

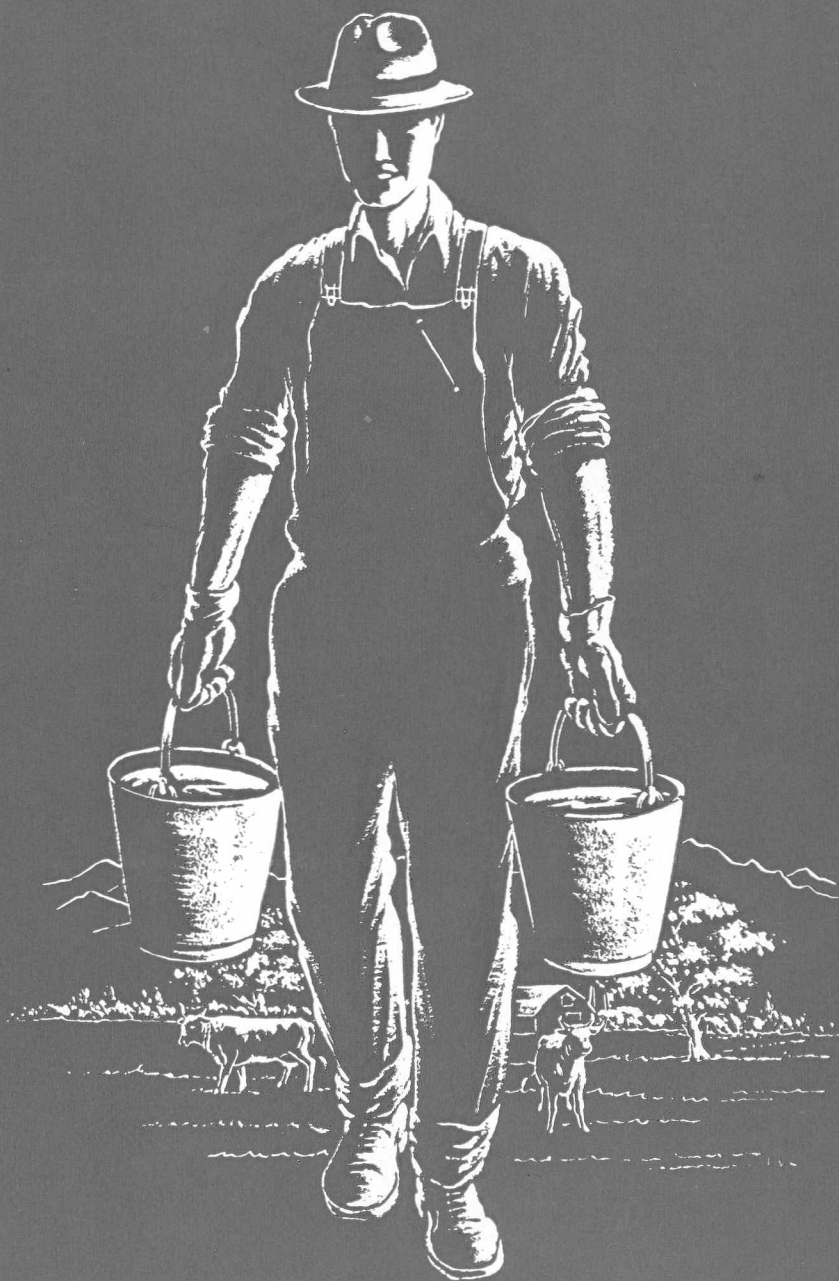
★ ★ ★ ★ FRASER VALLEY MILK PRODUCERS' ASSOCIATION



THE FIRST

40

1917 - 1957



"Today Takes in Account the Work of Yesterday."

— ROBERT BROWNING.

FORTY YEARS

FRASER VALLEY MILK PRODUCERS ASSOCIATION

TELEPHONE DICKENS 6411



CABLE ADDRESS "MILK PROD" VANCOUVER

405-425 WEST EIGHTH AVENUE
VANCOUVER 10, CANADA

Dear Friends:

Yes . . . forty years is a long time. Well, that is the time gone by since the inauguration of the Fraser Valley Milk Producers' Association in 1917.

To the founders and farm leaders of the day, forty years hence was an unpredictable future down a new road of farm economy . . . but, nevertheless, a future envisioned and planned on the realization that collectively they could improve their standard of living where they had failed as individuals.

They were entering an uncertain future . . . filled with hopes and ambitions; endowed with a courage to proceed in the knowledge they possessed; steeled with a determination to create an instrument of real value; setting their sights and dedicating themselves for the betterment of the dairymen's lot . . .

"And that is what they did."

After forty years of remarkable growth, we pause in a busy workaday life and look back to see the results of cooperation, the plans and finished drawings of an architect . . . facilities for collecting everyone's milk at the farm; building plants to process and manufacture it; developing new markets to absorb it; encouraging milk production, improving quality; setting grade standards; creating new products and carrying out vital research. Small enough to make mistakes and always big enough to correct them, the F.V.M.P.A. has progressed steadily over the years.

This brochure . . . "the working papers of forty years of activity" . . . presented in pictorial form, vividly portrays what can be done by cooperative effort. It is evidence of the worth of this effort to the economic and social well-being of the dairymen concerned, and to the economy of British Columbia.

PRESIDENT,
Fraser Valley Milk Producers' Association.

How It All Began



First President E. D. Barrow speaks to early picnic.

A VISION TO REALITY

Before 1913, dairy farmers in the Fraser Valley found themselves facing bankruptcy. Chaotic milk marketing conditions had created a desperate financial situation for hundreds of farm families.

Farmer testimony at the Royal Commission Milk Inquiry (1955-56) described their intolerable position. Said one witness:

“The dairies would shut off a milk shipper on a day’s notice. If you went to enquire about a market for your milk, if they did not like you, they would just say, ‘we don’t want your milk’, and before you were out the door, they would pick up the phone and tell the other dairies not to take your milk.”

And from another farmer:

“Frequently a farmer would wait for weeks, then go to town and find the dairy closed up and the operators had skipped the country . . . a favourite trick was to fail to return the cans.”

Transportation advances in the Fraser Valley had opened up new sources of milk for the metropolitan area. In 1909, the B.C. Electric completed its interurban line to Chilliwack. When this company, along with the C.P.R., put on milk trains, the first competition occurred for Sea Island and Lulu Island farmers who had previously enjoyed an exclusive Vancouver milk market. Now up-Valley dairymen were able to ship into the metropolitan area. City distributors used this new milk as an effective club over the heads of all Mainland producers.

