

# 2023

## Poultry Industry Resource Guide

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American Coolair  
Foodmate  
Global Poultry Source  
Prince Industries





## MORTON VARDEMAN & CARLSON

Morton Vardeman & Carlson is one of the oldest and largest marketing, advertising and public relations agencies serving the poultry business. Founded in 1973 and located in Gainesville, Ga., we specialize in strategic business-to-business and consumer-oriented communications for leading regional, national and international clients. Our clients in the poultry business represent some of the industry's best and most innovative.

### PRODUCTION

- American Coolair
- Global Poultry Source

### PROCESSING

- Foodmate
- Prince Industries

Because we'd like for you to know all our clients have to offer, we've put together this resource guide that we hope will serve as a resource throughout the year. We've included basic information for each company, as well as key contacts that may be helpful to you in the year ahead.

If you need assistance in getting further information about any of these companies or would like to use one of their representatives as a resource, please contact us. We look forward to working with you in 2023.

**John Vardeman, President**  
[john@vardeman.com](mailto:john@vardeman.com)

**Jeff Butler, Public Relations Account Executive**  
[jeff@vardeman.com](mailto:jeff@vardeman.com)

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**John Vardeman – President**

*john@vardeman.com*

John Vardeman is president and primary owner of Morton, Vardeman & Carlson.

Prior to his involvement in the advertising business, John was a reporter and editor for the Atlanta Journal-Constitution. His newspaper career in Atlanta included work as an editor on the National Desk, where he was part of the special Atlanta Journal-Constitution team covering the 1988 Democratic National Convention in Atlanta.

Since returning to his hometown of Gainesville in 1989, John has authored a book, “On Eagles Wings,” which chronicles a true story of child abuse, courage and perseverance in the inspirational founding of Eagle Ranch, a boys’ home in Chestnut Mountain, Georgia. John also worked personally with former U.S. President Gerald Ford and an editorial team with Reader’s Digest magazine in 1978 and 1979 on the writing of Ford’s memoirs, “A Time to Heal.”

In part due to John’s work with Eagle Ranch as well as other volunteer activities, John was named Hall County’s Young Man of the Year for 1995.

John has served as a trustee with the Leadership Georgia organization, which trains and builds a network of emerging young leaders from across the state for future leadership roles. John and his wife, Tracy, have been involved with Leadership Georgia since 1996 when they were part of the organization’s 25th anniversary year. They also have served together as program chairs.

In another state level position, John was appointed in 2000 to serve on the Georgia Workforce Development Board. John has been involved with the Gainesville Rotary Club as president as well as chairman of the Greater Hall County Chamber of Commerce. More recently, John has served as president of the Arts Council Board of Directors. He also is a senior adviser on the Greater Hall Chamber Executive Committee.



**Jeff Butler — Public Relations Account Executive**  
*jeff@vardeman.com*

As Public Relations Account Executive, Jeff's duties include compiling, writing and promoting our clients' news through our PR News Bureau. He also provides support to the development and execution of strategic public relations plans.

Jeff, a Gainesville, Ga. native, has more than 20 years of writing experience for a daily newspaper and a national poultry trade newspaper.

He spent 12 years as a sports reporter and copy editor with The Times in Gainesville, where he was honored with more than 30 writing awards from the Georgia Press Association, Associated Press and the Gannett Corporation.

Prior to joining MVC, Jeff was a writer, editor and production coordinator for Poultry & Egg News and Poultry Times for eight years.

Jeff is a 2013 graduate of Leadership Hall County and also served on the program's planning committee. He served on the board of directors of the Guest House, a senior adult daycare center. Jeff is a graduate of the University of Georgia and earned his degree in Communications.



**Zach Davis — Account Coordinator**  
*zach@vardeman.com*

As an account coordinator, Zach assists in the scheduling of media deadlines, coordination of active projects, and works closely with clients to maintain clear communication. Zach is passionate about delivering engaging campaigns and finding new ways of approaching challenges.

Zach graduated from the University of Georgia in 2019 where he earned two degrees in advertising and communication studies. Prior to joining Morton Vardeman & Carlson, Zach was employed as an event coordinator at Peachtree Golf Club in Atlanta, Ga., where he worked with members and their guests to plan and execute events from small golf outings to 300-person weddings.

Zach lives in Gainesville with his wife Frannie and their black lab Remi. He enjoys playing golf, seeing live music, and cheering on the Georgia Bulldogs every Saturday in the fall.



