



# **SESSION FIVE: FARMING TO SAVE LAND, AIR, ANIMALS, WATER, AND FARMERS**

---





# **JOLYN RASMUSSEN**

**MODERATOR AND SPEAKER**

**SENIOR MANAGER,  
RAW DEVELOPMENT & SUSTAINABILITY,  
J.R. SIMPLOT COMPANY**





# Sustainability and the Potato Industry

Jolyn Rasmussen

Senior Manager Raw Development & Sustainability

Chair of Potato Sustainability Alliance





# SIMPLOT'S HISTORY BEGINS WITH J.R.

---

J.R. Simplot began growing his business in the farm fields of southern Idaho in the late 1920s. Armed with keen entrepreneurial instincts and constant curiosity, he grew and diversified his business into a global food and agriculture empire.





## A History of Innovation



J.R. Simplot embraced new ideas and new challenges. His ingenuity fed a culture that helped create the first commercial frozen French Fries.

### BRINGING EARTH'S RESOURCES TO LIFE





# J.R. SIMPLOT COMPANY TIMELINE

**1929**

J.R. wins an electric potato sorter, marking the official start of what would become the J. R. Simplot Company.



**1944**

J.R. builds a fertilizer manufacturing plant at Pocatello, Idaho to meet demand and forms the Simplot Minerals and Chemical Division in 1946 – now known as AgriBusiness



**1967**

J. R. shakes hands with McDonald's founder Ray Kroc, and agrees to supply Simplot frozen French fries to all the McDonald's restaurants.



**1994**

J. R. steps down as chairman of the board and is succeeded by children Scott, Don, and Gay and grandson Ted. They are known as the Office of the Chair.



**2017**

The J.R. Simplot Company moves into a new headquarters building in downtown Boise, Idaho.



**1943**

J.R. buys Grandview Farms and the Bruneau Sheep Company – the start of what became the Simplot's Land and Livestock Division.



**1948**

The Company establishes Simplot Food Group



**1979**

Simplot international launched to assist potato-growing areas around the world with technology, experience and capital



**1995**

Simplot Australia is born after the acquisition of Pacific Dunlop.





# SIMPLOT TODAY

Today, a leader in the global food and global agriculture industries, the J.R. Simplot Company remains family-owned and privately held with more than 13,000 employees.





# FROM MINE TO PLATE: ONE SIMPLOT







## Customers & Consumers



# Consumers Want Sustainable Products

Conscious consumerism is not a trend, it's the future



87%

of Millennials would  
buy a product with a  
social or  
environmental benefit



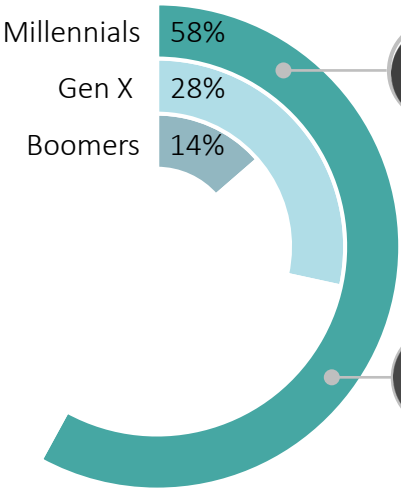
64%

of Millennials would  
**take a pay cut**  
to work for a  
responsible company



59%

of Millennials have  
bought a product  
**associated with a cause**  
in the past 12 months



Millennials  
Gen X  
Boomers

58%  
28%  
14%



**58% of Millennials**  
willing to pay extra  
for sustainable products



**58% of Millennials**  
check packaging labels to  
ensure positive social &  
environmental impact

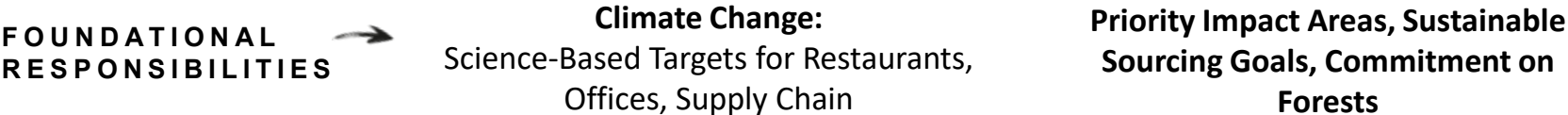
**BRODIE**





# McDonald's Scale for Good Program

GLOBAL  
PRIORITIES



Through collaboration and partnership with our suppliers and producers around the world, McDonald's also commits to a **31%** reduction in emissions intensity (per metric ton of food and packaging) across our supply chain by 2030 from 2015 levels











## Sustainability at Simplot



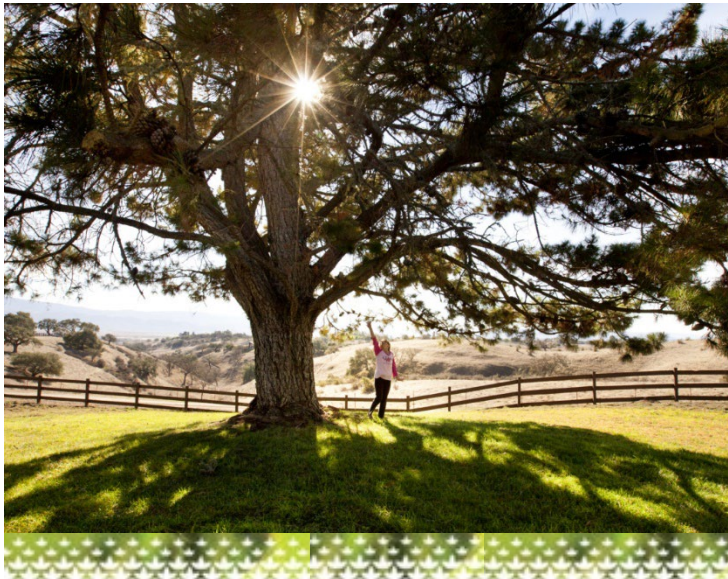
# Sustainability is embedded in our values