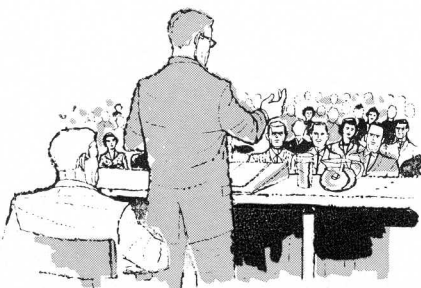
Prior to the advent of the milk trains, the price was around \$2.00 per can. By playing one area against another, the distributors soon forced the price down to \$1.00 per can less up to 30 cents a can freight. Producers would receive “stop-delivery” notices without warning. Thousands of gallons of milk were fed to the hogs.

Then Came Cooperation

Farmers at both ends of the Valley soon realized the utter futility of working against each other to the benefit of the city milk dealer. It was a natural sequence that the oppressed should band together.

Although true individualists, the men of the land can be firm cooperators when trouble strikes their group. After all, these were the same people who joined together for silo-fillings, threshings and raising a neighbor’s barn.

Out of the turmoil emerged a policy . . . a policy forged out of necessity and based on cooperation.



As in every movement, leaders were needed. Identified with this difficult period are names now long familiar to Valley dairymen . . . E. D. Barrow, W. J. Park, John Oliver, J. W. Berry and C. E. Eckert . . . names prominent in the history of British Columbia.

One of the first acts of cooperation was the formation of the Lower Mainland Milk and Cream Shippers Association. The group came from all sections of the Valley.

About this time the Provincial Government passed legislation to assist the establishment of cooperatives. The bill was called the Agricultural Associations Act.

On June 18th, 1913, a group of farmers representative of every district in the Valley, met in New Westminster and took out a charter under this Act to organize a dairy marketing cooperative. Authorized share capital was \$250,000.00.

The Fraser Valley Milk Producers' Association was born.

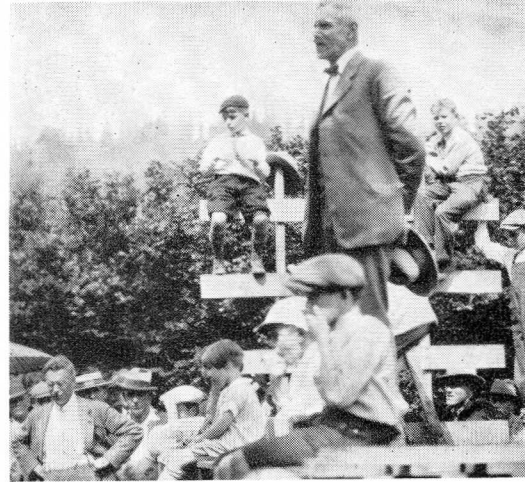
Business in 1917

Advent of a financial depression and the outbreak of World War I caused a delay in the start of operations until 1916. In that year meetings were held throughout the Lower Mainland. Plans were completed and on February 16, 1917, the F.V.M.P.A. was in business.

At first the F.V.M.P.A. was only a bargaining agency, dealing directly with the distributors who formerly dealt with individual farmers. The effect of the farmers working together is described in testimony by D. R. Nicholson before the Clyne Royal Commission Milk Inquiry.

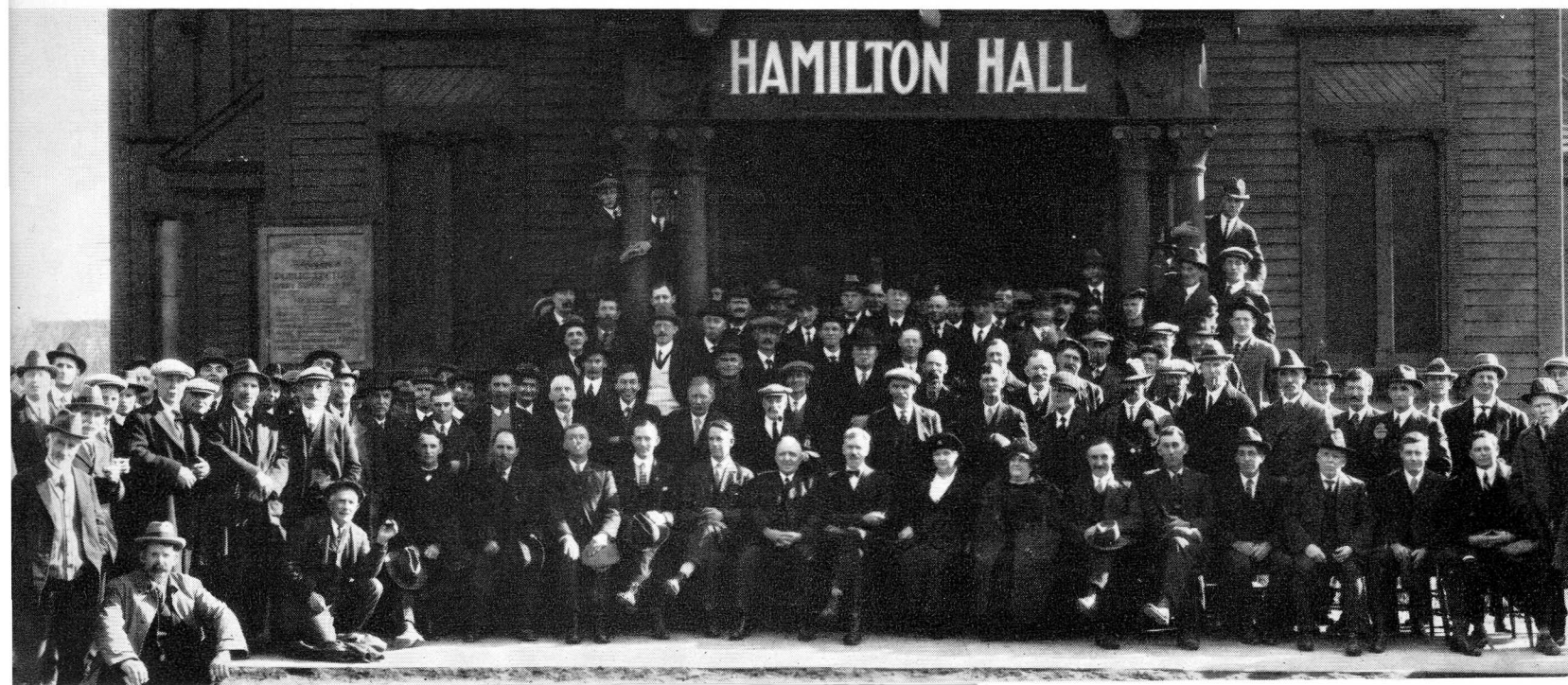
"During 1916, milk was being retailed on this fluid market at 10 cents per quart. In 1917 with 97 per cent of the production being marketed through the cooperative, it was possible to raise the price to the producer approximately 10 cents per pound butterfat, thereby giving some relief to the impossible situation, without raising the price to the consumer."

