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Casey Jones named Miss. Poultry Association Allied Industry Leader of the Year

L.B. White Sales Manager Casey Jones of Hoover, Alabama was named the Allied Industry Leader of the Year at the Mississippi Poultry Association's 86th annual Convention on Saturday.

Each year since 1968, the Mississippi Poultry Association Executive Committee has chosen one person from an allied member company as the Allied Industry Leader of the Year. The honor was called the Salesman of the Year until 2012. Allied members are those companies that sell goods or services to growers or poultry processors.

The committee considers the following factors among those nominated by the membership: Professional salesmanship, product knowledge, personality, appearance, attitude, cooperation, accomplishments, and service to accounts. Casey has been employed with L.B. White for more than a quarter century. Chris Smith, Vice President of Marketing, credited Casey with changing the company's approach from sales to serving as consultants for growers and integrators' success. Smith said Casey is their "go-to guy" on the needs of the poultry industry.

L.B. White Company is a leading global manufacturer of forced air heaters, brooders, tube heaters, handheld gas torches, convection heaters, portable heaters, evaporative cooling systems, tunnel doors, fans, inlets / vents, filtration, plumbing supplies, and more. With over 70 years in the business, the company specializes in providing climate solutions and heating and cooling systems for the agricultural, horticultural, industrial, construction, and special event / party tent rental industries.

Casey has been in the poultry industry since birth. His grandfather started Chick Supplies that sold pharmaceuticals.

After graduating from Auburn University in 1985, Casey did not intend to go into the poultry industry, but he was drawn back by the prospect of playing a part in feeding the world.

Casey was elected president of the Alabama Poultry and Egg Association in 2021-2022. He has served on the APEA board for many years.

"He is always ready to lend a hand to make MPA events successful," MPA Chairman of the Board Bobby James, Amick Farms, said.

A musician and an avid golfer, Casey and his wife, Kelley have one daughter and two grandchildren.

Poultry and eggs are Mississippi's largest agricultural industry with a \$23 billion impact. The MPA, founded in 1937 is composed of poultry and egg processors, growers and allied companies.