

FOR IMMEDIATE RELEASE

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PENNAG HONORS DISTINGUISHED SERVICE AT ANNUAL BANQUET:

Harrisburg, Pa. – On Thursday, March 29, PennAg Industries Association honored two men for outstanding accomplishments in the agriculture industry at the Annual PennAg Spring Banquet. Mr. Doug Goodlander and Mr. Scott Sechler are the 2012 recipients of the PennAg Distinguished Service Awards.

The Distinguished Service Award, the Association's highest acknowledgement of achievement, is presented each year to one industry and one non-industry recipient at the annual convention. The award for the industry recipient is intended to honor lifetime achievement in agribusiness. The non-industry award recognizes a person whose achievements have benefited agribusiness. Recipients are selected by the PennAg Board of Directors.

Doug Goodlander, recipient of the non-industry award, has provided exemplary leadership and continues to work to benefit the agriculture industry. Doug has served Pennsylvanians for more than 27 years at various agencies including the State Conservation Commission, Department of Agriculture, and the Lebanon County Conservation District.

Doug currently oversees the Nonpoint Source Management Section in the Pennsylvania Department of Environmental Protection Agency (DEP). Serving in this capacity, he oversees the solicitation of Federal Clean Water Act, Section 319 grants and PA Growing Greener grants, as well as the review and approval or disapproval of those grant applications. He also oversees the development of Section 319 Watershed Implementation Plans, outlining necessary activities to address Nonpoint Source problems in selected impaired watersheds throughout the state, as well as the implementation of the practices called for under those plans.

Prior to taking this position, Doug served as the State Conservation Commission's Director for Nutrient and Odor Management Act Programs. Also, prior to working for the Commission altogether, he spent fourteen years working on agricultural related water quality protection work.

Scott Sechler, winner in the industry category, serves as Chairman and President of Sechler Family Foods, Inc., a parent company of Farmers Pride, Inc./Bell & Evans. Scott has been involved in the day-to-day production and marketing poultry for over 30 years and has provided commendable leadership to the agriculture and agribusiness industries all along the way.

In 1984, Scott and a business partner purchased Farmers Pride, Inc. in Fredericksburg. Two years later he purchased the well-known, premium chicken brand, Bell & Evans. When he purchased the company, Scott envisioned building a chicken processing facility that would set the standard for the industry. Over the next two decades, he traveled the world, visiting poultry plants, gathering ideas and assembling the best design team to create his dream. After years of research and design, Scott broke ground adding state-of-the-art evisceration, and launched the revolutionary Bell & Evans 100% Air Chill System.

For years Scott worked with dedicated animal welfare activists, including Temple Grandin, PETA and the Humane Society of the United States to develop a more humane, low-stress system to put the birds to sleep before processing. In 2011, Bell & Evans introduced their Slow Induction Anesthesia (SIA) process. This was the final step in Scott's vision for the Bell & Evans Humane Animal Welfare Standard, which promotes only the best practices in humane animal treatment for all phases of the chicken's life cycle.

“The accomplishments and efforts these men have put forth for the betterment of agribusiness are without comparison,” said Tom Pastor, immediate past president of the PennAg Industries Association Board of Directors, who presented the Distinguished Service Awards. “They have served the agriculture industry with distinction and we look forward to continuing our relationship with both of these outstanding individuals, as we

as an association strive to maintain a competitive environment for agribusiness to grow and prosper in Pennsylvania.”

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PennAg Industries Association is a non-profit, member organization that works to create and maintain an effective, viable, and competitive environment for Pennsylvania Agribusiness to grow and prosper.