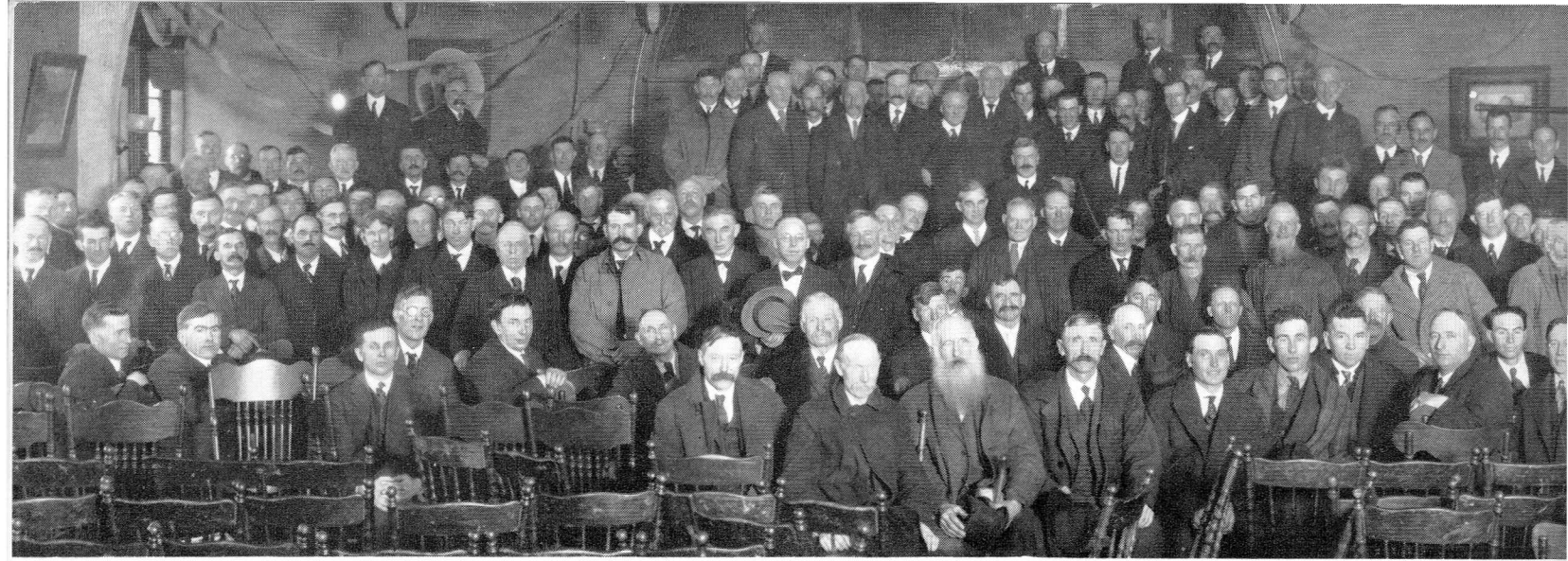
As milk production increased, the problem of surplus milk came to the fore. One of the first acts of the young organization was to rent three manufacturing plants. Initial operations began in plants owned



First Secretary W. J. Park.

The 1926 Annual Meeting was held in Vancouver's Hamilton Hall, an early day popular Association gathering place.





Many F.V.M.P.A. stalwarts of bygone days are shown in this picture of the 1924 Annual Meeting in Hamilton Hall.

by the Chilliwack Creamery Association, the Edenbank Creamery Association at Sardis, and in the Richmond Dairy Company on Hornby Street, Vancouver. By 1919, the authorized capital was increased and the two Valley plants were purchased.

At this time, two condensaries were operating in the Lower Mainland. Handling part of the surplus were the Pacific Milk Plant at Ladner and the Borden Company in the Atchelitz district near Chilliwack,

Build Surplus Plants

In April, 1920, a condensary was built at Delair near Abbotsford, the present site of the modern Pacific Milk Plant. The new facilities were leased to the Pacific Milk Company. In September, 1924, the Pacific Milk Company was bought by the Association after a \$400,000 loan was approved by the membership in general meeting. The Ladner and Delair plants were taken over and placed under F.V.M.P.A. management. By 1928, the Ladner operation was closed and the equipment moved into Delair.

In June, 1925, a Utility Plant was built at Sardis to consolidate under one roof the manufacture of butter, powdered milk and cottage cheese. Chilliwack Creamery equipment was transferred to this new plant.

An early F.V.M.P.A. picnic gathering. Each year members assemble for a plant "open-house", followed by a picnic.





With the Sardis Utility Plant in the background, a group of dairymen pose during a 1930 tour of the big milk factory.

Enter Retail Trade

The following year, in cooperation with several other dairies, the Association formed the Port O'Van Ice Cream Ltd. This company name was changed in 1938 to the Arctic Ice Cream and Dairy Company Ltd. In 1944, the F.V.M.P.A. became sole owner of the business, operating it as the Arctic Ice Cream Division.

First entry of the F.V.M.P.A. into the retail milk trade originated with the purchase of the Standard Milk Dairy Company on May 1st, 1919.

Reason for this action arose when the costs of distribution and the return the farmer received for his milk began to cause concern in the country. The spread was too great.

With a responsibility both to the consumer and its farmer members, the Association realized something had to be done. To find out what the spread should be, the Standard Company was purchased in partnership with Mr. Guy Clarke. It was re-named the Fraser Valley Dairies Ltd. In 1923, Mr. Clarke's interest was bought out and the F.V.M.P.A. assumed full ownership, with headquarters at the present 8th Avenue location.

Prior to the farmer becoming a distributor, the spread had been approximately 29 cents a gallon. In a short time it was proven that around 20 cents a gallon was an adequate figure to take care of distribution costs.

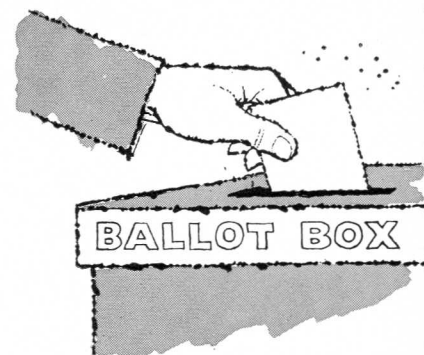
The year 1931 saw the formation of the Associated Dairies, an amalgamation of eleven fluid milk distributing concerns in Vancouver and including the Fraser Valley Dairies owned by the F.V.M.P.A. This new organization was in existence until December of 1943 when the Association purchased the remaining stock.