## Our Purpose

Contribute to Feeding Our World

## Our Mission

Bringing Earth's  
Resources to Life



## Our Core Values

Spirit of  
Innovation



Passion for  
People



Respect for  
Resources





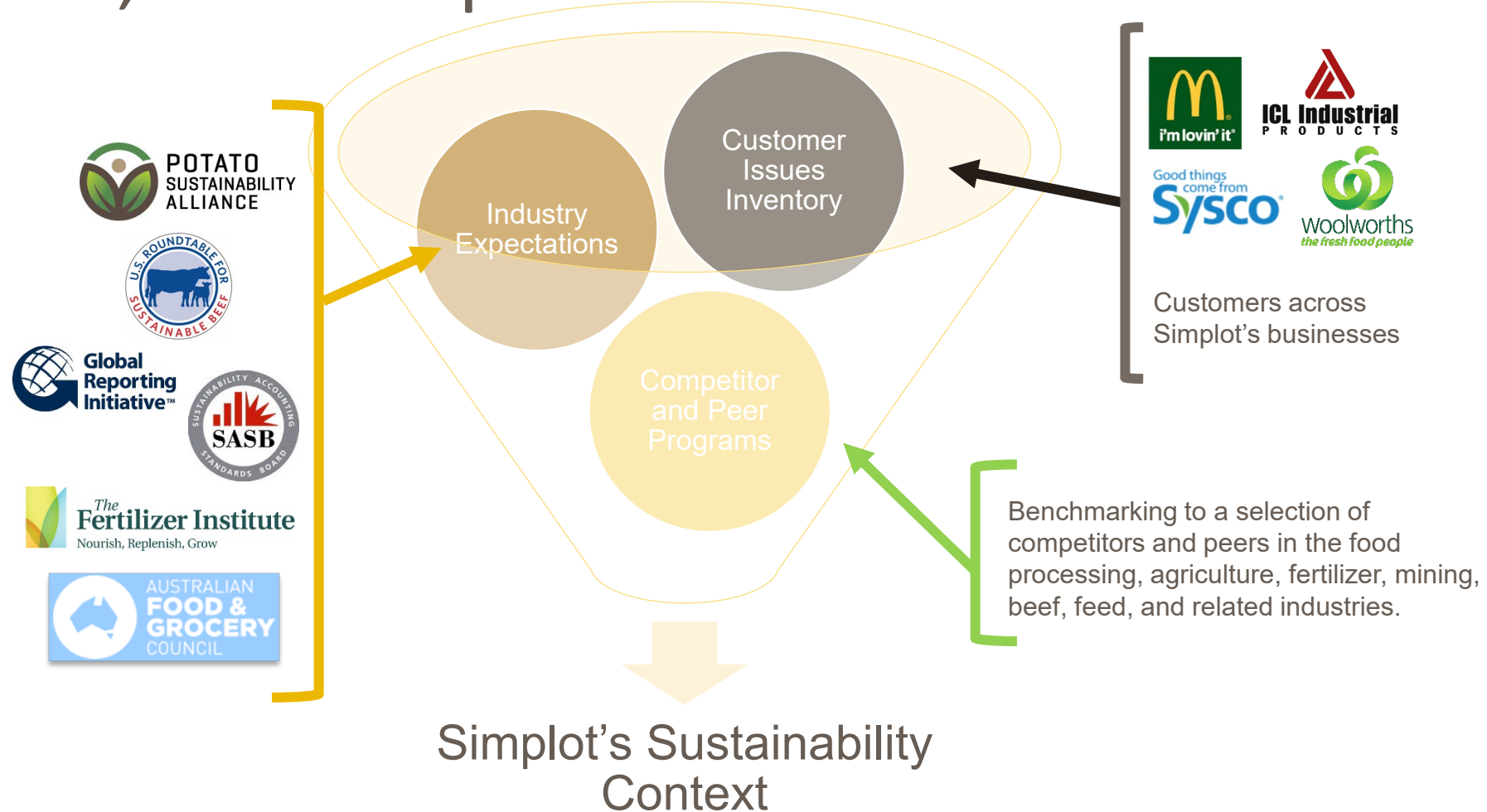
# Hands-on sustainability

We believe that as a Company, and in our communities, our future relies on finding new, sustainable ways to produce more with less and doing it in ways that will meet the environmental and social needs of today and for generations to come.

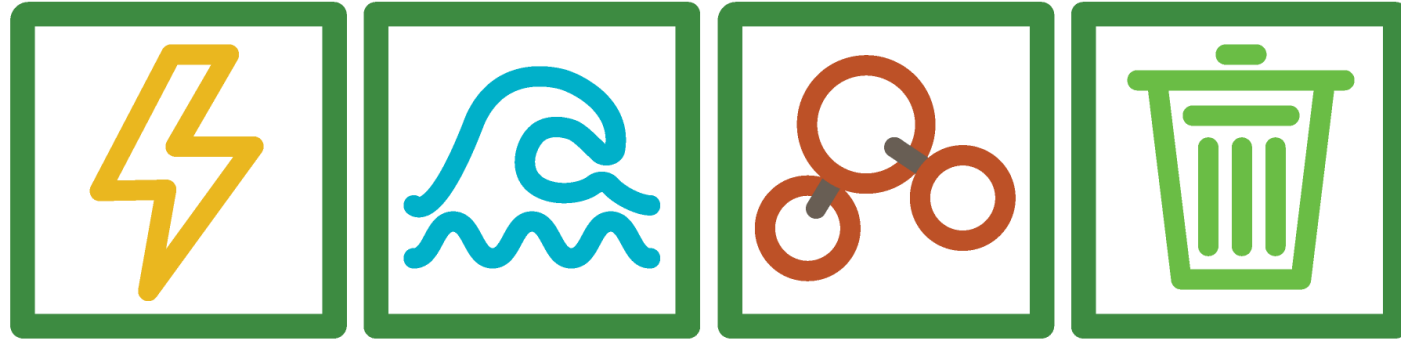




# Let's start by looking at our customers, our partners, and our place in the world







# 4SIGHT2030

Our 4Sight 2030 goals represent 10-year targets spread across our global organization. These collective goals are focused on four main areas:

**Energy**





**Water**

**Carbon**

**Waste**



# 4Sight 2030 Sustainability Goals

-  Reduce energy use 15%
-  Reduce water use 15%
-  Achieve zero waste to landfill for our global food processing sites.
-  Reduce carbon emissions 20% through direct reductions in facilities and annual soil carbon sequestration in Simplot farms and ranches.



