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The Collinswood story

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THE

Collinswood

STORY



How America's
finest chicken is
produced
in one of the
world's most modern
processing plants

Collinswood

meets every market demand
for chicken—with strict quality supervision at every step

In producing superior chicken—both packaged and ice-packed—Collinswood's new miracle process controls **time** and **temperature** to preserve quality, flavor and color . . . arrests bacterial development immediately. Because of its strict system of quality control, Collinswood chicken

reaches customers in a far superior condition than ordinary chicken. From the time the chicken is killed to the time it is packaged and on its way to the consumer, processing is swift and efficient. When you buy Collinswood's quality pre-packaged chicken, **the mess, delay and inconvenience**

of in-store cutting and packaging is eliminated.

Collinswood chicken is available in cut-up whole chicken, parts, or whole chicken . . . either **fresh, deep-chilled** or **quick-frozen**. This quality chicken may be shipped fresh or frozen in refrigerated trucks anywhere in the country.



Collinswood fresh bagged whole birds are carefully weighed, bagged and packaged in cartons for easy, convenient shipment and handling. These boxes of bagged whole chickens have proven to be a favorite with buyers in many parts of the country, especially when the birds are deep-chilled to permit shipment without ice.



After chickens have been scalded and picked, they are quickly and efficiently eviscerated under the most sanitary conditions, during which time each chicken must meet rigid USDA inspection before it continues on the line.



Modern spin-chill process washes excess blood out of the meat as it chills, arresting bacterial growth quickly. Continuous chilling lowers meat temperature to 33 degrees in approximately 45 minutes.



Chicken giblets are also spin-chilled, after which they are packaged in sanitary clear film bags and then stuffed into the whole chicken. This new method of handling giblets eliminates a major shelf life problem.



Skilled workers cut up chicken in a modern, efficient, sanitary way as the birds move down the cut-up line. Cut-up chicken is then packaged either whole or parts in 1-pound, 2-pound or 5-pound cartons, following which they are film over-wrapped.



With Collinswood's Liquid Flash method of freezing, individual packages of chicken pass through freezing "tunnels" which arrests bacterial development and retains fresh flavor. Fresh chicken is brought down to 26° F. in 12 minutes—frozen chicken down to 0° F. in one hour.



Collinswood's blast freezer can freeze 125,000 lbs. of poultry per day. The two adjoining -20° F. holding rooms can store 800,000 lbs. of poultry.



Plant production over 8000 chickens per hour

Located on a 47-acre site just north of Collins, Mississippi, Collinswood's main building contains 40,000 square feet of floor space. The building contains over 42,000 cubic feet of frozen storage space. The plant processes approximately 8400 chickens per hour, making Collinswood one of the largest processors of poultry in this part of the South.

Collinswood chicken brings you these important benefits

- Cleaner, fresher, better chicken
- Available fresh, deep-chilled or quick-frozen, with natural flavor sealed in at peak of freshness
- Considerably longer shelf life
- Attractive, colorful buy-appearance package
- No leak package for clean handling
- Compact, uniform packages permit attractive in-store displays
- Full return for weight purchased—no costly shrink losses
- More profits through accurate cost control



Left to right at top: Collinswood whole cut-up chicken in the Super J-Pak, J-Pak and polyethylene bag. At bottom is the box containing bulk parts.

Your choice of complete, modern packing

Collinswood chicken is packaged to meet every market need. Take your choice of 1) Super J-Pak for the premium price market; 2) economy J-Pak for volume sales; 3) whole polyethylene bag; 4) film overwrap tray pack; 5) 5-pound, 2-pound or 1-pound box of parts; and 6) whole bag fowl.



Collinswood eggs also available

The same quality that goes into Collinswood chicken is also found in Collinswood eggs. From breeding to hatching to egg production, to processing and packaging, quality control insures that Collinswood eggs meet the highest standards of freshness and goodness. Collinswood produces and markets in excess of 14,000 cases of eggs each week.

Collinswood

COLLINS,
MISSISSIPPI
TELEPHONE 2821



"Processors of Better Poultry"

A DIVISION OF MISSISSIPPI FEDERATED COOPERATIVES (AAL) JACKSON, MISSISSIPPI