

CLIENT SPOTLIGHT:

BUTTERBALL

FARMS, INC.



MICHIGAN
MANUFACTURING
TECHNOLOGY
CENTER

“The Right Place has been a great partner to us. We explain our training gaps and they partner with us to further clarify objectives and outcomes and put together a session that meets our training and scheduling needs. It’s a custom approach to meeting training objectives.”

BONNIE MROCZEK, SPHR, SHRM-SCP
Chief Talent Officer-Butterball Farms

MAINTAINING SAFE FOOD PRACTICES WITH COMPANY-WIDE TRAINING

COMPANY PROFILE: Butterball Farms (www.butterballfarms.com) is an innovative food processor of custom butter products, known for their artisan-quality, embossed, flavored and shaped butter products such as butterballs, trademarked butter roses and custom flavors. Located in Grand Rapids, Michigan, Butterball Farms has been in business 60 years and employs approximately 150 people. Their customers include food service companies and national chain restaurants in the United States, Taiwan, Singapore and Hong Kong.

SITUATION: Recently, compliance and regulation expectations increased in the food processing industry. Because of this, Butterball Farms made it a priority to ensure their products always meet or exceed these requirements and that employees understand the new guidelines. To maintain their certification with the British Retail Consortium (BRC), they needed to show ongoing compliance by participating in continuous improvement activities.

SOLUTION: Butterball Farms came to The Center-West (The Right Place) for help with achieving company-wide compliance to these new health and safety regulations. To accomplish this, employees from a variety of departments participated in both HACCP and PCQI trainings. Completion of this training helped Butterball Farms develop food safety plans to evaluate food safety hazards and identify measures to ensure the plans are working and being continuously monitored.

Additional training for managers and supervisors was conducted in a Strategy and Planning Continuous Improvement Methodology activity, as well as an Operations Overview. Following training, employees implemented a red zone production methodology and gained an understanding of how overall equipment effectiveness can sharpen productivity on the shop floor. Butterball Farms came out of this training with increased team cross functionality, improved math skills, increased quality and job performance, and deeper employee understanding of FSMA guidelines. These improvements enabled Butterball Farms to serve more customers and increase employee wages, as well as maintain their BRC certification.

RESULTS:

- Retained Sales: \$20,000,000
- Investment in Information Systems: \$50,000
- New Investment in Workforce: \$10,000