Sustainable  
**Simplot** 

*Note: Goals are reduction per ton of product, based on an FY18 baseline for operations and FY19 for land management*



# 4Sight 2030 Carbon



Reduce carbon emissions 20% through direct reductions in facilities and annual soil carbon sequestration in Simplot farms and ranches. And:

- Invest in climate-smart innovations to help farmers and ranchers adapt to climate change
- Collaborate with partners to make sustainable agriculture and carbon sequestration economically viable



## Did you know?

- Agriculture, forestry and other land uses account for 24% of global greenhouse gas emissions, but can offset 20% of this through soil carbon sequestration



# Growing partnerships to expand sustainable outcomes



	<p>WORKING WITH JOHN WEST TO SAFEGUARD OUR OCEANS</p>	
--	---	--





# The Potato Sustainability Alliance

*The Go-To Organization for Potato Sustainability*



# The PSA Story

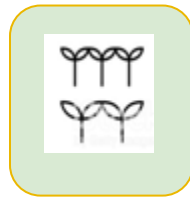
- 2009 Founded as the Potato Sustainability Initiative
- 2010 Launched IPM survey with 4 processors and 400 growers
- 2014 Sustainability survey launched
- 2014 Sustainability metrics launched
- 2014 Grower survey verification audits began
- 2018 Materiality assessment to conducted to establish strategic priorities; audits paused to focus on survey improvement
- 2020 Transitioned to a roundtable and incorporated as PSA



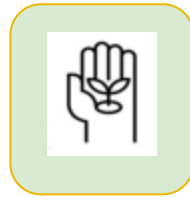
# Who We Are Today



Roundtable with  
26+ members  
across Canada  
and the United  
States



Processors



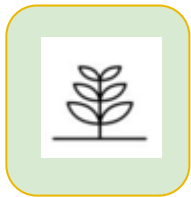
Fresh  
Marketers



Grower  
Organizations



Allied  
Industry



Environmental  
NGOs



Retail &  
Food Service



# Potato Sustainability Alliance Members

## Processors:



## Fresh Marketers:



## Buyers:



## Environment NGOs:



## Allied Industry:



## Grower Organizations:





# The Go-To Organization for Potato Sustainability

**OUR MISSION:** We work at the intersection of farmers, businesses and communities as the trusted alliance to support, advance and communicate potato sustainability



**OUR VISION:** To be the recognized leader advancing sustainability



# Join us!

- Join the conversation
- Become a member
- Growers - tell us your stories

Learn more about PSA at  
[www.potatosustainability.org](http://www.potatosustainability.org)









**SENIOR MERCHANT—PRODUCE,  
WALMART INC.**



# Farm Foundation Round Table

**Fire and Water:** Managing Complex Tradeoffs  
to Support Agriculture and Sustainability

*Farming to Save Land, Air, Animals, Water and Farmers*



Walmart  Sustainability

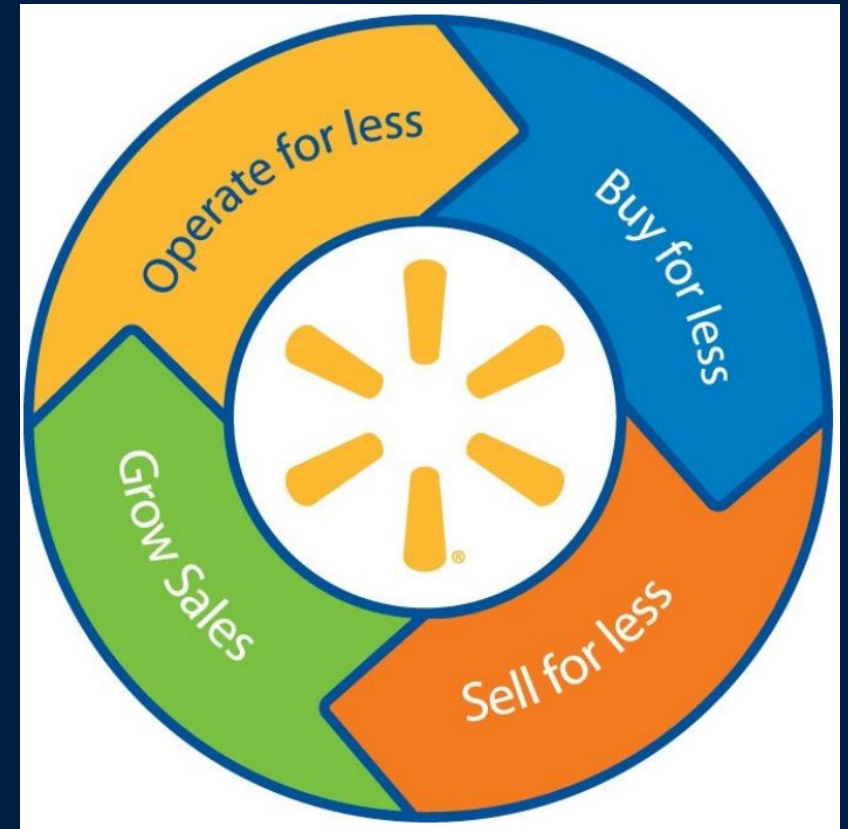
Boise, Idaho  
June 2022





## Sam Walton's Productivity Loop

- EDLC → EDLP
- Scale benefits
- Partnership with our Suppliers







**“I am committing Walmart to become a regenerative company, one dedicated to placing nature and humanity at the center of our business practices.”**

**– President and CEO, Doug McMillon**  
*September 2020*





Restoring, renewing, replenishing  
and conserving natural resources



Decarbonizing operations



Spurring a circular economy and  
eliminating waste along the product  
chain

## What Does **Regeneration** Mean?



Adopting regenerative practices in agriculture,  
forest management and fisheries



Advancing prosperity and equity for customers,  
associates and people across our supply chains



# Walmart can move the needle on BIG issues

## **“Systems Thinking”**

- It's not just one thing, but layers of interconnected issues
- Make trade-offs after connecting all the dots
- Best for the long-term, best for all stakeholder groups

## **We want our success to be good for the world**

- Culture of innovation / Open door for Suppliers to have a voice

## **2005 problem: Corrugated material accumulating in stores**

- Paying more every year (\$MM) for third parties to cart it all off
- Let's solve our problem ourselves → Eliminated cost center



# Our **Commitment:** Source Produce more sustainably by 2025

CLIMATE



Reduce greenhouse gas emissions by 2030

Project Gigaton

NATURE



Protect pollinators by 2025

Certified IPM Practices

WASTE



Reduce / Reuse / Recycle

Private Brands  
100% recyclable: 2025  
Recyclability label: 2022  
How2Recycle

PEOPLE



Advance prosperity

Ethical Charter  
on Responsible Labor Practices



# How do we **measure** more sustainable Produce?

CLIMATE



- Set goals to **reduce greenhouse gas emissions** by 2030 and track annual progress in [Project Gigaton](#)
- Use **Reusable Plastic Containers (RPCs)** to distribute produce from the supplier to Walmart DCs or stores by 2023

NATURE



- Adopt robust **integrated pest management (IPM) practices** that are **certified by a third-party** by 2025
- Phase out use of **chlorpyrifos** and **nitroguanidine neonicotinoids** and avoid replacing them with products with a level 1 **bee precaution rating**
- Protect, restore or establish **pollinator habitat** in at least 3% of land you own, operate or invest in by 2025

WASTE



- Set goals for more sustainable packaging, **design for recyclability**, **use less plastic** and **label for disposal**.
- Support the conversion to using **RPCs to deliver from supplier to Walmart DC**.