## AMERICAN COOLAIR

**Primary Contact:** Harry Graves, President

**Address:** American Coolair, Box 2300, Jacksonville, FL 32203

**Phone:** (904) 389-3646

**Fax:** (904) 387-3449

**Website:** [www.coolair.com](http://www.coolair.com)

**Email:** [agfans@coolair.com](mailto:agfans@coolair.com)

**Booth:** B5329

**Product categories:** Ventilation

**Industries served:** Agricultural, Commercial, Horticultural, Industrial, Restaurant

**Profile:** Founded in 1928, American Coolair is nearing its 100th anniversary as a respected U.S. manufacturer of high-quality, versatile and economical high velocity ventilation systems. In addition to serving the poultry industry, American Coolair supplies ventilation products to commercial, industrial, agricultural and horticultural markets throughout the world. Utilizing precise engineering and quality materials, the company's product line is valued for its minimal maintenance and cost efficiency.

American Coolair offers several fan products to meet the demanding environmental and economic constraints of the poultry industry. To provide the best products possible, American Coolair's fans include many key features:

- An exclusive static shaft design that minimizes radial loading by placing the drive load in the same plane as the bearings. This unique design delivers five times the life for bearings, a fan's most critical component.
- Larger drives to ensure longer belt life.
- A circular support in the hub that increases blade assembly rigidity and decreases the possibility of vibration.
- An electrostatically applied thermosetting epoxy coating – superior to liquid paint – that is baked on rather than air-dried.

Each fan is also tested for performance at BESS Labs and in the company's AMCA certified lab.

**Background:** In 1928, a father-son team in Jacksonville, Fla., founded American Coolair Corporation, now a leading American manufacturer of ventilation products. Within the next few decades, the small factory operation flourished with the help of its knowledgeable team of representatives and salesmen who rapidly expanded sales and markets.

Harry Graves Sr. was the third generation of the Graves family to lead American Coolair. In the 1960s, he consolidated the factory and administration offices under one roof, moving the company into a 110,000 square foot building in Jacksonville. Expansion of the production facility and warehouse continued throughout the 1960s, 1970s and 1980s.

American Coolair built the industry's first aluminum permanent mold foundry in 1980 and the industry's first powder paint system in 1986. Today, American Coolair operates within a state-of-



the-art, 210,000 square foot facility, selling and shipping products worldwide.

In the 1970s, American Coolair's product line was expanded to include agricultural and horticultural markets. As the company continues to upgrade and enhance manufacturing techniques and equipment, its customers continue to receive extraordinary value at the best possible pricing.

Harry Graves Sr. secured American Coolair's future by passing on his knowledge and experience to his children – Harry Jr., Robert B., and Sara – who represent the family's fourth generation of leadership, cementing a successful tradition in the company's operations.

**Key Contacts:**

Harry M. Graves Jr., President

H.B. Graves, Farm Sales Division

## FOODMATE

**Primary Contact:** Jim James, President, Foodmate US

Erik Blom, President, Foodmate B.V.

**Address:** North America Office: 221 Turner Blvd. Ball Ground, Ga. 30107

Foodmate B.V., Einsteinstraat 26, 3281 NJ Numansdorp, The Netherlands

**Phone:** 678-819-5270 (U.S.) | 31 186-630240 (The Netherlands)

**Fax:** 6678-819-5273 (U.S.) | 31 186-630249 (The Netherlands)

**Website:** [www.foodmateus.com](http://www.foodmateus.com) | [www.foodmate.nl](http://www.foodmate.nl)

**Email:** [info@foodmateus.com](mailto:info@foodmateus.com) (U.S.) | [info@foodmate.nl](mailto:info@foodmate.nl) (The Netherlands)

**Booth:** C13813

**Product categories:** Cut-up and deboning systems are the company's main focus in the United States. However, Foodmate's product line spans a wide assortment of poultry processing equipment designed for live bird handling, killing and de-feathering, eviscerating, chilling, weighing and grading systems, and more. In addition to equipment manufacturing, Foodmate provides an extensive variety of spare parts, equipment service and training. Further supporting the industry, Foodmate also delivers equipment that can be used in industrial washers, including crate washers, pallet washers and container/drum washers.

**Industries served:** Poultry

**Profile:** Foodmate is a leading manufacturer of poultry processing equipment such as cut-up and deboning systems. Driven by research, paired with unmatched knowledge and decades of experience, Foodmate's mission is to innovate, automate and bring cost-effective solutions to the industry.

