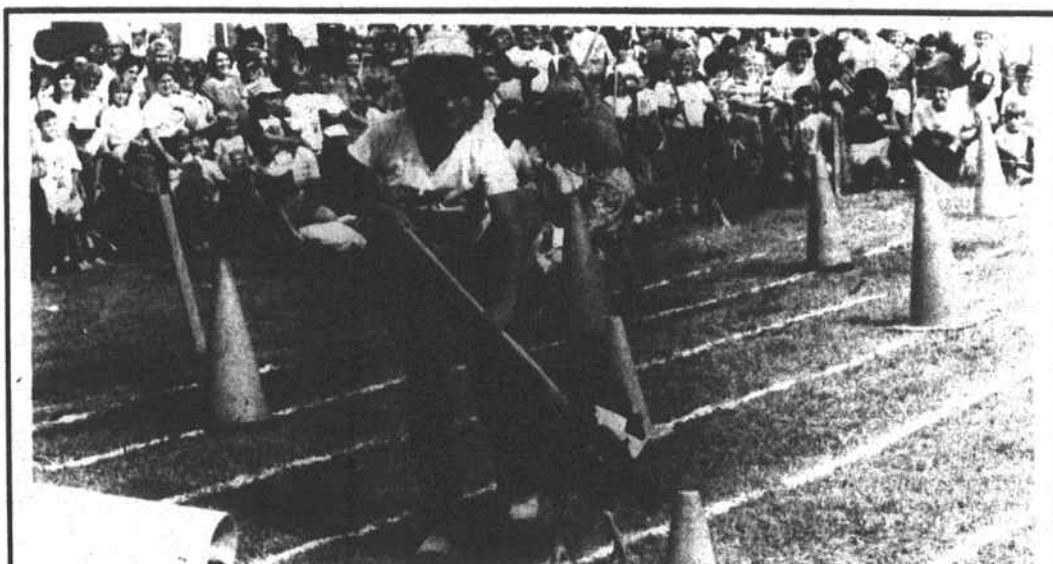
State and National Commodity Organizations

The North Carolina Poultry Federation (NCPF) represents the entire N.C. Poultry Industry.

NCPF operates with an Executive Secretary (Ed Woodhouse) serving under the direction of a Board of Directors made up of representation from individual poultry commodity groups and directors elected at large. The commodity organizations that have representation on the Board of Directors of NCPF are: N.C. Egg Processors, and the N.C. Turkey Federation.

Significant functions of NCPF are legislative, promotion, public relations and consumer education, although many different areas of service are accomplished.

The NCPF annual meeting is held in August to elect board members, officers, and conduct annual business matters.



Getting Thurmond through paces

Pamela Dowd Peace, who hosts Fayetteville City Limits on Channel 62, encourages the Nickelodian entry Thurmond T. Turkey through the cones during one of the Olympic events Saturday. Dowd was

working with a film crew for the national cable network, who were on hand to tape the activities. P.M. Magazine also covered Saturday's festival.



Inspecting the bird
 Agriculture Commissioner Jim Graham (left), along with Bob Cook and John Hendricks look over a turkey which was given to the White House last Thanksgiving.

Put time into buying a car

Many of us leave logic and common sense behind when it comes to buying a new car.

Buying a car is a major decision, and the consequences of making an emotional, uninformed decision can affect your finances and your credit record for years to come. To make a better informed decision, invest the time and energy to learn about cars, car financing and car insurance. Shoppers can take the following steps:

-Check your library's selection of up-to-date magazines, buying guides and vertical file pamphlets on car buying. Borrow or buy at least one guide to car buying.

-Think ahead. How long do you want to keep your car. Will resale value be an important consideration? If so, look at the pattern of resale value for the cars you are considering.

-Contact several insurance companies and compare the cost of adequate insurance coverage.

On the Front Burner

Alice Pettitt
 Home Economics
 Agent



Sunshine Salad

1 cup crushed pineapple, drained with juice reserved
 1 pkg. lemon gelatin
 1 cup boiling water
 1 teaspoon vinegar
 1 cup grated raw carrots
 1/2 cup chopped pecans

Add water to reserved pineapple juice to make 1 cup. Dissolve gelatin in boiling water. Add juice and vinegar; chill until slightly thickened. Stir in pineapple, carrots and nuts and chill until firm. Serve the salad on lettuce. Serves 4 to 6.

Coconut Cream Pie

3/4 cup sugar

7 tablespoons flour (1/2 cup minus 1 tablespoon)
 1/4 teaspoon salt
 2 eggs
 3 cups whole milk, scalded
 1 teaspoon vanilla
 1/2 to 3/4 cup shredded coconut, plus extra for garnish
 Baked 8 or 9 inch pastry shell or crumb crust
 1/2 cup whipping cream, sweetened to taste or 1 1/2 cups whipped topping

Mix together sugar, flour, salt and eggs. Slowly stir in the scalded milk. Return mixture to low heat and stir constantly until it begins to boil. Reduce heat to simmer and continue to stir and cook for 2 to 3 minutes. Remove from the heat and add the vanilla. Cool a room temperature. Fold in coconut. Spread filling in a pie shell. Serve topped with whipped cream or cool whip. Garnish with additional coconut, if desired. Serves 8.

CLEARANCE

LEASE A CHEVETTE
 FOR ONLY
 (60 Month Closed-End Lease)

6.15%
 APR

85 S-10 "4 WHEEL
 DRIVE" TRUCK



• 1500 lb Payload Package • Power Steering
 • A/C • Auto Trans • AM/FM Radio • Rear
 Step Bumper

WAS
 REDUCED
 NOW

\$11,173
 1,200
\$9,973

2 TO CHOOSE FROM!



85 CAMARO 2 DR.
 SPORT COUPE

*Sale price \$10,127.84 \$2,000.00 down cash or
 trade. 48 @ \$185.26 7.7% APR Total payment
 \$8,892.48 (\$4,130.00)

\$19791

85 MONTE CARLO 2 DR. SPORT COUPE

• Auto Trans • AM/FM Stereo • A/C • Split
 Cloth Seat Interior (\$41822)

WAS
 REDUCED
 NOW
 \$11,848
 1,000
\$10,848

\$1,000 OFF ON ALL
 85 EL CAMINO'S IN STOCK
 7 TO CHOOSE FROM

"OUR COMPETITION IS GOOD! WE JUST HAVE TO BE BETTER."

McBrayer



*Prices do not include N.C. tax or tag

Copy and Restoration



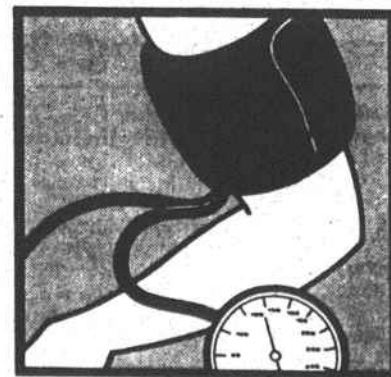
BEFORE AFTER RESTORATION

Our skilled staff can eliminate all types of stains, tears, cracks and scratches.

Ed Jordan's Creative Photography

119 E. Broad St. 865-5711 St. Pauls, N.C. 28384

FREE BLOOD PRESSURE SCREENING



GET TO THE HEART OF THE PROBLEM.

High blood pressure is recognized as the major cause of heart disease. However, since it has no symptoms, 17 million people have this health problem and don't know it. A simple check can determine if you have high blood pressure.

Thursday, Sept. 26

9 A.M. to 5:30 P.M.



Medicine Shoppe
 National Prescription Centers