

Centurion Poultry, Inc. celebrated 25 years of serving America's Egg Farmers.

Wednesday afternoon, October 5th, 2016 Centurion Poultry, Inc. celebrated 25 years of serving the American Egg Farmers with a large gathering of customers, dignitaries, employees and their families, and many friends for a social cook out in a specially for the occasion erected tent at the Corporate office and breeding farm in Lexington, Georgia.

Many guests made use of the opportunity to join a "windshield tour" of the breeding farm, while children enjoyed the "pirate bouncy house".

The guests were welcomed by Bastiaan Schimmel, son of the founder, Gijs Schimmel. After Bastiaan introduced his father, Gijs extended a special welcome to his immediate family, the Georgia Secretary of Agriculture, Mr. Gary Black, Lexington Mayor Rick Berry, UEP president Chad Gregory, several Faculty members of the University of Georgia and other special guests. Mr. Schimmel then escorted the visitors down "memory lane" as he recalled several historical moments throughout Centurion Poultry's 25 year history.

"In 1991, together with my wife and partner in the business Louise, we transformed a "challenge into an opportunity" when the Company I worked for went out of business and we had to re think our future" explained Mr. Schimmel. "With the support of many friends in the business we were able to build a new company on a solid foundation. Starting with the leasing of an old turkey and broiler facility in Georgia, which we converted for breeder production and leased a chick hatchery in Arkansas.

In 1997 we acquired a chick hatchery in Bremen, Alabama, our current "South Central" Hatchery.

In 1998, after seven years of hard work with all the family members participating, we were able to take the next big step. We bid farewell to the old breeder facilities in Walton County and moved our business to what everyone saw today here in Oglethorpe County Georgia!

In 2000 we established a breeder pullet growing facility in the same county called "Omega Farms".

In 2000 and 2003 we acquired additional production facilities in Iowa and Pennsylvania, which were divested this past year in a move to strengthen our ability to continue to thrive as an independent family owned poultry business.

In 2005 we established a subsidiary “Tetra Americana”. Led by our son Bastiaan we acquired exclusive representation for North- and South America of the Hungarian Breeding Company “Babolna Tetra”.

In 2008 we acquired the assets of “PureLine Genetics” which focuses on the development of specialty products, mainly for the alternative poultry meat business.

In 2015, after Hendrix Genetics decided to go into direct marketing and we had to give up the distribution for the Bovans and Dekalb breeds, we had the opportunity to become the USA Distributor for the H&N “Nick Chick”. It was one of the very first hybrid egg layers introduced in America almost a century ago. For several years H&N has been rather “dormant”, but is now reemerging as a very good fit for the American Egg Farmers and the re-introduction has been a great success!”

Gijs Schimmel continued to say: “Many of you know the rest of the story. Yes, besides successes we also had to overcome many challenges and disappointments in the past 25 years! But every time we were able to turn a challenge into an opportunity! We are very thankful for that, and thank you for celebrating this occasion with us.”

The highlight of the evening was the handing out of service awards. Besides all Centurion team members with over 10 years of service, some of the long time marketing team members were honored for being instrumental in a seamless transition from marketing the Bovans and Dekalb chicks to the H&N “Nick Chick” and keeping most of our customers while gaining many new ones.

Gijs Schimmel congratulated them with these word of appreciation: “Many of you know we do not always carry our “hearts on our lips”. Today we surely want to make good on that! Not only by recognizing our team members, but by honoring the poultry industry which has made us successful and we want to give back! We want to share our successes with the less fortunate and in the same time support the poultry industry. In honor of the loyalty of our team members, we are donating \$25,000.00 to “Heart for Africa, Project Canaan”, in supporting their efforts to expand their project to produce eggs for the needy in Swaziland.

UEP president and chairman of the board of “Heart for Africa” graciously accepted the check with a warm word of thanks and a passionate explanation to the guests on what “Project Canaan” is all about.

The beautiful “Indian Summer” evening was concluded with food, music and entertainment and a final word of thanks by Bastiaan Schimmel to the guests for celebrating this important milestone with Centurion Poultry.



 **Century**
Poultry, Inc.

CORPORATE OFFICE BARONEL BREEDING FARM







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Tomball, TX 77375
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