

Put the big birds at Round Hill

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It is establishing that image of personal service and the production of a quality product under the Round Hill label that General Manager Tom Bross III works at the hardest.

States Bross, "Our company works at being diversified. There's just not enough money in whole birds to put all our production there. We're going to stay diversified so that we can process our birds according to market demands. We're really working hard now to create a demand for our name."

Round Hill presently markets

under their own label, but they also process and wrap birds under other brand names. Bross points out that while Round Hill has been cautious about marketing conditions in the last two years, expansion plans are in the works. This year they plan to process about 50 million live pounds, a 7-million pound increase over last year. This figure translates into about 3 million head of turkeys.

Their latest expansion has been in the area of further processing. Round Hill already makes four-

types of cooked turkey breasts, but the expansion of the further-processing area would expand their plant's facilities to further cook turkey parts rather than market all their birds as either fresh or frozen.

"The trend in the industry is to get more involved in further processing with the increased demand for specialty turkey meats. We're geographically located in a very advantageous area, close to the Baltimore, Washington, and Boston markets.

This is just another example of how we stay diversified," comments Bross.

While fresh turkeys still remain the mainstay of their production, Bross says he also is looking into producing turkey "hams", hot dogs, and even turkey bacon.

Bross says the industry as a whole must do a better job of educating the consumer to the nutrition, price and flavor advantages of turkey. He notes that while there has been a change in the demand for the product to the

warmer months, Thanksgiving and Christmas are still the high points of the marketing season.

"Eat more turkey", is the by-line for Round Hill Foods, Inc. and

is the last thing a visitor hears when leaving their offices. This turkey talk is everywhere at Round Hill. Even the rest room facilities are titled "hens" and "toms".

Western Pa. dairyman receives nat'l DHIA award

COLUMBUS, OH — Pennsylvania dairyman Clyde Robison is the 1982 recipient of the National DHIA Outstanding Service Award. This prestigious award was presented by the Board of Directors for significant contributions to the dairy industry. Robison, of Coal Center, received the award at the 1982 National DHIA Convention in Little Rock, Arkansas.

Robinson served ten years as National DHIA Director, two of them as President. During his tenure as President, the organization set up a national office for the first time, and the first annual Management Seminar was held. During his presidency, National DHIA and the dairy industry successfully convinced Congress to reinstate U.S. Department of Agriculture Sire Summaries.

He also has served as Director of

The American Jersey Cattle Club. In 1982, Robison was appointed by Secretary of Agriculture John Block to the State Committee of the Agricultural Stabilization and Conservation Service.

He was President of Pennsylvania DHIA 9 years and has served as president of the Pennsylvania Dairymen's Association and Pennsylvania Jersey Cattle Club. He has been director of the Penn State Agriculture Advisory Council, president of the Washington Fair Association for 27 years, and vice-president of the Pennsylvania State Fair Association. Robison is currently vice-president of Atlantic Breeders.

Another distinguished award Mr. Robison has earned is the Master Farmer Award. In 1976, he won the first Charles Cowan Award as Dairyman of the Year, a Penn State award.



checks the organs of the birds for possible birds are inspected by both USDA and



On the site inspection takes place at all phases of processing at Round Hill. Here the birds are being inspected for Grade A stan-

dards since they are bound for New Jersey under the name of Honey Comb Toms.

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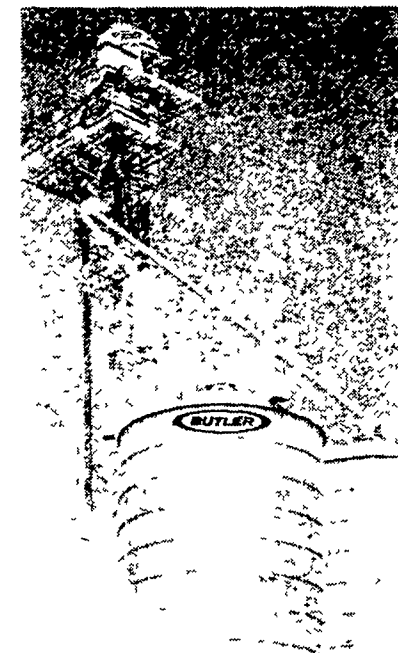
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