



Crystal Lake Farms  
352 North Main Street  
P.O. Box 248  
Decatur, AR 72722  
www.crystallakefarms.com  
GAP Step 4  
Non-GMO Project Verified

**FOR IMMEDIATE RELEASE**

## **Crystal Lake Farms Names New Director of National Sales Accounts**

**DECATUR, Arkansas (March 21st, 2018)**—Decatur, Arkansas-based Crystal Lake Farms has appointed Jeff Farver as Director of National Sales Accounts.

Farver joins the pasture-raised, slow-growth chicken operation with over 8 years of experience in poultry, which includes experience at Tyson Foods where he was responsible for the P&L of over 800 million pounds annually.

“I am pleased and fortunate to have Jeff as an integral member of the Crystal Lake Farms family,” said Gerald Lessard, president, Crystal Lake Farms. “His expertise in business management provides our customers with the ability to add value across their entire chicken Supply Chain.”

Farver will be responsible for nurturing and growing the Crystal Lake Farms business with existing customers as well as identifying and selling to new customers through foodservice and retail channels.

##

### **About Crystal Lake Farms**

Crystal Lake Farms is an industry-leading slow-growth chicken farm and processor headquartered in Decatur, Arkansas. Crystal Lake Farms chicken is distributed throughout the United States, in well-known retail outlets and foodservice establishments. Their extensive experience in poultry breeding and broiler production enables them to deliver superior products to retailers and consumers nationwide.

For more information on Crystal Lake Farms, visit **[crystallakefarms.com](http://crystallakefarms.com)**.

**CONTACT: Erin Ronzheimer**  
**Director of Marketing**  
**West Liberty Foods**  
**O: 319.627.6381**  
**[erin.ronzheimer@wlfoods.com](mailto:erin.ronzheimer@wlfoods.com)**