Operated today as the Dairyland Fluid Milk Division, this distribution outlet now serves over 50,000 home customers and several hundred wholesale outlets, as well as many Lower Mainland communities.



One Member, One Vote

Means 100% . . .



CONTROL BY MEMBERSHIP

Through democratic action, control of the F.V.M.P.A. organization is always in the hands of the membership.

Seven Directors, responsible for operating policy, comprise the Board of the Association. Four directors are elected in secret ballot each year from the membership at large; three for 2-year terms, and one for a 1-year term. Under this method, a continuity of policy is maintained, while at the same time allowing changes in personnel when desired by the members.

Each year, the Board of Directors elect by secret ballot from their number a President, Vice-president, Secretary and Executive Committee.

The entire membership of the F.V.M.P.A. is divided into 21 grass-roots organizations known as "Locals". Each Local has a President and Secretary. Meetings are held periodically, at which Association business is discussed and reports are heard from the Board of Directors.

As one of its important functions, the Local conducts a polling booth for the election of Directors. Presidents and Secretaries of all Locals meet quarterly with the Board of Directors in a "Council of Locals." At these meetings, F.V.M.P.A. operations are reviewed in detail, and opinions and recommendations from the members are heard. Local officers report back the discussions to their respective groups.

While the Locals and the Council of Locals have no official policy-making status, their value as a media to convey the ideas of the membership to the Board is immeasurable. In fact, a two-way traffic exists. The Board is able to keep the producers informed on current operations and industry matters. The membership is provided with a direct route to channel their wishes to the elected officers.

Each year an Annual General Meeting of all the membership is held in a convenient Valley location. Major policy for the coming year is decided at this meeting where every member, irrespective of the size of his operation, has one vote.

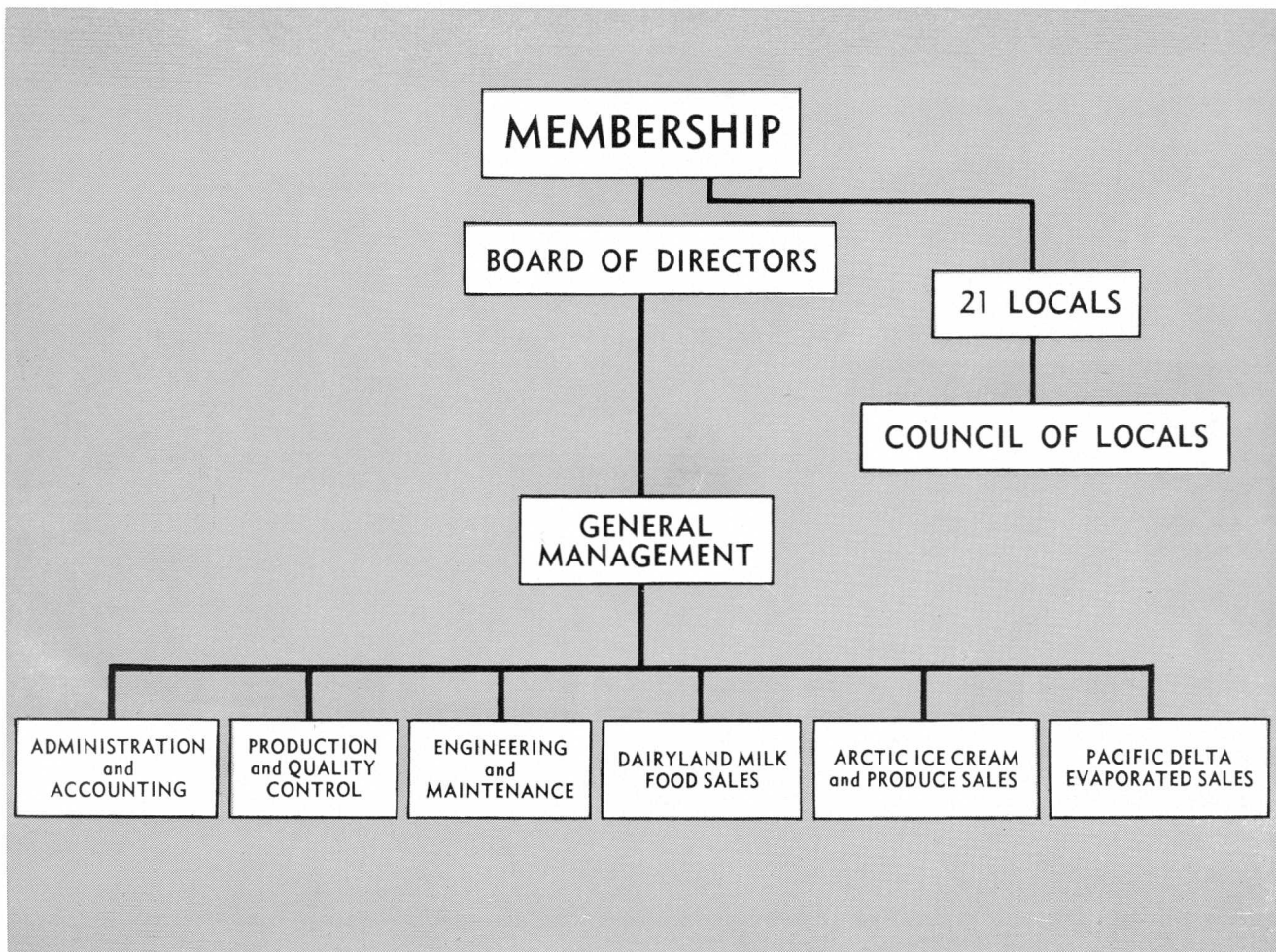
A section of the audience at the 1954 Annual Meeting held in Mission City.



