

Subject: Chicken Growers Fill High Demand

Story Summary: U.S. chicken production has shifted from farmer-owned and raised birds to farm growers who raise company-owned flocks. There are, however, still thousands of American farm families who make their living growing the food that's in high demand.

TRT: 1:41

Suggested Lead: In the last half century the poultry industry has undergone vast change but thousands of farm families still make their living raising chickens. Tom Steever reports.

Suggested Supers: Polk County, Tennessee
@ :01

Richard Lobb
National Chicken Council
@ :13

Harry Rymer
Tennessee Farmer
@ :36

Tom Steever
Reporting
@ 1:22

Anchor Tag Out: The Russian poultry import problem was raised during President Bush's visit to that country.

Chicken Growers Fill High Demand
Tom Steever Reporting
May 30, 2002

<p>Chickens</p> <p>Chicken drinking</p> <p>Pan of chickens</p> <p>Polk County, Tennessee</p> <p>C/u of chicken</p>	<p>VO/ FOR MANY DECADES THE CHICKEN INDUSTRY HAS BEEN TRAVELING A PATH TO VERTICAL INTEGRATION. AND ALTHOUGH THE STRUCTURE OF THE INDUSTRY HAS CHANGED, AN IMPRESSIVE NUMBER OF FARMERS STILL RAISE THE NATION'S SUPPLY OF CHICKEN.</p>
<p>Richard Lobb National Chicken Council</p>	<p>SOT/ WE HAVE ABOUT 35,000 FARM FAMILIES ACROSS THE COUNTRY THAT DERIVE SOME INCOME FROM RAISING CHICKENS AND THESE FARM FAMILIES ALL WORK CLOSELY WITH INTEGRATED COMPANIES WHO PROVIDE THEM WITH THE CHICKS AND THE FEED AND SO FORTH.</p>
<p>Harry w/hose</p> <p>Hose and hands</p> <p>Turns on hydrant</p> <p>C/u cooling nozzle</p> <p>Pan from Harry to chickens</p>	<p>VO/ JUST AS IMPRESSIVE IS THE NUMBER OF CHICKENS PRODUCED BY AN INDIVIDUAL GROWER IN HIS FOUR CHICKEN HOUSES.</p>
<p>Harry Rymer Tennessee Chicken Grower</p>	<p>SOT/ WE'RE TALKING ABOUT EIGHTY-EIGHT TO NINETY THOUSAND CHICKENS – TWENTY-TWO THOUSAND TO THE HOUSE, MOST OF THE TIME, TWENTY-TWO, TWENTY-TWO-FIVE TO THE HOUSE.</p>
<p>M/s Chicks</p> <p>C/u chick eating</p> <p>Chickens</p> <p>Chickens eating</p> <p>C/u of chicken eating</p>	<p>VO/ GROWING THE PROCESSOR-OWNED CHICKENS FROM ONE DAY-OLD TO A MARKET-READY SEVEN POUNDS TAKES JUST EIGHT WEEKS, THANKS TO A HEFTY APPETITE.</p>

Rymer SOT	SOT/ I'LL FEED APPROXIMATELY 40,000 POUNDS A DAY, SO I'VE GOT A TRACTOR/TRAILER COME IN HERE EVERY DAY, DAY AND A HALF.
Chicks running Chicks running Chickens drinking C/u chicken drinking	VO/ THE INDUSTRY IS NOT WITHOUT PROBLEMS. AN IMPORT BAN AND OTHER TRADE IMPEDIMENTS PLACED BY RUSSIA ON U-S RAISED CHICKEN HAS THREATENED THE BOTTOM LINE.
Lobb SOT	SOT/ PREVIOUSLY OVER A THIRD OF THE LEG MEAT, AS WE CALL IT, WAS EXPORTED AND RUSSIA WAS THE SINGLE MARKET FOR THAT PRODUCT.
Rymer SOT	SOT/ IF THE COMPANY'S NOT ABLE TO SELL CHICKENS WE'RE NOT GOING TO BE GETTING CHICKENS TO RAISE.
Conveyor w/chicken Conveyor w/chicken Chicken on conveyor	VO/ BUT THERE IS STILL THE MATTER OF FILLING U-S PER CAPITA CHICKEN DEMAND OF SEVENTY-SIX POUNDS ANNUALLY.
Rymer SOT	SOT/ IT'S AMAZING HOW MANY PEOPLE EATS IT BUT I SURE AM GLAD THEY DO.
Child w/plate Fried chicken plate Tom Steever Reporting Chick	VO/ IN THE LAST FORTY YEARS PER CAPITA CHICKEN CONSUMPTION HAS NEARLY TRIPLED. IN POLK COUNTY, TENNESSEE, I'M TOM STEEVER.