Private Brands:

- 100% **labeled How2Recycle®** by 2022
- 100% **recyclable** by 2025

PEOPLE



- Endorse the [Ethical Charter](#) by end of 2022
- Make **responsible recruitment** a business practice by 2026



## Resources | Sustainable Produce page in [Walmart Sustainability Hub](#)

*The Walmart Sustainability Hub is your go-to resource that offers all information related to sustainability at Walmart. Under Sustainable Products, you will find a page dedicated to Sustainable Produce.*



### *Sourcing More Sustainably*

- Nature: Pollinator Health
- People: Responsible Labor Practices
- Waste: Plastic and Packaging
- Climate
- Call-to-Action for Suppliers

### Trainings and Webinars

[Produce Sustainability Learning Series](#)



# WASTE REDUCTION RESOURCES (PACKAGING)

Use **more sustainable packaging** by 2025.

*Use less plastic / Make it recyclable / Label it so that Customers can act*

*Walmart's position: Requirement for Private Brands, Encouragement for National Brands*

## 1

### Download packaging resources

Download [The Recycling Playbook](#) and the [Produce Packaging Guidelines](#) to learn about more sustainable packaging materials

## 2

### Assess your packaging and label for end-of-cycle and disposal

Have packaging assessed for end-of-cycle and disposal (by [How2Recycle®](#)) and add the label to your packaging to inform customers how to dispose your packaging.

## 3

### Act and Track

Take action to make your packaging more sustainable;

#### All Suppliers:

Encouraged to :

- Report on Project Gigaton and set SMART packaging goals
- Use less plastic, if possible
- Redesign for 100% recyclability
- Label 100% of packages for end-of-cycle and disposal (Private Brands: use the How2Recycle® label)



#### Large Suppliers:

Encouraged to join the [US Plastics Pact](#)





# Produce Packaging Guidelines – the “nuts and bolts”

OPTIMIZE

CHANGE

ADVANCE

# PRODUCE

## Packaging Guidelines

Based on The Packaging Playbook

Link to: [Produce Packaging Guidelines](#)

### Trays

**Preferred:** Clear PET, fiber based mater  
Clear PET material with no degradable c  
25% PCR content. Labels are PP (Polyp  
meet APR Design Guidelines and cleanl  
Molded fiber should be certified respon  
ings. Corrugate or paperboard should be  
**Avoid:** Avoid black colored trays, PETG,

#### Requires Change



EPS Tray, Colored Trays,  
Not Recyclable

#### Preferred



Corrugate or paperboard trays  
Recyclable



Clear PET tray  
Recyclable (Check Locally)

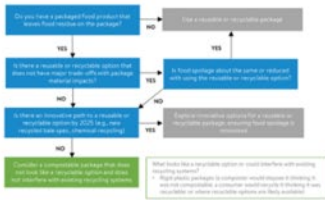
#### Preferred



Fiber based tray  
Can be compostable or recyclable  
(testing or certifications to confirm)

### Compostable Packaging

When packaging, food waste, and end-of-life impacts are balanced and reusable and recyclable options do not work you can consider compostable packaging.



This information applies to retail product packaging (e.g., does not refer to food service products)

**INDUSTRIAL COMPOSTING:** Consumers currently do not have enough access to industrial composting programs.

- Approximately 5% of U.S. households have access to curbside food waste programs accept compostable packaging.
- Look for Biodegradable Products Institute (BPI) certified compostable (or equivalent)

**COMMUNITY AND HOME COMPOSTING:** Usually a long process with a technical limitations.

- Look for BPI certified compostable packaging PLUS UV's OK compo



### Bags, Films, Pouches

**Preferred:** PE based film (LDPE, LLDPE, MDPE, or HDPE) that is uncolored with no degradable or biodegradability additives or starch that uses PE based labels or direct print. Can be multi-layer using PE based resin. Ideal rating from How2Recycle is Store Drop off compliant. Currently there is no infrastructure across municipalities that accept flexibles as curbside recyclable.

**Avoid:** Avoid any non-PE based resins in film material, labels, or attachments. Avoid metalized films, foils, or printing. No Nylon, PET, PP, PVC or PVDC in bag material.

#### Requires Change



PP or Mixed material Bag  
Not Recyclable

#### Requires Change



#### Preferred



PE Based Bag  
Store Drop Off Recyclable

#### Preferred

- PE based film (e.g., EnviroFlex PE, AmPrima PE, Esh:Lyte PE, Dowlex PE, etc.)
- Perforated to meet needs of product
- Piloted test material meet or best current food safety and shelf life requirements

### Thermoforms: Clamshells

**Preferred:** Clear PET material with no degradable or biodegradability additives with a minimum of 25% PCR content. Labels are PP (Polypropylene) or PE (Polyethylene) based that meet APR Design Guidelines and cleanly removed from PET during recycling process.

#### Current Packaging



- Seal and snap of lid must prevent leakage.
- Label must be PP or PE based and clearly removed during recycling process.



- Label must be PP or PE based and clearly removed during recycling process.
- Reduce plastic where possible.



- Label must be PP or PE based and clearly removes during recycling process.
- Remove excess packaging such as paperboard bellyband

#### Additional Packaging Considerations

- Increase PCR content
- Minimize footprint / size of plastic packaging
- Reduce plastic weight
- Eliminate non-functional packaging
- If tamper-evidence is required, consider PE based material or compliant label material
- How2Recycle





# Investing in Innovative Sustainable Food Solutions: **Plenty**

## The Future of Modern Farming

It's not about microgreens. Plenty's farms bring sustainable food that you actually want to eat while using a fraction of the water required by similar crops in the field.

