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**Murphy-Brown and DENR Develop Tool
To Help U.S. Swine Producers Protect the Environment**

Warsaw, N.C. (March 8, 2004)—Murphy-Brown LLC, the swine production subsidiary of Smithfield Foods, Inc., and the North Carolina Division of Pollution Prevention and Environmental Assistance (DPPEA) are offering a tool to help swine producers across the United States better protect the environment.

In a joint announcement today, officials from Murphy-Brown and the DPPEA said they are offering producers a free, user-friendly management tool that provides an organized approach to identifying and managing those parts of swine operations that could affect the environment, such as feeding, clean-up, waste treatment systems and spray irrigation.

The DPPEA is a non-regulatory division within the Department of Environment and Natural Resources (DENR) that provides pollution prevention assistance to governmental, non-governmental and private business organizations.

The free tool developed by Murphy-Brown and the DPPEA is a prototypical environmental management system (EMS) that can meet the specific needs of swine producers nationwide for an environmental action plan. An EMS program consists of policies, procedures and practices that are designed to ensure that high environmental standards are routinely maintained at swine operations.

The EMS template is similar to one that Murphy-Brown successfully developed for all of its U.S. swine production operations. Murphy-Brown and the DPPEA created a modified version of the firm's EMS, one which can be easily customized by individual producers to incorporate unique characteristics of their operations.

“We wanted to make it as easy as possible for producers to take the EMS and adapt it to meet their specific needs,” says Don Butler, director of government relations and public affairs for Murphy-Brown. “The materials that we and the DPPEA team developed provide a simple step-by-step guide to creating an effective environmental management tool.”

Murphy-Brown's EMS “has produced excellent results for us and we want to share its benefits with all producers because we feel very strongly that these management techniques are good for our industry and the environment,” says Dennis H. Treacy, vice president of environmental, community and government affairs for Smithfield Foods.

Treacy points out an EMS will bring value to producers' businesses by “helping manage environmental affairs in a better manner; making it easier to comply with regulations; developing methods for continual improvement; preventing pollution; and protecting the environment.”

Butler notes, “There are three good reasons for producers to incorporate sound environmental management practices on their farms: It's required by law, it's the right thing to do and it demonstrates that swine producers are serious about environmental protection.”

In November 2001 Murphy-Brown became the world's first livestock company to have its swine production farms receive the prestigious ISO 14001 certification, an international standard developed by the International Organization for Standards, based in Geneva, Switzerland. ISO 14001 is a voluntary standard that describes environmental management requirements that must be met before an organization can become certified. The certification process was conducted by an accredited third-party auditor.

“Increasingly, both public and private organizations are using comprehensive environmental management systems to ensure sound environmental management. Smithfield Foods and Murphy-Brown are pioneers in the use of EMSs for the pork industry.

In North Carolina, they were the first to develop an ISO 14001 certified EMS for a livestock operation," says Secretary William G. Ross Jr. of the Department of Environment and Natural Resources. "Murphy-Brown, in its cooperative working relationship with DENR, presents a good example of positive public/private environmental management efforts."

"Swine producers today are faced with a complex set of environmental regulations, and no single set of instructions can provide explicit guidance for every situation involving environmental issues," says Gary Hunt, director of the DPPEA.

"But an EMS is an excellent tool that can bring order to the task of environmental management. By using the guidelines that we have developed, producers will have a rational and orderly method of applying their good judgment, along with sound management practices, to their efforts to prevent pollution and protect the environment," he says.

"Swine farms play a significant role in North Carolina's \$62 billion agriculture industry, providing jobs and supporting rural communities," says state Agriculture Commissioner Britt Cobb. "The EMS template is a good example of how the public and private sectors can work together to resolve issues affecting farms and their neighboring communities."

Producers who want assistance in developing their own EMS can download free materials from the Web sites of Smithfield Foods (www.smithfieldfoods.com), the DPPEA (www.p2pays.org) and the North Carolina Pork Council (www.ncpork.com). The package of materials includes a guidance manual, which explains how to develop an EMS for a typical swine production operation; a copy of an existing EMS in use on a North Carolina swine farm to provide details of how an EMS functions; and a fill-in-the-blank EMS template that producers can customize to meet the needs of their operations.

For more information about this free tool, producers should contact Don Butler Murphy-Brown at 910-293-5328.

Murphy-Brown LLC is the livestock production subsidiary of Smithfield Foods, Inc. Headquartered in Warsaw, N.C., Murphy-Brown is committed to producing quality products, preserving family farming and protecting the environment. ###