

## History of MacFarlane Pheasants

Kenneth MacFarlane saw an opportunity for pheasant to thrive in the United States. Kenneth attended game rearing school in New York to learn about this bird brought over from Great Britain in the late 1800's. After completing the course, Kenneth returned to Wisconsin and in 1928 imported eggs from Gaybird Game Farm in England. In 1929, MacFarlane Pheasant Farm, was born and began breeding pheasants for a popular game sport that continues today.

In 1935 Kenneth's brother, Donald MacFarlane, returned to Wisconsin. Donald worked alongside Kenneth to the pheasant farm. In 1941 Kenneth was killed in a tragic hunting accident on the Mississippi River. Donald continued to operate the pheasant farm after Kenneth's death even after he contracted polio in 1946, though he was a paraplegic.

Due to the city's growth, the pheasant farm found itself within Janesville's city limits. In 1953 the farm moved to its present location, about 2 miles south of its original location. Also during this time Donald's brother-in-law, James Adamson, joined the farm and began coordinating the day-to-day farm operations.

During the 1960's, with the increased ability to ship day-old poultry nationwide, Donald expanded the breeding aspect of MacFarlane Pheasants. Large-scale production of day-old pheasant chicks produced more than 200,000 day-old pheasant chicks annually throughout the 1960's. Mature pheasants continued to be produced for sale to hunting preserves and the farm was growing 200 acres of corn and soybeans yearly.

During the 1970's Donald's health declined and he persuaded his son Bill MacFarlane to return to Janesville and form MacFarlane Pheasants, Inc. Bill having grown up working on the family pheasant farm took charge as the second generation of the operation after Donald's passing in 1985.

Growth and expansion led to a new hatchery built in 1987, pheasant pens constructed yearly and new brooder barns were erected. In 1988 another farm down the road was purchased to be the hub of the breeding operation. In the late 1980's MacFarlane Pheasants entered the dressed pheasant business and has since made the commitment to produce fresh dressed pheasants year-round.

In 1994, a state-of-the-art hen barn was constructed to enable the farm to focus on producing pheasants for meat year-round. To further enhance operations, a cutting and packaging facility was constructed in 2000. Our team of highly trained meat cutters all HACCP certified, work to provide the most consistent, fresh and wholesome product available.

To expand the ability to grow pheasants outside in pastures and roam freely in indoors, a new location was purchased in 2004.

On the farm and overall approach of the business today and into the future is to operate more efficiently, continue to be progressive and innovative to grow the finest all natural pheasant available on the market.