**Background:** In 2021, Foodmate was purchased by Duravant. Headquartered in Downers Grove, IL, Duravant is a global engineered equipment company with manufacturing, sales and service facilities throughout North America, Europe and Asia. Through its portfolio of operating companies, Duravant delivers trusted end-to-end process solutions for customers and partners through engineering and integration expertise, project management and operational excellence. With worldwide sales distribution and service networks, the company provides immediate and lifetime aftermarket support to all its markets in the food processing, packaging and material handling sectors. Duravant's market-leading brands are synonymous with innovation, durability and reliability.

Founded by industry experts in early 2006, Foodmate quickly expanded its worldwide distribution into North and South America with the launch of Foodmate US and enhanced that coverage with the opening of Foodmate Brazil in 2015. In the last 10 years, Foodmate has become the committed and reliable partner of major poultry processing companies worldwide. Inc. magazine has recently ranked Foodmate No. 885 on its 36th Annual List of America's Fastest-Growing Private Companies, the Inc. 5000, the most prestigious ranking of the nation's fastest-growing private companies.

In 2015, Foodmate US opened the Inspiience Center, a training facility at its Ball Ground, Ga. headquarters. The center is home to Foodmate Academy, which offers classroom and hands-on training for Foodmate products. Customers can send their employees to the center for in-depth training on Foodmate equipment.

**Key Contacts:**

Jim James, president Foodmate US

Erik Blom, president Foodmate BV



## GLOBAL POULTRY SOURCE

**Primary Contact:** Hutch Porter, CEO

**Address:** 2654 White Sulphur Road, Gainesville, Ga. 30501

**Phone:** 678-498-1970

**Website:** [www.gpspoultry.com](http://www.gpspoultry.com)

**Email:** [info@gpspoultry.com](mailto:info@gpspoultry.com)

**Booth:** B4043

**Product categories:** Hatching Eggs, Poultry Equipment

**Industries served:** Hatching Eggs, Vaccines, Vaccinator Equipment, Poultry Production Equipment, Feed Additives and Feed Mill Equipment

**Profile:** Global Poultry Source, a full-service supplier of hatching eggs, poultry production equipment, vaccinator equipment and vaccines, serves customers throughout the world from its headquarters in Gainesville, Ga.

**Background:** Fueled by a strong desire to provide world-class service and equipment to even the smallest growers and producers, Rick Wood and John Borrow opened Global Poultry Source (GPS) for business in 2019. The two co-owners each brought deep history and extensive knowledge of poultry to the company.

Wood's family has been in the poultry industry since 1964, while Borrow has longtime connections to the industry as well.

A former poultry farmer in North Georgia, Wood has a heart for growers in providing quality hatching eggs to customers. Similarly, his partner Borrow works to ensure that GPS is serving smaller poultry companies that often do not get the attention they deserve from larger suppliers.

Global Poultry Source has an experienced bilingual staff to work with its customers in Mexico, Central and South America. The staff has a deep knowledge of international shipping and documentation requirements to ensure your shipments arrive promptly. Each country has different requirements for hatching egg shipments, and GPS staff is familiar with each country's specific rules and regulations to expedite delivery.

**Key Contacts:**

Rick Wood, President

John Borrow, Vice President

Hutch Porter, CEO





## PRINCE INDUSTRIES INC.

**Primary Contact:** Jesse A. Prince, President

**Address:** Prince Industries Inc, P.O. Box 290, Murrayville, GA 30564

**Phone:** 800-441-3303; 770-536-3679

**Fax:** 770-535-2548

**Website:** princeindustriesinc.com

**Email:** info@princeindustriesinc.com

**Booth:** C13543

**Product categories:** Mechanical Deboning Equipment/Spare Parts

**Industries served:** Poultry, Beef and Fish Processing

**Profile:** Prince Industries Inc. has been a specialist and innovator in mechanical deboning for more than 40 years. Prince set the standard for mechanical deboning and its equipment continues to lead in quality and design capabilities. Prince offers complete turn-key mechanical deboning systems that increase production and efficiency.

Prince provides individualized consulting service that helps our customers determine what types of products to manufacture, what markets would be most profitable, and which raw materials best suit their needs. Prince designs systems specifically to meet those business demands, from a single piece of equipment to an entire operation.

Expert information on pricing, packaging, labeling, and computerization of our clients' entire system is also a part of the complete Prince package. Whether the business is small, and family owned or a large corporation, our experience will work for you.

**Key Contacts:**

Jesse A. Prince, President