

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers;
Compensatory Arrangements of Certain Officers

Appointment of Dr. Bell

On July 25, 2012, the Board of Directors (the "Board") of Pilgrim's Pride Corporation (the "Company") approved the appointment of Dr. David E. Bell of Boston, Massachusetts to the Board, effective July 25, 2012.

Dr. Bell joins the Company with expertise in a number of areas, including risk management, marketing and agribusiness. He is currently the George M. Moffett Professor of Agriculture and Business at Harvard Business School, where he leads the annual agribusiness executive seminar. He has also served as chairman of the school's marketing faculty and as Senior Associate Dean with responsibility for faculty recruiting.

Dr. Bell will be compensated in accordance with the terms of the Company's existing director compensation program. There are no additional agreements in place.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: July 30, 2012

PILGRIM'S PRIDE CORPORATION
By: /s/ Fabio Sandri
Fabio Sandri
Chief Financial Officer