[Our Farms](#)



**Plenty** is a proven leader in a new era of agriculture, one that offers pesticide-free, peak-flavor produce to shoppers every day of the year.



# Fire and Water: Managing Complex Tradeoffs to Support Agriculture and Sustainability

*Farming to Save Land, Air, Animals, Water and Farmers*



Walmart  Sustainability









# **MICHAEL PARRELLA**

**DEAN, COLLEGE OF AGRICULTURAL  
AND LIFE SCIENCES  
UNIVERSITY OF IDAHO**





**University of Idaho**

College of Agricultural  
and Life Sciences

# **Farming to Save Land, Air, Animals, Water and Farmers**

Michael P. Parrella  
Dean & Professor of Entomology

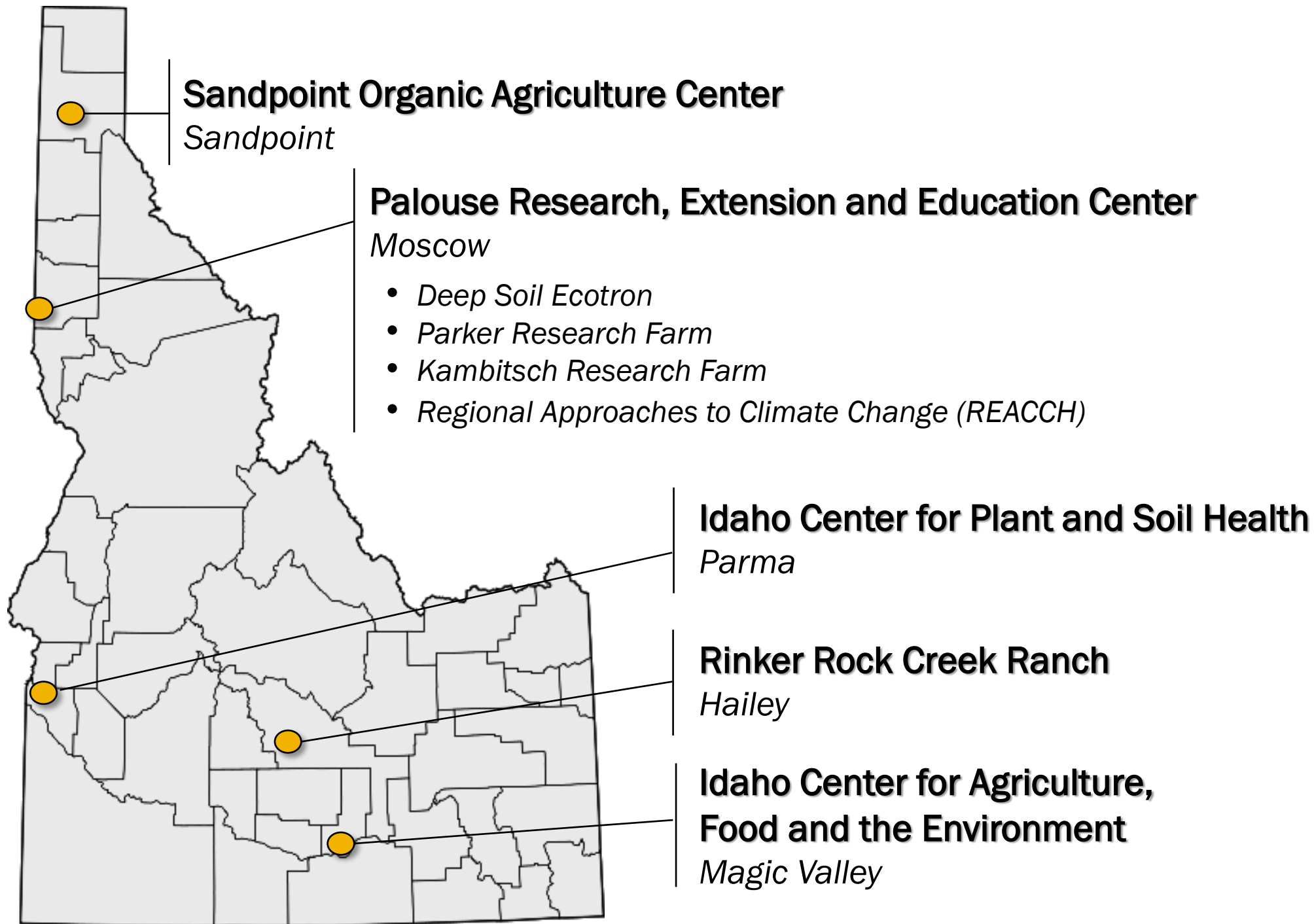
Farm Foundation Round Table Meeting  
June 10, 2022



