For Immediate Release
U.S. Poultry & Egg Association

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USPOULTRY Highlights Poultry and Egg Farm and Poultry Facilities Environmental Stewardship in Observance of Earth Day

TUCKER, Ga. – April 22, 2020 – In observance of Earth Day, U.S. Poultry & Egg Association (USPOULTRY) is highlighting two videos from its series emphasizing environmental stewardship on poultry and egg farms and at poultry companies with exemplary performance at water reclamation. The two videos are of Herbruck’s Poultry Ranch in Saranac, Michigan, and Tyson Foods in Russellville, Arkansas.

Herbruck’s Poultry Ranch is a recipient of USPOULTRY’s Family Farm Environmental Excellence Award, which recognizes exemplary environmental stewardship by family farms engaged in poultry and egg production. Tyson Foods is a recipient of USPOULTRY’s Clean Water Award, which recognizes exemplary performance at water reclamation facilities serving the poultry industry.

Herbruck’s Poultry Ranch is the largest egg producer in Michigan. The Herbruck family has produced and supplied farm-fresh eggs to major retailers and food service outlets for decades. Their video highlights just a few of the practices Herbruck’s uses to ensure a responsible environmental footprint, including developing a technology that processes hen litter into organic fertilizer onsite. This process drastically reduces odors and provides a nutrient-rich fertilizer for local farmers. Herbruck’s also uses energy efficient equipment and methods at all facilities to reduce energy uses. To ensure the farm is a good neighbor and strong steward of the air, land and water, Herbruck’s strives to maintain solid partnerships with local and state officials and first responders.

Tyson Food’s Russellville, Arkansas, further processing facility treats an average of 200,000 thousand gallons of water per day. Their video highlights a few of the best practices the facility uses for water reclamation, including the installation of a supervisory control and data acquisition (SCADA) system to more efficiently monitor and operate dissolve air flotation units, flow meters, tanks, pumps and other equipment remotely. In an effort to save energy, the facility manages the operation of tank aerators to ensure they are not running simultaneously. The facility continuously reviews operations to expand its reuse of treated wastewater in an effort to cultivate and demonstrate their commitment to advance conservation efforts. The facility also offers team members the ability to participate in training courses from universities and other groups to further employee knowledge and increase the level of their wastewater treatment certification.

The Herbruck’s Poultry Ranch video can be viewed on USPOULTRY’s YouTube channel by clicking here, and the Tyson Foods’ video can be viewed by clicking here.

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U.S. Poultry & Egg Association (USPOULTRY) is the All Feather Association progressively serving its poultry and egg members through research, education, communications and technical services. Founded in 1947, USPOULTRY is based in Tucker, Georgia.