



## Lloyd Peterson

October 3, 1912 - October 2, 2007

Lloyd E. Peterson, founder and Chairman of Peterson Farms, Inc., Decatur, Arkansas, died October 2, 2007, at Northwest Medical Center of Benton County, Bentonville, Arkansas. He was ninety-four years of age. Mr. Peterson founded the company, which would eventually become Peterson Farms in 1939. It was initially called Peterson Produce, and was one of the pioneer companies in the chicken business in northwest Arkansas. Early in his career, Mr. Peterson became interested in breeding a better chicken, and established the breeding farm department of the company about 1950. Through many years of experimentation, the breeding farm developed a male breeding cockerel, known as the Peterson Male, which by 1990 commanded 73% of the domestic market for breeders, and 34% of the international market. While the breeding farm was growing the Broiler Department was also growing rapidly and serving hundreds of farmer/customers in northwest Arkansas, eastern Oklahoma and southern Missouri. The company currently employs 1,100 people from the tri-state area. Although plants have been located in various sites over the years, all operations are now conducted in plants in Decatur. Although a highly successful man, he remained to the end an intensely private individual. He was honored many times including being named the Arkansas Poultry Federation "Man of the Year" in 1956-57; received the President's "E" Certificate For Exports in 1977. The presentation of the certificate was made in the Rose Garden of the White House. He was inducted into the Arkansas Agricultural Hall of Fame in 1989. In 1992 he

received the Lifetime Achievement award from the National Poultry & Food Distributors Association. These honors were capped by his induction into the American Poultry Society HALL OF FAME in 2001. Mr. Peterson's concern for the environment resulted in two of his most prized honors. One came from the Arkansas Wildlife Federation for his concern for the mallard duck, so important to southeast Arkansas, and his 1990 Conservation Award from the Woodmen of the World Life Insurance Society. In all of the Peterson installations he insisted on making the building blend into the surrounding environment, even to the point of personally marking the trees which could not be cut. In the Georgia installation, one visitor described the grounds as "looking like a country club". While building his own business he was instrumental in helping establish other industries in northwest Arkansas, including J.B. Hunt Company of Lowell, and Simmons Industries of Siloam Springs. He is survived by a daughter Debra "Debbie" Evans of Decatur; a grandson Blake, currently CEO of Peterson Farms, and his wife Kim of Rogers; a granddaughter, Brooke Evans of New York City, and a sister, Dorothy Mae Peterson of Decatur. Mr. Peterson was preceded in death by his wife of sixty years, Lorryne Wilmoth Peterson, in January, 2007. Funeral services will be 11:00 a.m., Friday, October 5, 2007, at the First Baptist Church of Decatur, with Dr. John Terry officiating. Burial will follow at Decatur Cemetery. Visitation will be 5:00 to 7:00 p.m., Thursday, October 4, 2007, at Wasson Funeral Home, Siloam Springs, Arkansas. Memorial contributions may be made to The Circle of Life Hospice, 901 Jones Road, Springdale, AR 72762

# Tribute Wall

MM

“ *My thoughts and prayers go out to his family*

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**Michael Green, MD** - September 19, 2012 at 12:01 PM

ML

“ *My thoughts and prayers are with the Petersons at this time. I remember many fond stories of Lloyd as I grew up in Decatur. My parents, Ercell and Chloe Hines were friends of Lloyd's, as well. He was a very special person to all those in Decatur. Again, I am keeping you in my thoughts.*

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**Madena Hines Lowe and daughters, Suzann Lowe-Richard and Julie L** -  
September 19, 2012 at 12:01 PM

CS

“ *We wanted to extend our condolences to the Peterson during this moment of sorrow for the loss of Mr. Peterson.*

*I want to express my gratitude to Mr Peterson on behalf of the mexican community, because of him and his business a lot of mexican people have what they have, We are really going to miss him.*

*Quiero de alguna manera expresarles el agradecimiento que los mexicanos tienen al Sr Peterson, que gracias a el y a su compañía muchas familias mexicanas han salido adelante, sin duda alguna hemos perdido a una gran persona, nuestro mas sentido pesame en nombre de todos los mexicanos que se encuentran trabajando en la empresa. Clara Gomez-Smith*

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**Clara Gomez Smith & Ronald Smith** - September 19, 2012 at 12:01 PM

EC

“ SWEET DEBBIE,  
HE WAS ONE OF A KIND.  
I REMEMBER HIM ONLY FROM  
FRED'S AND HAVING HIS FILET  
AND SLICE OF LETTUCE AND  
GREETING PEOPLE AS THEY  
CAME TO CHIT CHAT WITH HIM  
AND YOUR MOTHER.  
HE'LL BE GREATLY MISSED.  
LOVE YA,  
ELLEN

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**ELLEN C CROUTHERS** - September 19, 2012 at 12:01 PM

FS

“ *Our thoughts and prayers are with you during this difficult time.  
He will be missed by all.*

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**Frank Severn** - September 19, 2012 at 12:01 PM

FH

“ *Will miss you at City Perk Cafe in Jay,  
Always enjoyed the mornings with Lloyd  
May God Bless*

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**Forrest Hinderliter** - September 19, 2012 at 12:01 PM

KC

“ *Blake, we are very sorry about your loss and we will be praying for  
the family.*

*Keith*

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**Keith and Dana Curry** - September 19, 2012 at 12:01 PM