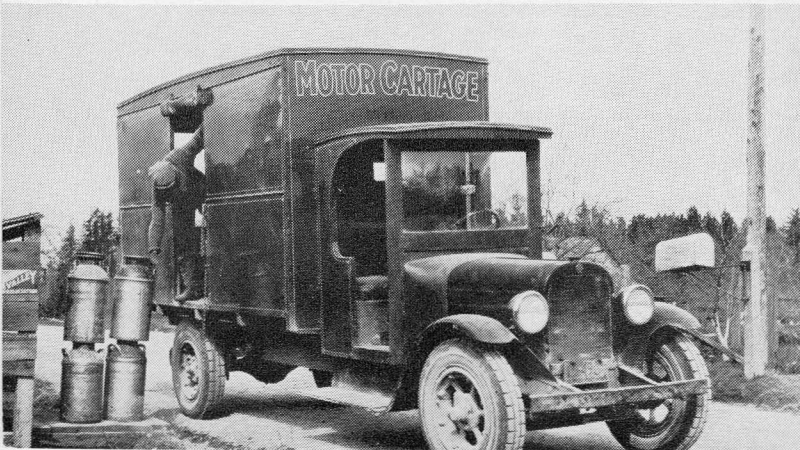
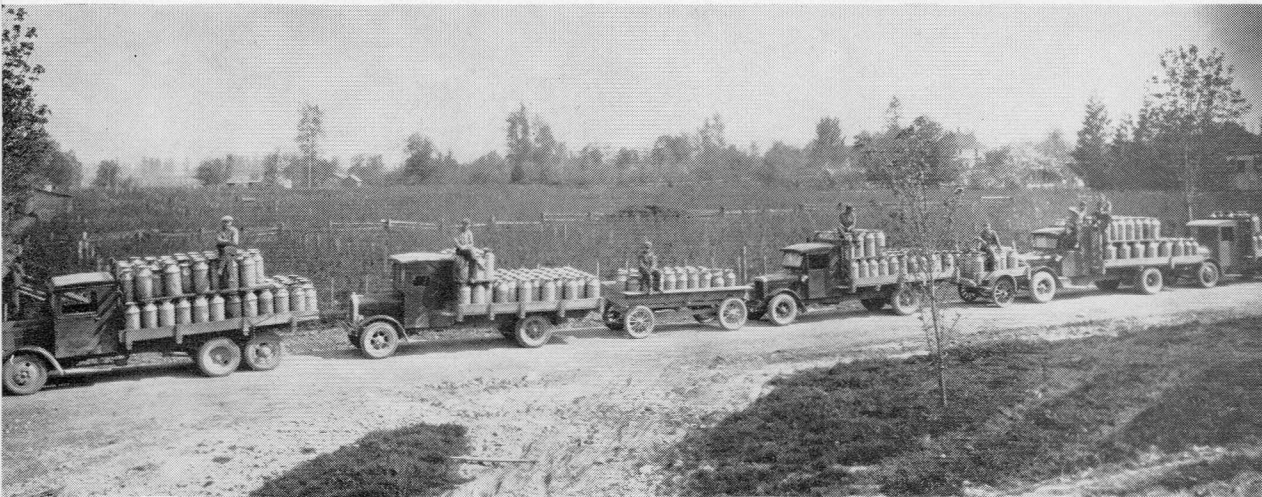
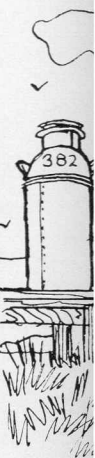
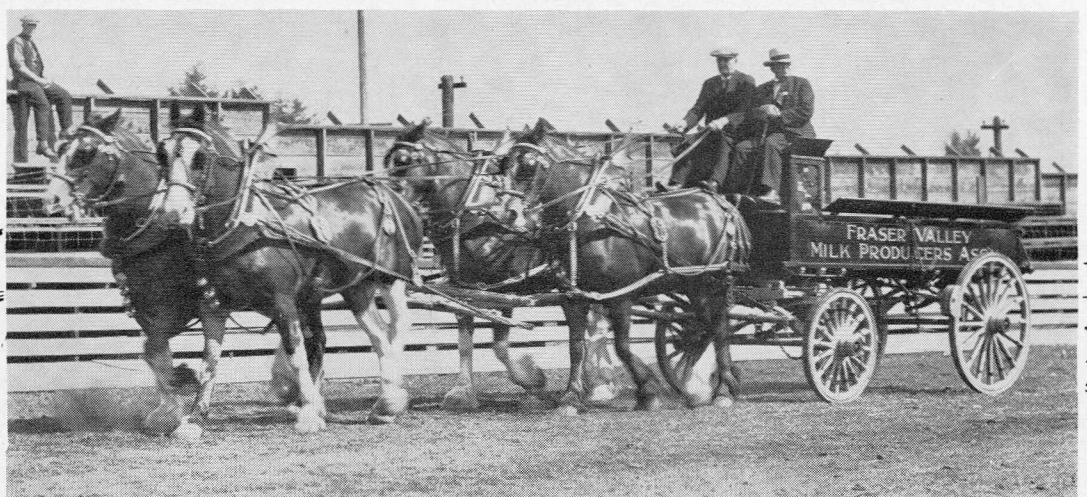
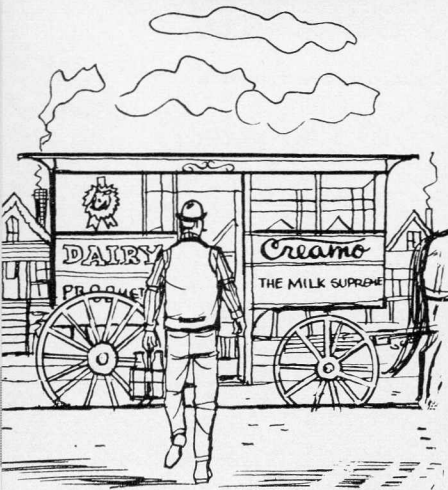


Over 1000 dairymen attend the annual meetings of the F.V.M.P.A. where the year's business and policies are reviewed.

F.V.M.P.A. Organization Chart



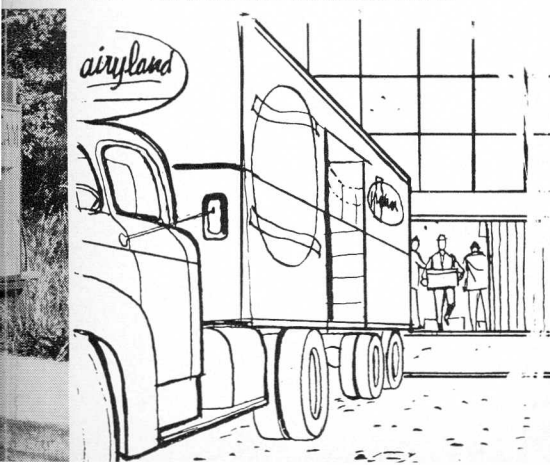
From HORSE and WAGON to .



