

“Our Roots Give Us Wings”

Chairman’s Annual Address to Senior Managers

EXCERPT: SPEECH OPENING

I must say it feels like a homecoming of sorts to be back here in Atlanta, and especially the great state of Georgia.

You see, I have fond memories of the Peach State because my father used to own a farm in Woodbury a couple hours south of here.

As a 10-year-old boy, I remember riding horses ... branding cows ... and playing cowboy.

For me, the farm was nothing but fun!

But for my father it was all work – especially after he learned you couldn’t make money doing the same thing every other farmer in Georgia was doing: raising and slaughtering cattle.

So my father took action.

He did something different.

He decided to convert our slaughterhouse into a Muslim slaughterhouse.

Now this made perfect business sense because my father had uncovered a niche market.

Atlanta had a fairly large Muslim community, and many Muslims will only eat meat that is *halal*, which means “permissible” in Arabic.

- **First**, the animal must be slaughtered while it's still alive.
- **Second**, a Muslim must follow a ritual to perform the slaughter.
- **And third**, all the blood must drain out of the carcass so no blood is left in the meat before it's eaten.

I remember when our Muslim slaughterhouse was blessed and certified.

And practically overnight, my father began earning a premium for his cattle – and our farm started making money.

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Now I share this story with you not because I want you to stop everything you're doing and open a Muslim slaughterhouse on the side!

No.

I share this story because I believe it has some important parallels to our global manufacturing business ...