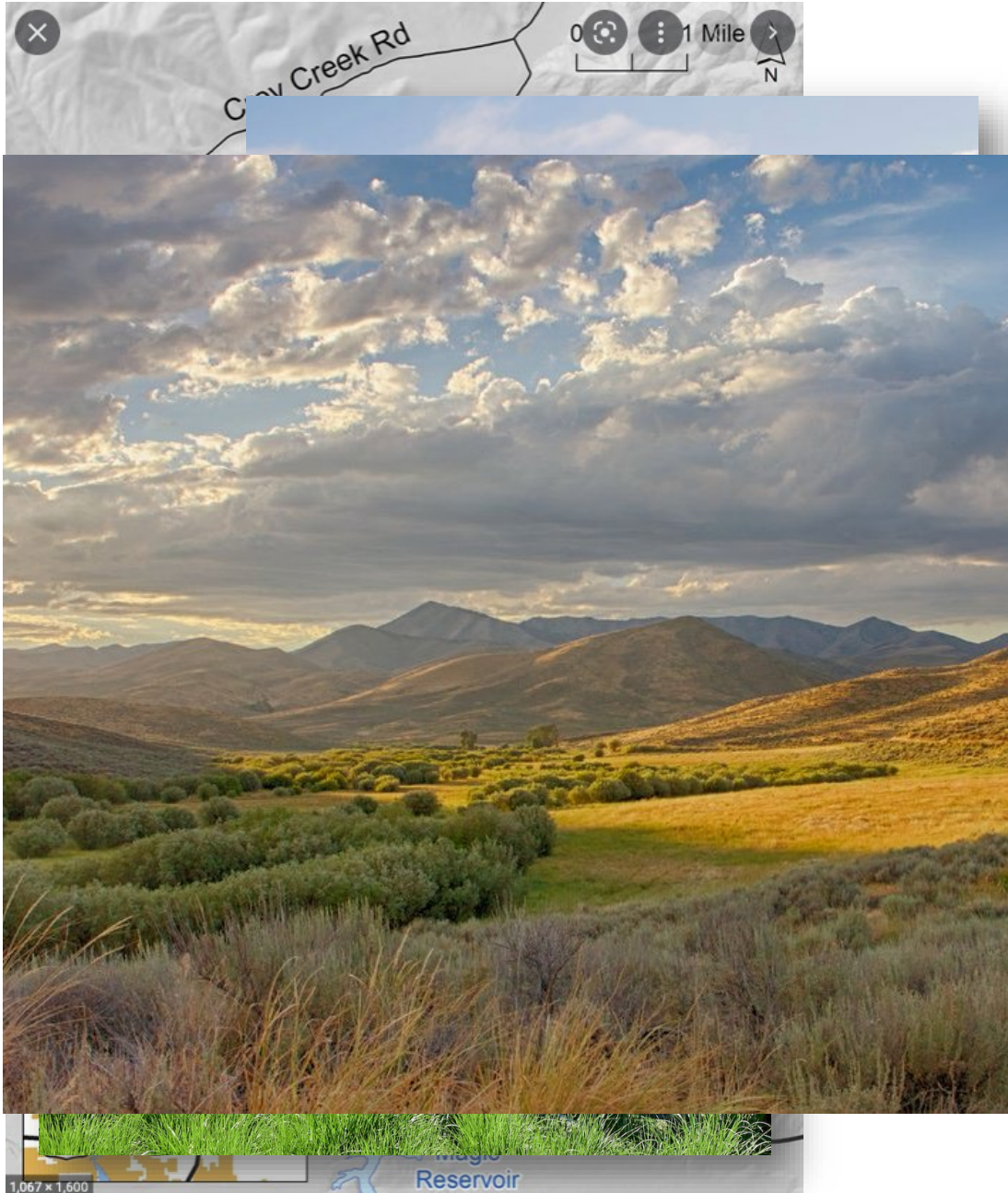
# OVERVIEW

- Statewide overview of relevant CALS projects
- Rinker Rock Creek Ranch
- Idaho Center for Agriculture, Food and the Environment









# RINKER ROCK CREEK RANCH

- **10,400-acre** living laboratory + 11,000 acres of surrounding BLM and state grazing allotments
- Research assists land managers across the West make informed decisions about how people **live, work** and **recreate** on rangelands
- Officially acquired in **2019**

More at: [uidaho.edu/rock-creek](https://uidaho.edu/rock-creek)



# RINKER ROCK CREEK RANCH

## DEFINED BY PARTNERSHIPS

- Jointly managed by the University of Idaho's **College of Agricultural and Life Sciences** and the **College of Natural Resources**
- **Supporting agencies** include: Bureau of Land Management, Natural Resource Conservations Service and U.S. Fish and Wildlife Service
- The **advisory committee** includes representatives from:
  - Idaho Cattle Association
  - Idaho Department of Fish and Game
  - The Nature Conservancy
  - Wood River Land Trust
  - Idaho Soil and Water Conservation Commission
  - Idaho Governor's Office of Species Conservation
  - Idaho Rangeland Resource Commission
  - Trout Unlimited



# IDAHO'S MAGIC VALLEY

- An 8-county region in south-central Idaho
- Refers to the construction of Milner and Minidoka dams and a series of irrigation canal systems on the Snake River during early 20th century
- “Magically” transformed what had been considered an uninhabitable area into some of the most productive farmland in the NW US
- Nearly 2 million acres of irrigated agriculture with typical crops including potatoes, sugarbeets, malt barley, beans, corn, forage crops, etc.
- Home to 400,000 of Idaho's 626,337 producing dairy cows



# THE WESTERN DAIRY DIFFERENCE

- **Animal Housing:**
  - Open lot animal facilities predominate in the West
  - Impacts the type of manure handling
  - Impacts emission rates and the technologies employed to reduce emissions
- **Diet & Climate:**
  - Animals are fed a higher amount of hay in the West
  - Results in higher crude protein and increased nitrogen in urine; if deposited in an open lot, urine is volatilized almost immediately
  - Semi-arid western environment results in a unique emission profile that is different from a cow fed a diet heavier in corn silage and housed in a free-stall barn in a relatively humid climate



# THE WESTERN DAIRY DIFFERENCE

- **Animal Density:**
  - Higher animal density in the West
  - Land associated with western dairies typically have a higher cow/acre ratio
  - This density of animals, together with the use of a broad array of many feed stocks, creates unique nutrient management considerations
- **Irrigation**
  - Nutrient management strategies must be developed across a diversity of irrigated crops typical of the Magic Valley



# IdahoCAFE

Center for Agriculture, Food and the Environment

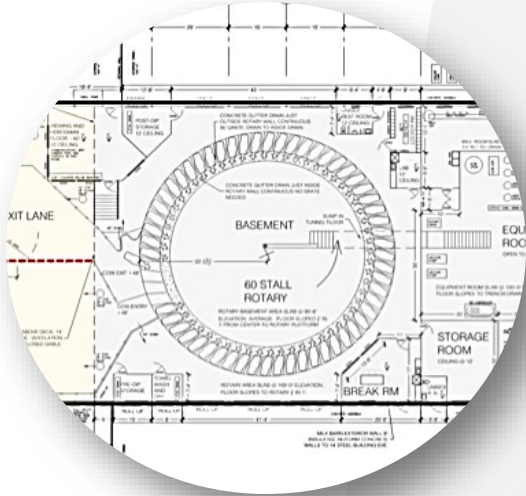


The **Idaho Center for Agriculture, Food and the Environment (CAFE)** will be the country's **largest** and **most advanced** research center targeting the dairy and allied industries. The dairy will have a herd size of **2,000 animals** and will be located in the heart of the state's dairy producing region. While research data generated at CAFE will have broad implications across the U.S., the **semi-arid environment** where most of Idaho's dairies are located will make CAFE's research indispensable in the **water-constrained West**.