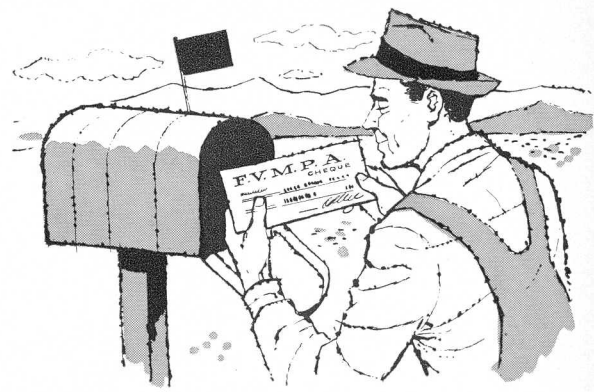
.. MODERN MILK TRANSPORT



When the F.V.M.P.A. commenced business back in 1917, the horse and wagon was widely used for milk hauling in the country and milk delivery in the city. Motor transport was a reality, but the numerous dirt and gravel roads, in some cases mere trails, did not lend themselves to travel by the hard-tired vehicles of the day. For many years, the C.P.R. and B.C. Electric operated milk trains to bring in much of the metropolitan milk supply. Today truck transportation carries the milk from farm to plant to consumer. Oddly enough, the country horse disappeared from the milk hauling scene before his city cousin. It was 1951 when the last horse pulled an F.V.M.P.A. milk wagon on Vancouver streets. But we must not forget that "Old Dobbin" still puts in a welcome farm appearance when the rare snow flies and the "engine variety" horsepower fails to function.



From Working Together,
a Modern Business



BUILT BY DAIRYMEN

Since the birth of the F.V.M.P.A. forty years ago, every dollar of capital has been supplied by its farmer members.

Complete ownership and control of the entire organization has always been in the hands of the membership.

When the Association was chartered in 1917, each producer member purchased shares on the basis of five shares of \$10.00 each for each daily hundred weight of milk shipped. Twenty per cent of the money was subscribed in cash with the balance paid over a 10-month period.

Capital in excess of \$71,000.00 was raised the first year from 848 members.

Later the membership investment was increased to \$200.00 per hundred weight of milk.

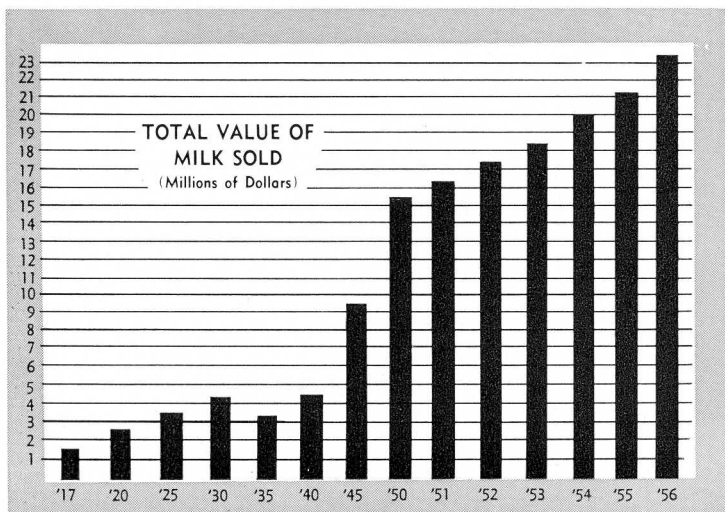
As the organization grew, a system of "Deferred Payments" deductions, allocated according to volume of milk shipped, was instituted to provide new capital. The member receives settlement for these deductions in the form of share and loan certificates redeemable in 15 years.

Three bond issues have been floated and retired.

No person may join the Association unless he is a producer of milk.

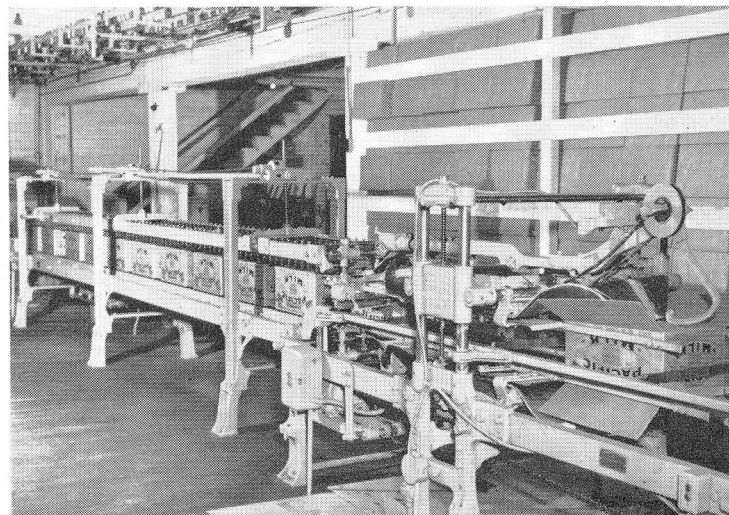
A new member must subscribe to 10 shares and contracts to ship all his milk production to the Association.

