

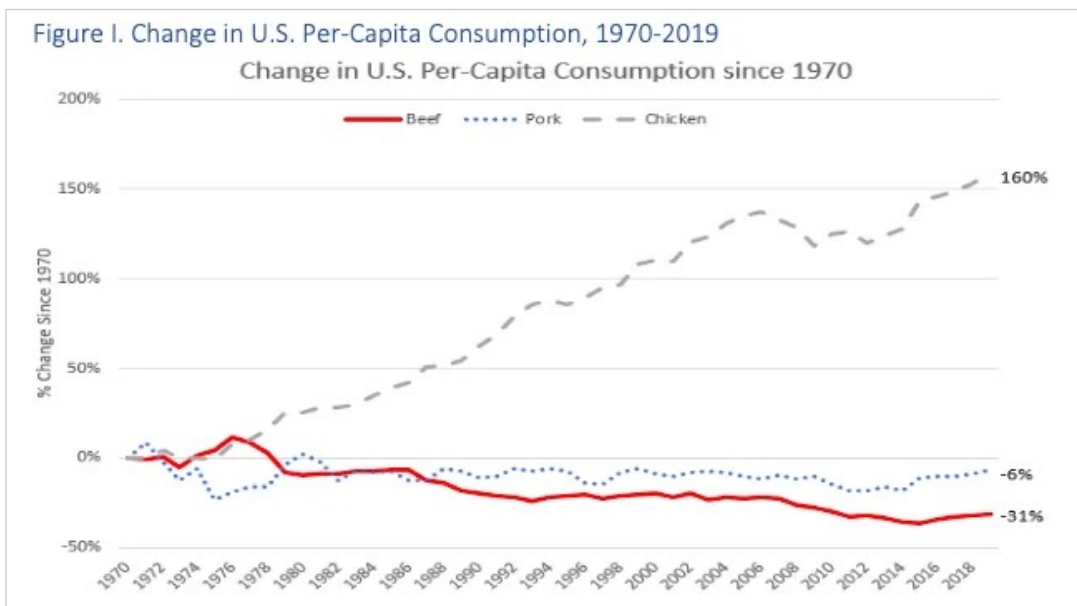
## INTRODUCTION

Primus' manufacturing division specializes in poultry. We design and build poultry processing plants that help our customers achieve their goals for productivity, efficiency, quality, food safety and customer satisfaction. This, coupled with over 20 years of cold storage warehouse construction, means we understand issues facing not just production but those surrounding material handling. This includes everything from case picking to pallet storage and shipping. We understand your business, and we're here to help.

## MARKET GROWTH / KEY OPERATING ISSUES

In 2017, the United States processed nine billion chickens compared to 32.2 million cattle (per the North American Meat Institute). The same year, Americans consumed 92.1 million pounds of chicken versus 56.9 million pounds of beef (per the National Chicken Council)

The table below is evidence that poultry has replaced beef and pork as the primary protein in North America



With such substantial growth, you would expect that poultry processors are clamoring to build new facilities. The reality is that poultry is a regional business. Hatcheries and growing farms must be near food sources, and these food sources can't be suddenly moved to new parts of the country. Most often, to accommodate growth, poultry producers expand an existing plant to continue their proximity to existing food sources rather than open a new plant in a different part of the country.

This makes deep knowledge of the entire operational process an absolute necessity. Fortunately, Primus has that knowledge. Let's review an example.

## CASE STUDY: MAR-JAC POULTRY

Mar-Jac Poultry is one of the leading poultry suppliers in the Southeastern United States. To accommodate the increasing demand for their product (especially export demand), the company had to increase capacity from two million chickens per week to 3.4 million at their largest processing facility in Gainesville, Georgia.

Mar-Jac selected Primus to develop a comprehensive plan to solve this challenge. The team met regularly with all project stakeholders, listened carefully and devised a solution to help Mar-Jac achieve their production goals. Highlights include:

- **Expanding production capacity**
- **Renovating and expanding existing cold storage rooms**
- **Replacing the 20-year-old VRT (Variable Retention Time freezer) with a new VRT that has 50% more freezing capacity**
- **Automating the palletizing process to minimize labor increases**
- **Implementing stronger systems for track and traceability that integrate with the host IT system**

Primus's extensive poultry experience was crucial to meet all of these goals. The design and construction teams developed a nine-phase plan to expand production without interrupting ongoing operations. Primus Solutions Group developed a freezing solution that received product directly from production to the VRT, automatically palletized and stretch-wrapped the goods and stored them in an ASRS system. Primus' in-house expertise extends beyond design, construction and automation to include data solutions. Our team has extensive experience with CFS, the leading ERP system in the poultry industry. The team optimized the software features to maximize its value and developed a user-friendly process that ensures the Mar-Jac team understands the benefits and can effortlessly implement it. The result for Mar-Jac is a solution customized to their needs that reduces reliance on hard-to-fill jobs, increases productivity, elevates safety, reduces their building footprint and will be completed with zero interruptions to ongoing business activities.

## PRIMUS – THE POULTRY DESIGN-BUILD-AUTOMATE EXPERTS

Poultry processing is one of the things Primus does best. And we're getting even better! In addition to architectural design, engineering, automation design, construction management and insulated metal panel installation, Primus is building a team of process engineers to enhance the efficiency and safety of our poultry processing projects.

**Ready to bring this expertise to your next poultry processing project?**

**Contact Ryan Jennings at 770.672.3028 or [rejennings@primusbldrs.com](mailto:rejennings@primusbldrs.com) for more information.**