

Hiland Ice Cream Norfolk, Nebraska Facility: A Commitment to the Environment

Overview

The Hiland Ice Cream plant in Norfolk, Nebraska, has demonstrated its commitment to the environment by partnering with Pratt Industries, a leader in sustainable packaging. Hiland has received the Environmental Impact Award for two consecutive years, reflecting the positive environmental outcomes achieved through this collaboration.



Sustainable Practices and Impact

By sourcing 100% recycled paper for its packaging from Pratt Industries, Hiland supports a circular economy, reducing dependency on virgin materials and promoting resource conservation. Recycled paper can be reused up to 5–7 times, enhancing the environmental benefits. Additionally, the biodegradable nature of the packaging reduces its potential harm compared to non-recyclable materials.

Key contributions through this procurement include:

Here are some key environmental benefits achieved in 2022 and 2023 through this partnership:

- **Saving approximately 683,000 gallons of water.**
- **Reducing CO₂ emissions by 98 tons.**
- **Preserving 1,659 trees.**
- **Diverting 322 cubic yards of waste from landfills.**
- **Saving 390,240 kilowatt hours of energy.**

These benefits are realized upstream, emphasizing the positive environmental impact of responsible sourcing.

683,000



gallons of water saved
by using recycled paper

1,659



trees were saved due
to the recycled
packaging materials

98 tons



reduction of
CO₂ emissions





"At Hiland, we are committed to reducing our environmental footprint and promoting a healthier planet. Our partnership with Pratt Industries underscores our dedication to innovation and sustainability," said Doug Hicks, general manager of Hiland Ice Cream.



Electric consumption
has decreased by

390,240 kWh



322
cubic yards of waste
diverted from landfills

Learn More Explore Hiland's sustainability initiatives at hilanddairy.com/sustainability.