

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

Required Annotations		Student-Created Annotations		Summary / Questions / Reflection	
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Student-created	Review stems	Required (bold)
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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

