

# Gold'n Plump Poultry



## Company:

Gold'n Plump Poultry  
St. Cloud, Minnesota

<http://www.goldnplump.com/>



## Business Strategy:

Gold'n Plump is a provider of premium branded, value added poultry products and related services. Superior service and price/value distinguish them throughout their expanding marketplace. Through speed, innovation, and integrity, they will continually earn long-term relationships with customers and suppliers, while rewarding involved employees, partners and owners with profitability and dynamic growth.

## Company Profile:

Founded in 1926 by E.M. Helgeson as a hatchery, the company grew to include breeding, feeding and milling. From 1955 to 1983, Gold'n Plump entered into a joint venture with Armour Meat Company to grow and process birds. In 1983, Gold'n Plump purchased the Armour Processing Facility to complete vertical integration. The company then began marketing the Gold'n Plump brand of fresh tray pack chicken. In the early 1990's, Gold'n Plump added a further processing facility to produce more value-added tray pack offerings. In 1993, Arcadia Fryers was purchased, which has since been expanded into a fully integrated operation. Today, the company's integrated operations deliver premium, high-quality, innovative products and services to customers in 17 states. Gold'n Plump currently employs more than 1,800 people and contracts with nearly 300 growers in west central Minnesota and western Wisconsin.

Gold'n Plump Poultry is recognized as the Upper Midwest's largest fully integrated broiler producer—distributing premium branded, value-added poultry and related food products domestically and internationally. Integrated marketing, communications programs, an aggressive sales team, and a solutions-driven customer service department support their products and services.

## Sample Master<sup>®</sup> Pro at Gold'n Plump:

Scientists at Gold'n Plump Poultry utilize Sample Master<sup>®</sup> Pro Laboratory Information Management System (LIMS) to monitor water quality, feed and final product data. Gold'n Plump has a full-featured chemistry and microbiology laboratory. Having all the data in a centralized database allows managers to have rapid access to information previously unavailable. Operational decisions can be made rapidly based on the information in Sample Master<sup>®</sup> Pro LIMS.

Sample Master<sup>®</sup> Pro aids in managing the data for the HACCP (Hazard Analysis of Critical Control Points) plan instituted at Gold'n Plump. Analytical data on feed composition and wastewater are recorded in the LIMS, which ensure that high quality standards are maintained in superior poultry products. Reports and electronic data flow are used to get the information into the hands of the personnel who have the greatest impact on their processes. The data can then be analyzed in any way the manager(s) see fit, and they can share the information globally within the company. Data can also be shared between the chemical and microbiological laboratories.

***"Sample Master<sup>®</sup> Pro LIMS has allowed us to look at data in new ways, finding trends and process characteristics we were previously unaware of. Having access to data in seconds is invaluable to an ever-changing process."***

Todd Stuber, Laboratory Data Specialist  
Gold'n Plump Poultry