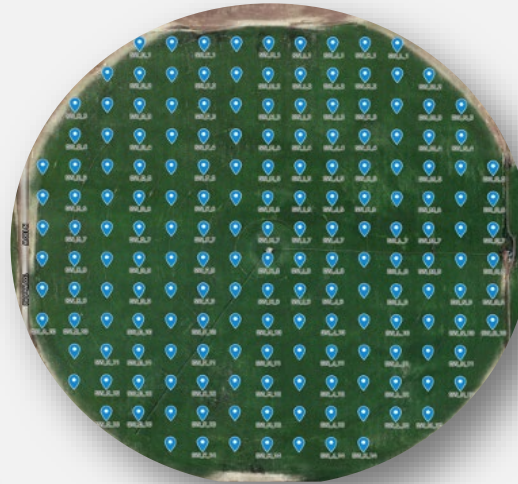
Through applied **research, teaching** and **Extension**, CAFE will be a sustainable agriculture system focused on providing global solutions to ongoing issues facing agriculture, food, the environment and society now and for years to come.



# COMPONENTS OF CAFE



RESEARCH  
DAIRY



DEMONSTRATION  
FARM



DISCOVERY  
COMPLEX



FOOD PROCESSING  
RESEARCH



WORKFORCE DEVELOPMENT  
2+2 DEGREES



See corresponding article on page 1254.

## **Red and Processed Meat Consumption: What's at Stake?**

Kathryn E Bradbury

National Institute for Health Innovation, School of Population Health, University of Auckland, Auckland, New Zealand

Colorectal cancer is the third most common cancer world- wide, with 1.9 million new cases in 2020 (12). Furthermore, given that around a third of global greenhouse gas emissions are attributable to the food system, including a considerable contribution from methane from ruminant animals (13), failing to reduce global meat production and consumption is a high- stakes approach: both for the health of the population and the planet.





**University of Idaho**

College of Agricultural  
and Life Sciences

**THANK YOU**

Michael P. Parrella

Dean and Professor of Entomology

[mpp@uidaho.edu](mailto:mpp@uidaho.edu)









# **DAVID MCDONALD**

**PRESIDENT AND COO,  
OSI GROUP, LLC**





# Partnering with a Purpose

**Dave McDonald**  
President & Chief Operating Officer  
OSI Group





# OSI Group Overview

One of the world's largest privately-held **food manufacturers**

A **family atmosphere** dedicated to the noble cause of helping feed the world

The company behind **globally recognizable** foodservice and retail brands

Committed to a culture of food **safety and quality**



HEADQUARTERED IN

## United States

OPERATIONS



**111** years in business



**57** facilities



**18** countries

SELL PRODUCTS TO



**77** countries



# OSI Values & Commitments



## Our Vision

---

OSI aims to be the **premier global food provider** to leading branded companies.



## Our Mission

---

To be an **indispensable supplier and partner**, putting the customer at the center of everything that we do.



## Our Values

---

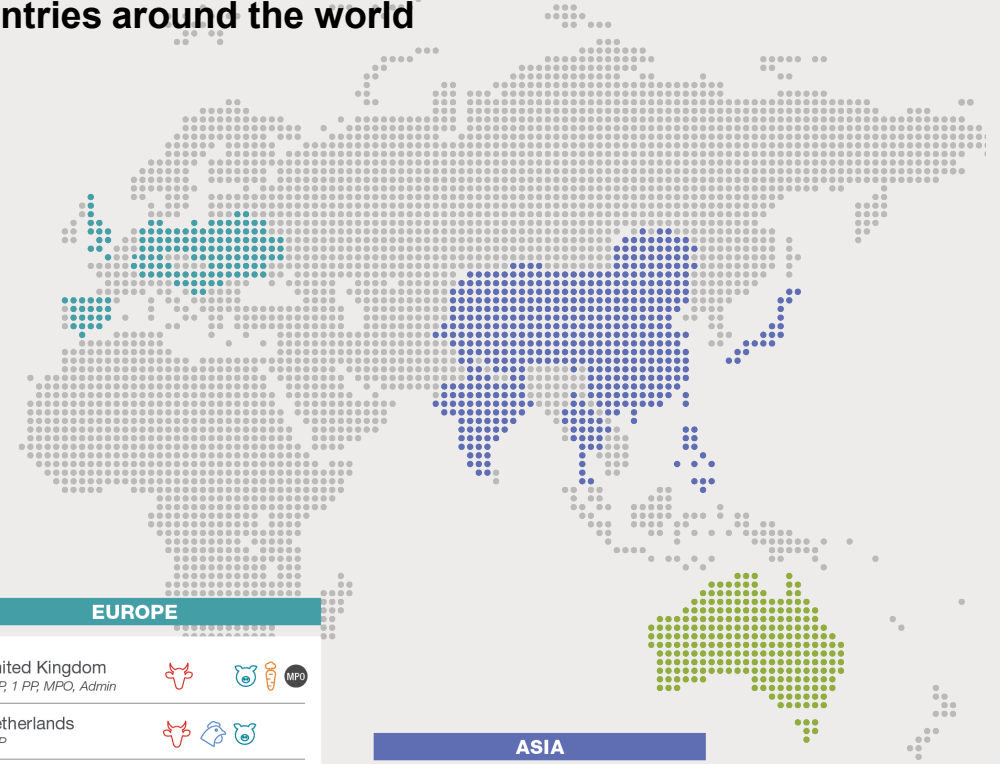
**Our core values help drive the way OSI approaches our operations.**

- Act With Integrity
- Put People First
- Steward Our Resources for Future Generations
- Seek Partnering Relationships
- Strive To Continuously Improve
- Explore Innovative Solutions
- Work Together As A Team










# Global Overview









OSI Group operates 57 facilities in 18 countries and territories and sells products in 77 countries around the world



## KEY

-  Beef
-  Chicken
-  Pork
-  Fresh Produce
-  Vegetables
-  Specialty
-  MPO Trading Office
- FP** Further Processing
- PP** Primary Processing
- R&D** Research and Development
- Admin** Administrative






















## NORTH AMERICA

Canada 2 FP	   
United States 9 FP, 2 PP, R&D, 2 Admin	    















## SOUTH AMERICA

Brazil 1 MPO	
-----------------	--

## EUROPE

United Kingdom 5 FP, 1 PP, MPO, Admin	   
Netherlands 2 FP	  
Germany 5 FP, 2 PP, Admin, MPO	    
Poland 1 FP, 1 PP	
Hungary 1 FP	
Ukraine 1 FP, 1 PP	 
Spain 2 FP	 
Austria 1 FP, 1 PP, 1 MPO	  

