Just in time for Thanksgiving dinner: traceable turkeys (E8)

Required Annotations Student-Created Annotations Summary / Questions / Reflection

Student-created Review stems Required (bold)

Darrell Glaser buys his Thanksgiving turkey at the local grocery store just like most people.

He does so even though he is a turkey farmer himself.

This Thanksgiving season, the Texas farmer will be able to find out where the Honeysuckle White turkey he puts in his shopping cart was raised. He will even know if the bird came from his own farm.

Turkey buyers in some parts of Texas will be able use a code on the tag of the packaged bird to find out where it was raised. Customers can either text the code or enter it on the Honeysuckle White website. Doing so will provide the farm's location, photos and a message from the farmer.

"What traceability does is just allow us to connect with the consumer," said Glaser, who believes that connection between farmers and consumers no longer exists. "People have kind of lost where their food comes from and this is a way to re-establish that line of communication."

Tagged Turkey Test

Glaser is an independent farmer who raises about 600,000 turkeys a year. He works for Cargill's Honeysuckle White brand. He is among four Texas farmers participating in the market test.

The tagged turkeys in the pilot project won't cost more than untagged birds. After the test, the Minneapolis-based Cargill Inc. and its Honeysuckle White brand say it will assess the value of tracking.

Sometimes big companies are in charge of many different brands. Honeysuckle White is a brand that is part of Cargill. It is similar to the way that Reece's and Kit Kat are brands within the Hershey's chocolate company.

Farm-To-Table Movement Support

Cargill, which was founded at the end of the Civil War in 1865, is one of the biggest companies in the United States and one of the world's major food and agriculture companies. Some of its activities are controversial, though. The company has been criticized for causing environmental damage and purchasing food products grown by child laborers.

After the study is complete, Cargill will decide whether it will keep using the tracking technology and will determine any price adjustments.

The pilot project marks the **agribusiness** giant's entry into a **burgeoning** farm-to-table movement. People want to know where their food comes from and how it was produced. This is also a sign of success driven by sustainable food supporters. They have been promoting such connections as a way for farmers to market locally grown and raised foods.

"When the big companies see that success, they are going to jump in and try to make money off it," said Mary Fund, executive director of the Kansas Rural Center. Her organization promotes ecologically and **socially responsible** food systems.

Turkey Production Is Big Business

Big agribusiness companies like Cargill and Tyson were vital in concentrating poultry production on farms and processing entities, Fund said. This removed the infrastructure that used to support smaller local farmers, she said. Now Cargill is in a sense "turning back to that model." It is trying to tap into what consumers want. They want to know where their food comes from.

"It is a tough thing because the local and regional food production and marketing system is not really able to satisfy the demand," Fund said. She added that smaller farmers will not "be able to grow enough turkeys or poultry at a real local level and feed everybody."

Cargill is the nation's third-largest turkey producer, said Simon Shane. He is an

industry consultant and professor at North Carolina State University. He also points out that the top five companies account for 65 percent of U.S. turkey production.

"Will it influence the rest of the industry? Only in respect to branded items, there is no point in doing it for generics," Shane said. "But the industry is moving over to brands."

Consumers Talk Turkey

The project will inform the company about two main factors. It will show the value of increased transparency to consumers and its effect on sales, said Deborah Socha, Honeysuckle White manager. Based on those findings, Cargill will develop its digital tracking system in the United States and globally.

Cargill's turkey brand is the first within the company to experiment with blockchain technology. This technology is a transparent cloud-based system. The system allows more than one person to contribute, but not change, the supply chain record, said Deb Bauler, Cargill's chief information officer. A supply chain is the combination of people, activities and resources used to get a product to a consumer.

Honeysuckle White points to a 2014 study of turkey consumers for support of the traceable turkeys. The study found 44 percent thought it was important for companies to be transparent. Honeysuckle White also points to a 2016 study from Nielsen Global Ingredients that found 73 percent of consumers feel positively about companies that are **transparent** about how they make food products.

"Honeysuckle White has been listening to what the consumers have said and found that when it came to feeding their family, they really want to feel confident in knowing where and how the food is raised," Socha said.

Questions

of the selection?
a) Growing

	Tyson w	vere vital in concentrating poultry production on farms an	d processing entities, Fund said. This removed the	
	infrastructure that used to support smaller local farmers, she said." Which two words would BEST replace "concentrating"			
	and "infrastructure" in the selection above?			
	a) col	lecting; communication	c) compressing; transportation	
	b) combining; foundation		d) considering; argument	
3.	Which two of the following details from the article include central ideas of the article?			
	1	1 Darrell Glaser buys his Thanksgiving turkey at the local grocery store just like most people.		
	2	2 Turkey buyers in some parts of Texas will be able use a code on the tag of the packaged bird to find out where it		
		was raised.		
	3	It is trying to tap into what consumers want. They want to know where their food comes from.		
4 Cargill's turkey brand is the first within the company to experiment with blockchain technology. This technology			experiment with blockchain technology. This technology is	

1. Read the selection from the section "Farm-To-Table Movement Support." "The pilot project marks the agribusiness giant's entry into a burgeoning farm-to-table movement. People want to know where their food comes from and how it was produced." Which of the following words, if it replaced "burgeoning" in the selection above, would CHANGE the meaning

2. Read the selection from the section "Turkey Production Is Big Business." "Big agribusiness companies like Cargill and

c) flourishing

e) 3 and 4

b) 1 and 2 c) 2 and 3 d) 1 and 4 4. Which of the following summaries of this article is both accurate and objective?

a transparent cloud-based system.

b) expanding

- a) Cargill is planning a test that allows consumers to see where their Thanksgiving turkey was raised. The project marks a growing trend among large food corporations to meet the demands of sustainable food supporters, and will help Cargill decide whether to continue with the technology in the future.
- b) Cargill is planning a test that allows consumers to see where their Thanksgiving turkey was raised. The fun experiment is unlikely to make the company's critics forget its controversial practices, which include causing environmental damage and using child laborers.
- c) Tags on Thanksgiving turkeys will add traceability that will allow farmers who work with Cargill to connect with consumers. Improved technology in recent years has harmed local farmers, but this is a wonderful chance for the farmers to use technology for their benefit.
- d) Tags on Thanksgiving turkeys will add traceability that will allow farmers who work with Cargill to connect with consumers. Many other large brands, including Reece's and Kit Kat, are working on similar programs to make people feel good about consuming their products.