Helping to Build British Columbia's Economy



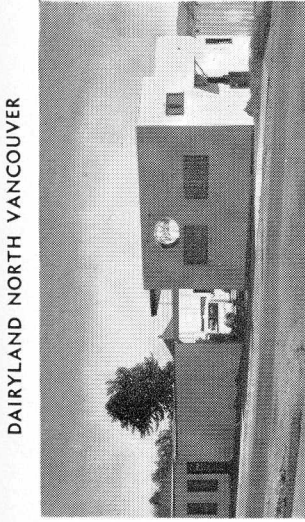
1917 - 1956

The Pacific Milk Assembly Line at Abbotsford

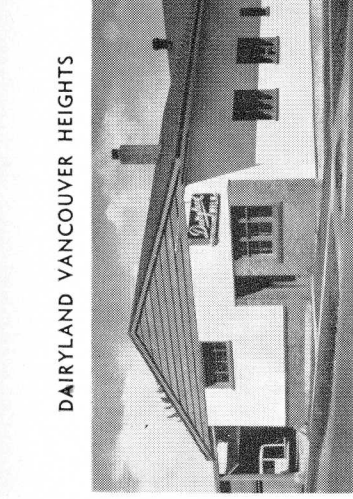




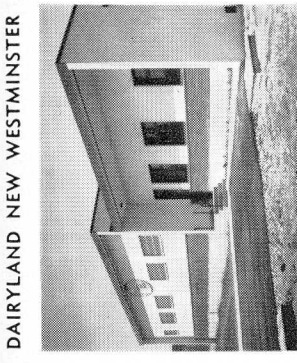
ARCTIC ICE CREAM PLANT VANCOUVER



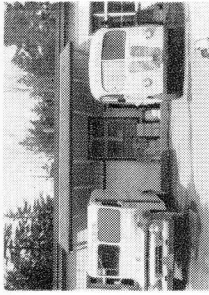
DAIRYLAND NORTH VANCOUVER



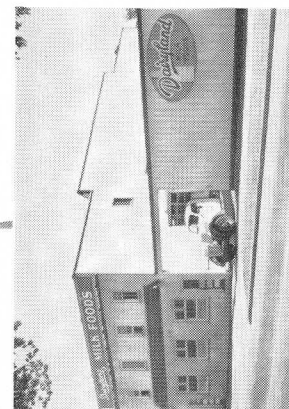
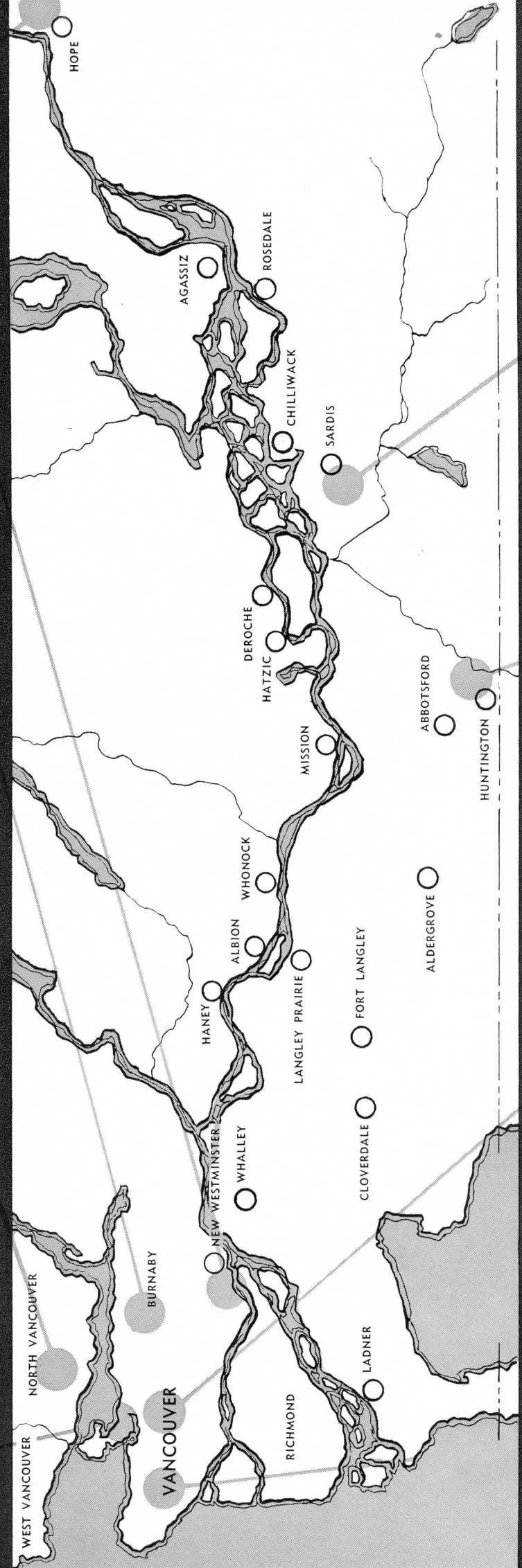
DAIRYLAND VANCOUVER HEIGHTS



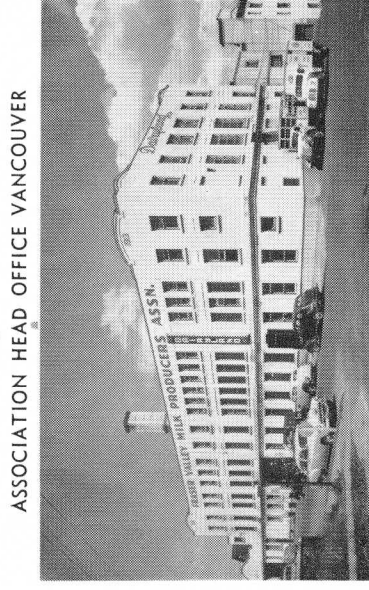
DAIRYLAND NEW WESTMINSTER



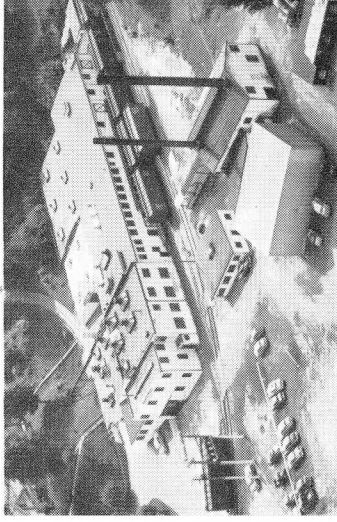
DAIRYLAND HOPE



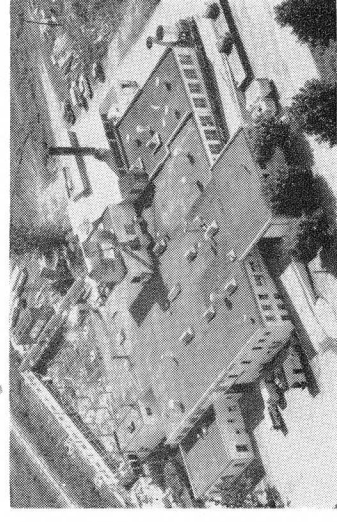
DAIRYLAND KITSILANO



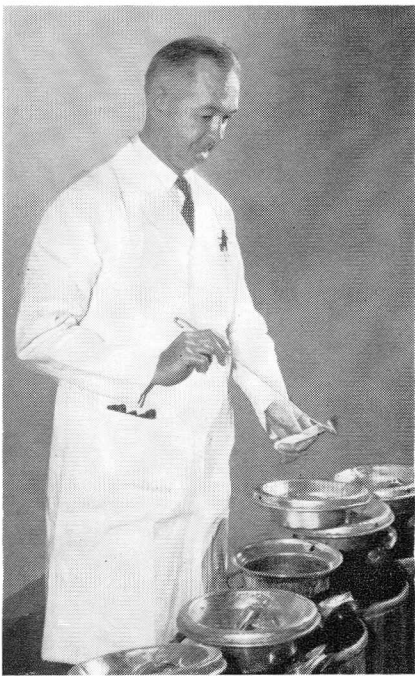
ASSOCIATION HEAD OFFICE VANCOUVER



PACIFIC MILK PLANT DELAIR



UTILITY PLANT SARDIS



Samples of each shipper's milk are taken as it enters the F.V.M.P.A. plant.

