

## ***Pucker Up Poultry***

### **Fred Pucker, CEO**

Pucker's purpose is to give students a good sense of industrial farming in the United States. He also wants to protect his reputation and his interests! As the newspaper article says, PuckerUp Poultry is the world's largest producer of beef, pork and poultry with over \$24 billion in sales in 2003. (These are the actual numbers for Tyson Foods.) Fred Pucker should explain that he contracts out growers (i.e., the people who feed the chickens are not PuckerUp employees). Pucker is responsible for providing growers with livestock (chicks), feed, veterinary services and medicine. Since the feed was bought from *Feed the World, Inc.* you could say honestly say you have no idea how the feed was contaminated with dioxin. Responsibility lies in the hands of the government testing agencies, not you. If you are at a loss of what to say, you can always fall back on, "We're a family business, we have the highest quality chicken...".

For more about industrial chicken farming, see: <http://www.tysonfoodsinc.com/>

### **Questions for Fred Pucker, CEO of PuckerUp Poultry and Fred's ANSWERS:**

**Q: How many farms do you have?**

A: Approximately 7000 farms in 31 states across the country

**Q: Where did you get your feed?**

A: We buy more than 330 million bushels of corn per year and 2.7 million tons of soybean meal. We buy this from 39 different feed mills across the country. *Feed the World* runs several of them. If we were to try to grow our own grain, it would take a farm several million acres. So, we buy our feed.

**Q: Where is chicken processed? Could that keep dioxin from getting to humans?**

A: We have 83 processing plants in 20 states across the country. The USDA regularly inspects these facilities.

**Q: How/Why did the chickens get sick? Why wouldn't they go near their feed? Has this ever happened before?**

A: This has never happened before. It is hard to say how it happened. I am sure it wasn't any one of the 120,000 people who work for us. We have the

highest employee standards. I do not know why the chickens did not go near their feed.

**Q: What are you doing about this?**

A: We're cooperating with the investigation.

**Q: Do you raise organic chickens? Why not?**

A: We do not raise organic chickens. They are too expensive. There is not the demand for organic by our customers. We are concerned with customer satisfaction. Everything on the farm is designed with the quality of the final product in mind. There is nothing wrong with the way our chickens are raised.

**Q: Is the part about two-headed chickens true?**

A: No, that is a bunch of bologna. Some chickens just got sick.