

# GRANNY'S POULTRY COOPERATIVE



## COMPANY STATISTICS

### Number of Employees

520 (2011)

### 2010 Gross Revenues

\$130 million (CDN)

### Market

Canada

### Headquarters

Winnipeg, Manitoba

### Operations

Hatchery:

Winnipeg, Manitoba

Processing Plant:

Blumenort, Manitoba

### Year Founded

1977

### Ownership

Cooperative, member-owned company

## CONTACT INFORMATION

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Winnipeg, Manitoba

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## COMPANY PROFILE

Incorporated in 1979, Granny's Poultry Cooperative (Manitoba) Limited is the largest chicken and turkey processor in Manitoba whose member-owners are chicken, turkey and hatching egg producers. Granny's Poultry has been named one of Manitoba's "50 Fastest Growing Companies" eight times and one of the province's Top 100 Companies 22 times. The company has experienced substantial growth largely as a result of its demonstrated and ongoing commitment to the adoption of new processes and technologies with an acute focus on quality and sustainability in all of its business activities. As a Hazard Analysis Critical Control Point (HACCP)-certified processor Granny's was the first poultry producer in Manitoba to establish its own on-site laboratory to enhance the quality control process.

In February 2011, Granny's Poultry acquired Prairie Produce, a federally-inspected tuprocessor that produces specialty and low-sodium turkey roasts and rolls primarily for the healthcare, foodservice and institutional markets.

## COMMITMENT TO HEALTH BY INNOVATION

Granny's Poultry recognized that omega-3 fatty acids are a source of numerous benefits including heart health, reducing cholesterol, preventing rheumatoid arthritis, boosting immune functions, and brain health maintenance. The company is working with the Richardson Centre for Functional Foods and Nutraceuticals at the University of Manitoba and the Food Development Centre in Portage la Prairie, Manitoba on increasing the nutritional benefits of poultry through the introduction of an omega 3 component. A growing range of these nutrient-enhanced functional food products is being introduced to the market by Granny's Poultry.

## PRODUCTS

### Chicken

Granny's Poultry produces a wide range of chicken products for the Canadian market including whole chickens, chicken pieces and ground chicken. A new Granny's product offering is a Ginseng fed whole chicken. Ginseng, a herb revered in Chinese medicine for centuries, is rapidly gaining popularity in North America as a potential antioxidant and aid in the body's metabolism of lipids and carbohydrates.

### Turkey

Granny's Poultry produces a wide range of turkey products for the Canadian market including whole turkeys, turkey pieces and ground turkey.

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Over the last 12 months the company has introduced a growing line of sodium reduced, 0 trans fat omega 3 enriched turkey products. These products include:

Omega-3 Breaded Turkey Breast Strips

Omega-3 Breaded Turkey Breast Strips with Fibre

Omega-3 Stuffed Turkey Breast

Omega-3 Turkey Breast Roast (Deli)

Omega-3 Whole Turkey (Fresh)

## COMPANY HISTORY

Granny's Poultry was started more than 50 years ago by a small group of rural Manitoba farmers who wanted to ensure consistent high quality and fair pricing for the poultry they raised. By forming a cooperative together, these farmers were able to pool their resources, support their businesses and more effectively market their locally-raised chickens and turkeys. These early farmers had the vision of developing a market for New York dressed turkey into the expanding post-war Winnipeg, MB marketplace.

In the mid sixties Manitoba Dairy and Poultry Cooperative purchased the turkey facility from the Blumenort, Manitoba turkey producers. The facility underwent a large renovation, incorporating its own production, including chicken, into the plant. This larger

co-operative brought with it commercial egg grading and hatching capability. This arrangement lasted until 1979 when a mutual agreement between delegates was reached to separate along dairy and poultry lines. "Granny's" was the corporate name chosen to represent this new co-operative.

More than 30 years later, Granny's has grown from its humble beginnings of \$17 million in sales to become known across Canada as a very reputable, competitive supplier of poultry products with sales reaching over \$130 million. The company's head office and state-of-the-art hatchery are located in Winnipeg, Manitoba and its modern and large processing facility is located in the Manitoba village of Blumenort.

## CORPORATE LEADERSHIP

**Craig Evans**, Chief Executive Officer

### ADDITIONAL INFORMATION:

[News Article 1](#)

[News Article 2](#)

[News Article 3](#)

