



Field Stewards

*Putting a Value on Conservation:
Using Environmental Markets in the Midwest, 2016*

Paul Helgeson



~ dedicated to ~ **healthy** food, families & farms

Maker of these premium natural chicken brands:





About GNP Company

- The Midwest's leading provider of premium quality chicken under the Gold'n Plump® Just BARE® Chicken brand labels.
- Operations in Minnesota and Wisconsin.
- 1,700 team members and over 350 family farmers partners.
- Process approximately 100 million chickens annually.



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OUR brands and sales

Just **BARE** 
Chicken



Our values, including Innovation have helped us compete against much larger companies.

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Sustainability

The impact of life cycle thinking.

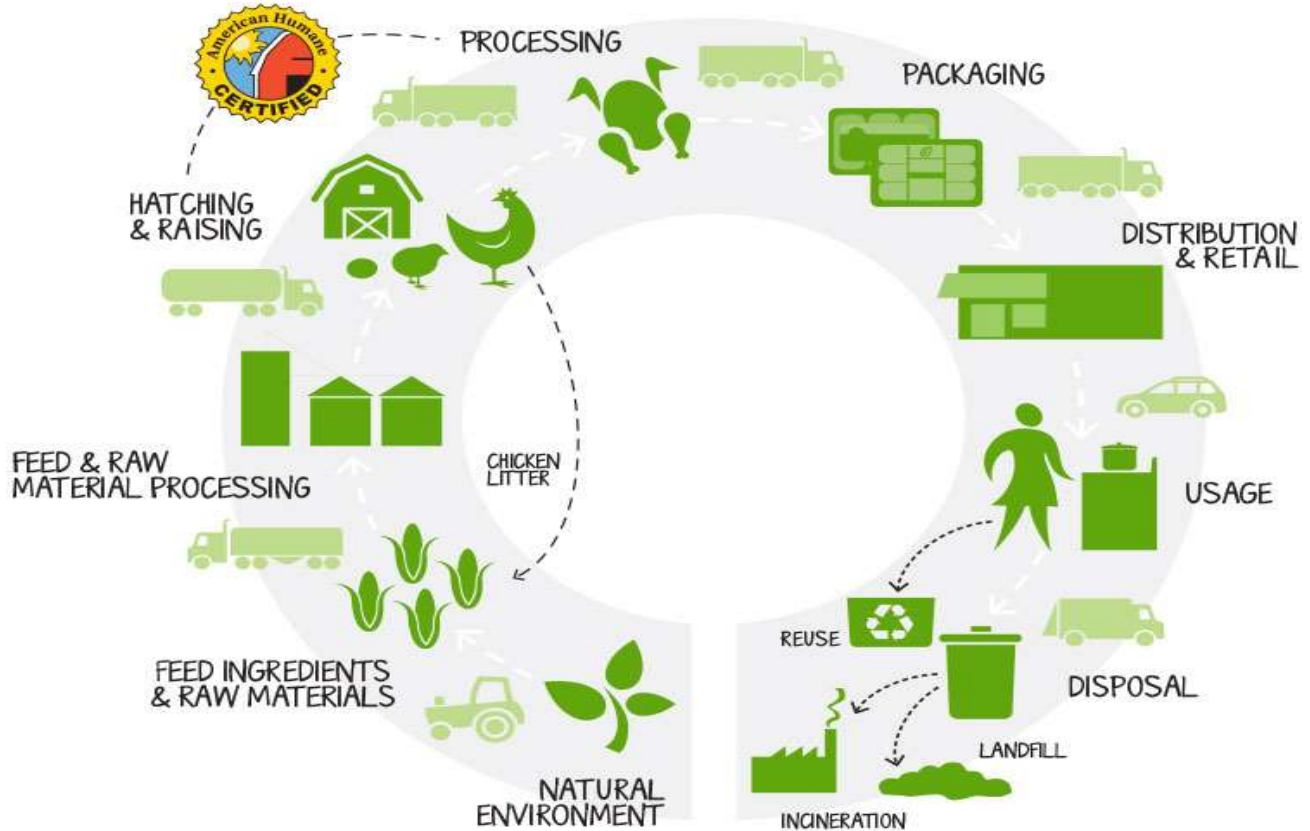
[Home](#) » [Promise](#) » Sustainability

Our environmental mission remains focused on lessening our environmental impacts across the entire supply chain, making positive changes in the areas we directly control AND proactively influencing change in the areas we don't.

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OUR products life cycle





American Humane Certification

- 3rd party animal welfare certification
- Verified processes and practices
- Customer driven (grocery stores)
- Consumer confidence



RECs at GNP Company

Since 2010 we have bought renewable energy credits for the electricity GNP Company uses in the production of Just Bare Chicken, total investment \$52,637

Year	Millions of Pounds	Mega Watt Hours	Rate	Cost
2010	4.8	.8216	2.76	\$2,267
2011	9.3	3.222	1.58	\$5,248
2012	12.4	3.222	1.56	\$5,033
2013	15.9	3.395	1.60	\$5,432
2014	19.3	11.636	1.48	\$17,222
2015	26.0	12.915	1.35	\$17,435
2016	36.0			~\$20K +



WATER at GNP Company

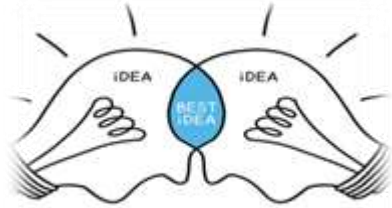
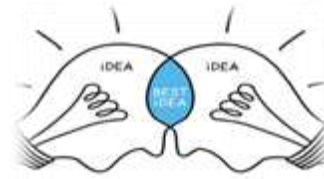
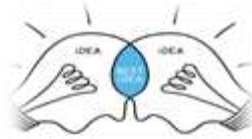
Water QUALITY in our Supply Chain

- ✓ Bird health in the barns
 - ✓ Bacteria
- ✓ Nutrient management
- ✓ **Feed ingredient sourcing**



Water QUANTITY in our Operations

- ✓ Performance of wells
- ✓ Effluent quality
- ✓ Efficiency per bird
- ✓ Direct contact reuse



“Complex water problems will require everyone's efforts & attention”

A photograph of a lush green agricultural field, likely corn, stretching towards a horizon. In the distance, several large, cylindrical metal silos are visible, partially obscured by a line of trees. The sky is a clear, pale blue with scattered, soft white clouds. The overall scene is bright and open, representing a typical rural agricultural landscape.

**What can we do to improve the
environmental performance
of agriculture and the
food industry?**

Photo credit: Minnesota Department of Agriculture