



## Customer Spotlight: Food & Beverage Industry Gold'n Plump Poultry

St. Cloud, Minnesota • goldandplump.com



### Company Profile:

Gold'n Plump is a provider of premium branded, value added poultry products and related services. Superior service and price and value distinguish them throughout their expanding marketplace.

Founded in 1926 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 1990s, 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® Solution for Gold'n Plump:



Gold'n Plump has a full-featured chemistry and microbiology laboratory. Scientists there utilize Sample Master® Pro LIMS to monitor water quality, feed and final product data. The LIMS aids in managing 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. Having all the data in a centralized database allows managers to have rapid access to information that was

unavailable with their previous system, now allowing operational decisions to be made quickly.

Reports and electronic data flow are used to get the information into hands of the personnel who have the greatest impact on processes. The data can then be analyzed in any way the managers 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® 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.*

*Ann Och, LIMS Administrator  
Gold'n Plump Poultry*

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496 Holly Grove School Rd  
West End, NC 27376

(800) 565-5467  
(910) 673-8165  
atlab.com