## ASIA

India 7 FP	   
China 3 FP, 1 PP, Admin	  
Thailand MPO	
Taiwan 3 FP	  
Philippines 1 FP	 
Japan 1 FP	

## AUSTRALIA

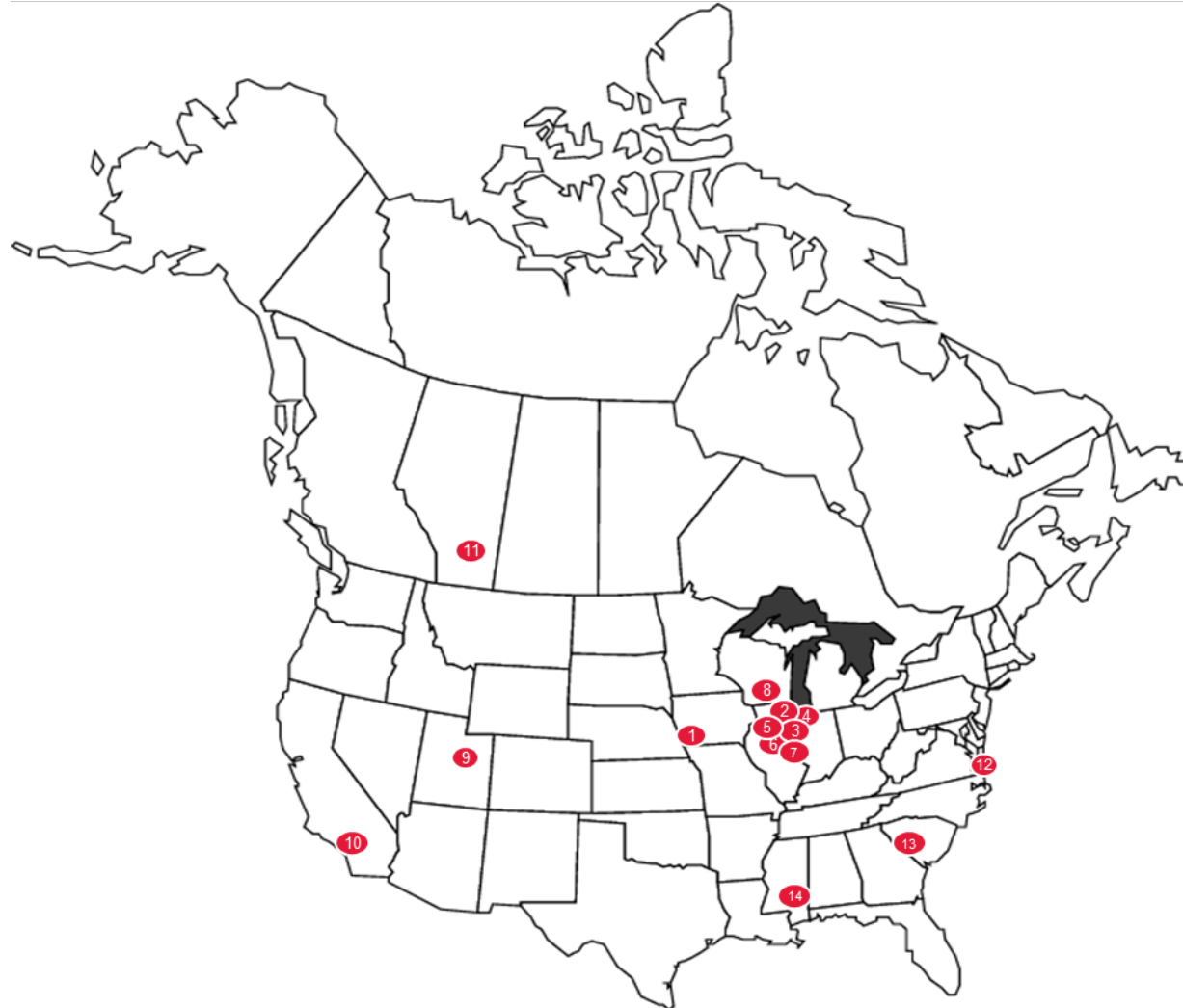
Australia 2 FP, 2 PP	 
-------------------------	---





# OSI North America

## Processing Facilities



Further Processing		
1	<b>OSI Oakland</b> Oakland, IA	Beef, Pork, Poultry
2	<b>OSI Chicago Racine</b> Chicago, IL	Beef, Pork, Beans, Salsa
3	<b>OSI Chicago Ashland</b> Chicago, IL	Taquitos, Plant Protein, Poultry, Soups, Sauces
4	<b>OSI Major Avenue</b> Chicago, IL	Beef, Pork, Poultry, Plant Protein
5	<b>OSI Geneva</b> Geneva, IL	Retail Tray Pack, Meats, Sauces and Pasta
6	<b>OSI West Chicago</b> West Chicago, IL	Beef, Pork, Plant Protein
7	<b>OSI Enterprise</b> West Chicago, IL	Beef, Pork Salsa
8	<b>OSI Fort Atkinson, WI</b> Fort Atkinson, WI	Beef, Pork, Poultry, Plant Protein
9	<b>OSI West Jordan</b> West Jordan, UT	Beef, Pork
10	<b>OSI Riverside</b> Riverside, CA	Beef, Salsa, Vegetables
11	<b>OSI Select Ready Foods</b> Edmonton AB, Canada	Fully Cooked Beef & Pork, Ground & Frozen Beef
Primary Processing		
12	<b>Amick Farms</b> Hurlock, MD	Poultry
13	<b>Amick Farms</b> Batesburg, SC	Poultry
14	<b>Amick Farms</b> Laurel, MS	Poultry





**Farmers and ranchers have pursued sustainability for centuries.**

**Passing on land to generations you have not even met causes you to think about how to be a true steward of the land that has been entrusted to you for only a short period of time.**













# QUESTION AND ANSWER

---

**JOLYN RASMUSSEN**  
**J.R. SIMPLOT COMPANY**

**DAVID MCDONALD**  
**OSI GROUP, LLC**

**DEAN MICHAEL PARRELLA**  
**UNIVERSITY OF IDAHO**

**WYNN PETERSON**  
**WALMART**

*TO ASK A QUESTION, USE THE MEETING  
APP OR USE ONE OF THE MICROPHONES  
IN THE AISLEWAY.*