AM

“ *Debbie, we are so sorry to hear about your father. We know you will miss him but remember we are here if there is anything at all we can do. Wish we could be there but unfortunately we cannot. You and your family will be in our hearts and prayers. We love you,*

*Athina & Gary*

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**Athina & Gary McLendon** - September 19, 2012 at 12:01 PM

LY

“ *Debbie, Dorothy Mae & Family,*

*Our thoughts and prayers are with you at this time. Just want you to know that we are thinking of all of you at this difficult time.*

*Lucille, DeAnna & Dorothy*

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**Lucille Jones, DeAnna Jones Lloyd, Dorothy Jones Yadon** - September 19, 2012 at 12:01 PM

DC

“ *Mr. Peterson was an innovative pioneer of good things and good ideas for Northwest Arkansas and Benton County. In my relationship with him, as a State Senator in the 60's and 70's, I always found him to be working for the best interests of the area; always optimistic and encouraging; always wanting better things for Benton County and its citizens. The Proverb says, "As iron sharpens iron, so the countenance of one man enriches another." Mr. Peterson embodied that spirit in a lot of beautiful ways. My prayers and best wishes to all of his family and close associates. Lloyd, thanks for the great inspiration you provided for so many of us!*

*Jim Caldwell*

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**Dr. Jim Caldwell** - September 19, 2012 at 12:01 PM

MW

“ *He was a good man and will be missed. Deepest sympathy to the family. May God comfort you in your time of need.*

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**Mr. & Mrs. Clay Wilcox** - September 19, 2012 at 12:01 PM

CP

“ *Debbie and Family, Our thoughts and prayers are with you at this time. Your dad will be fondly remembered and greatly missed. We greatly appreciated his support and encouragement that he gave to the Vocational Agriculture program at the Decatur Schools. Sincerely, David and Gayla Holcombe*

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**Charles Pike** - September 19, 2012 at 12:01 PM

RM

“ *we want to give our condolence to his family*

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**ROLLAND AND JUDY MYERS** - September 19, 2012 at 12:01 PM

VM

“ *Deb,  
I'm so sorry about the loss of your Dad. I don't envy you the next few months. Just know that each day gets a little easier. Take comfort in the fact that you've been a wonderful daughter to him. -  
Vikki*

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**Vikki Addington Morris** - September 19, 2012 at 12:01 PM

TH

“ *Debbie, Blake & Brooke*

*I am very sorry to hear of your loss and my thoughts and prayers are with you.*

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**Tim Henderson** - September 19, 2012 at 12:01 PM

MM

“ *Debbie & Family,*

*We are very sorry for your loss and want you to know that you are in our thoughts and our prayers.*

*Mark & Lynda*

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**Mark & Lynda Marquess** - September 19, 2012 at 12:01 PM

OH

“ *I am so sorry for your loss. Mr Peterson was a true innovator who improved the lives of many people in many different ways. You will be in my prayers.*

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**Otis "Skip" Harris** - September 19, 2012 at 12:01 PM

HP

“ *Just wanted you to know I was thinking of you.*

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**Harriett Phillips** - September 19, 2012 at 12:01 PM

JM

“ *Dennie and I sat at the table across from your Mother and Dad and we enjoyed our short visits with them. They were a pleasure to see. We will miss him next summer.*

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**juliaAnn Mckinney** - September 19, 2012 at 12:01 PM

SB

“ *All of Northwest Arkansas has respect and admiration for the Peterson family and all you have done for Northwest Arkansas. I knew Mrs. Peterson, I am so sorry to hear of Mr. Peterson's death.*  
*Sara*

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**Sara Bartlett** - September 19, 2012 at 12:01 PM

RS

*“ in all the years i have worked for mr. peterson he has treated me very well and i have valued the things i have learned about the industry and also have appreciated the opportunities that he has gave. this man is very special to me and i will greatly miss him. with much sympathy robert.*

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**robert and kim smith** - September 19, 2012 at 12:01 PM

JD

*“ We wanted to extend our condolences to the Peterson and Evans family during this moment of sorrow for the loss of Mr. Peterson.*

*You are in our prayers.*

*Joe & Andi Douglas*

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**Joe & Andi Douglas** - September 19, 2012 at 12:01 PM

BB

*“ Lloyd Peterson has been my friend for many years and my most respected employer for 38 years prior my retirement in 2002. We had a special bond of trust and loyalty that never waivered and I will miss him more than I can put into words. He was a rare icon of his time and he never ceased working and planning ahead until his demise. Our deepest and most sincere sympathy to Debbie, Blake, Brooke and all the remaining family in their great loss.*

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**Bill & Maxine Baisley** - September 19, 2012 at 12:01 PM

JM

“ Our thoughts and prayers are with you and your family at this time.

*Janet Moulden  
Operations Coordinator  
Washington Regional Foundation*

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**Janet Moulden** - September 19, 2012 at 12:01 PM

AF

“ A fine man.

*Peterson Grower in the 80s.*

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**Aletta J. Foster** - September 19, 2012 at 12:01 PM

GC

“ Our thoughts and prayers are with all of you during this difficult time.

*We have many wonderful memories of our years with Peterson Industries.*

*God bless each of you.*

*Bill and Linda*

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**Gail Collins** - September 19, 2012 at 12:01 PM