



Customer Success Story: Butterball



Providing wholesome, nutritious protein to families across the US



High quality, tender, juicy Butterball whole turkey

- Trust
- Valued partnership
- Product quality
- Food safety
- Consumer needs
- Increase production

Butterball is America's most recognized turkey brand and the second largest producer of turkey products in the United States. Since the 1950s, they have been providing wholesome, nutritious protein to families across the US. Butterball produces approximately 1.1 billion pounds of live turkey each year. The largest single brand at Thanksgiving, one in three turkeys on the Thanksgiving table is a Butterball.

Their feed mill in Yellville, Arkansas is their newest feed manufacturing plant. Repete Corporation provided a full mill control system to automate this facility. Dr. Vernon Felts, Senior Director of Live Production at Butterball, shared how Butterball and Repete have worked together to provide an automation solution for the Yellville mill and their other feed mill manufacturing operations.

Dr. Felts stated that Butterball's two primary focus areas are **product quality** and **food safety**, while meeting the **everchanging consumer demands**. Dr. Felts also described the need for flexibility over the last several years as the company has evolved the product line to meet cultural changes. For example, he noted the need for products for smaller family gatherings and "Friendsgiving" celebrations. As a result, Butterball now offers smaller turkey options to meet these consumer demands.

Dr. Felts also explained that approximately 70-75% of the cost to produce a live turkey is the **cost of feed**.

"That's where Repete becomes a very important partner, because if we don't have the absolute most efficient production of feed and plane of nutrition, feed production can get expensive quickly."



According to Dr. Felts, Butterball chose Repete automation for the Yellville location because of our history of **successful collaboration** and the **trust** we built together at previous plants. Today, Butterball uses Repete automation across every single one of their milling operations.

“One of the things that we really like about Repete is that they’re willing to work with us on custom tailored solutions for large and small projects... And Yellville was a very large project because it is a very unique feed mill. It’s essentially two feed mills in a single structure and it has to be run as two feed mills by one operator. Several of our key feed mill management team members and I were involved in the design of the Yellville mill- it is incredibly complex, and it is incredibly successful. Repete has been a huge part of that outstanding journey.”

“Repete helped us accomplish managing an incredibly complex feed mill so that a single panel operator can run the entire facility from one chair. It’s like a pilot flying two airplanes simultaneously.”



Butterball Feed Mill in Yellville, AR

Dr. Felts also explained how Repete automation helps **prevent many problems** that could occur during animal feed production.



“Repete automation helps us fine tune small things like getting precise amounts of ingredients into the mixer in a very timely fashion, preventing us from mixing the wrong ingredients, preventing contamination, and flushing or sequencing of medicated articles and non-medicated articles...”

So, Repete automation when coupled with good, well-trained employees helps us be very efficient and minimize any additional expense or production time to accomplish our feed goals.”

Butterball employees at the Yellville feed mill have benefitted from implementing Repete automation too.

“There was a small learning curve, but I think the additional controls that we have in this mill versus the other mills certainly have expanded the production team’s knowledge and understanding of very diverse mechanisms in making feed. Repete automation helps support their efforts to make sure we have the best outcomes every day.”



A **strong, trustworthy partnership** is a key component to any project, from small, dedicated modifications to large, complex projects like the Yellville feed mill.

"We have found over the years Repete to be a very trusted and reliable partner in meeting our needs for mill automation controls".

"Repete is very easy to work with, very personable, very willing to help us on site or remotely, and do whatever it takes in an emergency situation to get us up and going if we have unexpected down time.

They also work with us to help strategize for expansion, innovation, and future upgrades... as you know in the automation industry, just like hardware, technology is ever changing and evolving to newer, better, quicker, faster, smaller, more efficient approaches to things. Repete helps keep us informed of new developments and helps us strategize for the future, so we don't end up with archaic, outdated systems that no longer serve our needs."



Butterball Feed Mill in Yellville, AR

"Repete is a trusted partner to collaborate with us on projects from small to huge and I feel like we both have an incredibly strong relationship and respect for each other that continues every day."

Repete is proud to support Butterball's vision to be *"The food brand of choice, loved and trusted by all who rely on us, to provide reasons to celebrate every day."*