Since 1917

Serving the consumer with

QUALITY DAIRY PRODUCTS

It just didn't happen that today the 2600 dairymen members of the Fraser Valley Milk Producers' Association are daily producing over 95 per cent Grade "A" milk . . . milk that meets the Grade "A" specifications of Provincial and Municipal authorities.

The quality control story goes back many years . . . to 1923. The early leaders of the Association, supported by the membership, introduced a field service and employed a trained bacteriologist . . . a novel idea in those days.

The F.V.M.P.A. became the first dairy organization in Canada to employ a bacteriologist in a quality milk control program.

By 1925, the program was widened with the establishment of the first laboratory to check on the quality of milk being produced at that time.

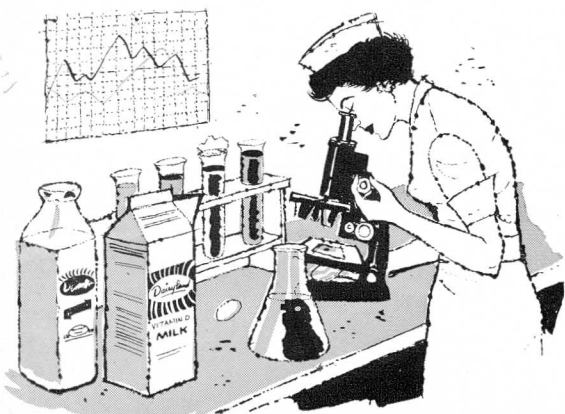
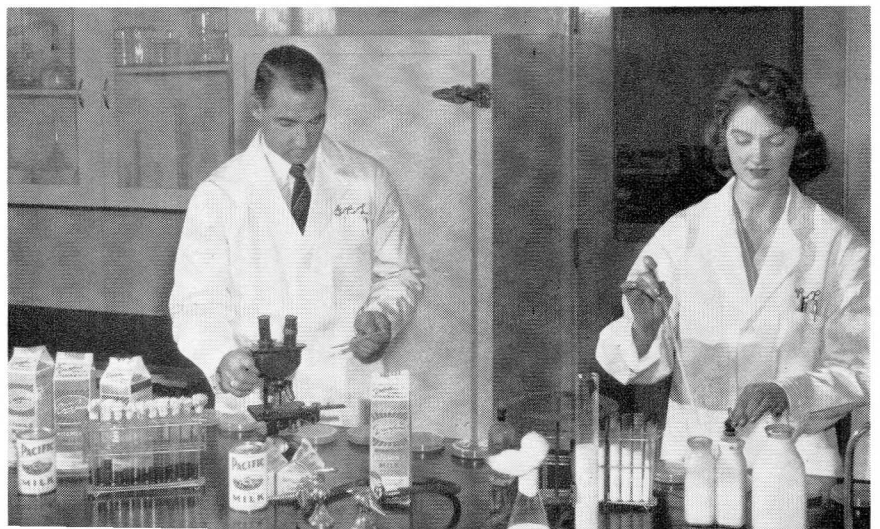
During the formative years of the Association, the efforts applied to improve milk grades were mainly of an educational nature. Field work on the farm, lectures at country meetings, and articles in the members' magazine "Butter-Fat" aided the producer in his quest for a quality product.

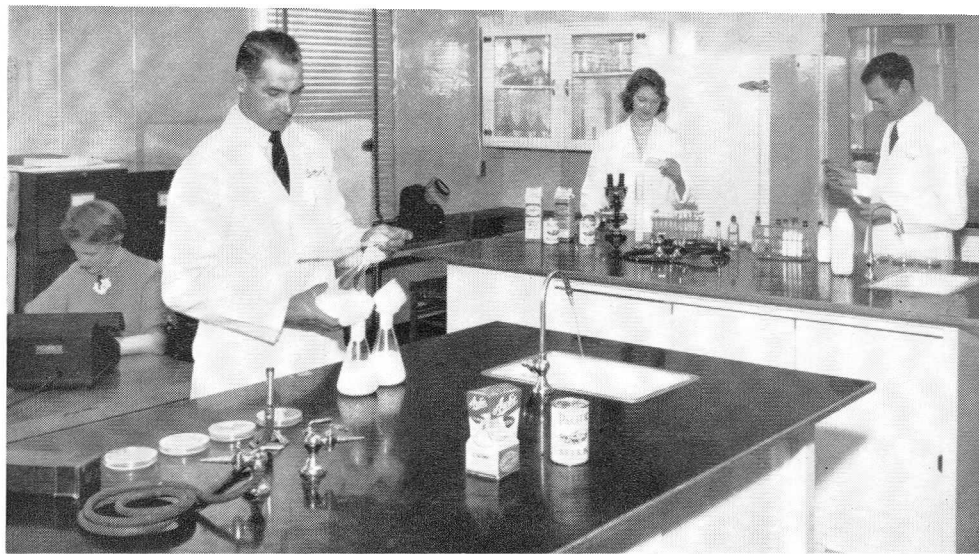
As the volume and business expanded, the directors foresaw the need to adopt additional measures to ensure a constant and adequate supply of clean, quality milk for the consuming public.

On August 31st, 1933, a system, approved by the farmer members, of paying for milk by grade, was instituted. Three classifications—A, B and C, were used. A price differential of 3 cents per pound butterfat was made between A and B. The Class C price was 9½ cents per pound butterfat below the "A" price. The "A" and "B" classification differential was later increased to 5 cents.

For 31 years the F.V.M.P.A. has retained only Grade "A" milk for the fluid market.

Association milk products are quality-tested daily in the modern laboratory.





The Central Laboratory is the F.V.M.P.A. Quality Control centre.

On October 31st, 1955, the Provincial Government passed legislation adopting the Resazurin test and specifying a bacterial count of not more than 200,000 for raw milk entering the fluid market.

The Association had established this standard one year prior to that date. Today 92% of its shippers are meeting the Grade "A" requirements for fluid milk as specified by law.

University-trained bacteriologists and technicians are daily directing their efforts towards maintaining and improving where possible, the quality of all Association products. This group is the largest scientific staff employed by any dairy organization in Canada, and one of the largest bodies of technical dairy personnel to be found in North America.

The Central Laboratory of the F.V.M.P.A. is located in the Head Office building at Vancouver. Quality control centre for the Dairyland Fluid Milk Division, it conducts over 100,000 bacteriological tests each year. Research studies on old and new products are carried out here. Other laboratories are located at the Pacific Milk Plant near Abbotsford and the Sardis Utility Plant. On-the-spot quality control of Pacific and Delta evaporated milk, butter, cottage cheese and powdered milk is directed from these centres.

Fieldmen, well-versed both in practical dairying and dairy technology, are stationed at the three main Association plants to help the producers with any quality control problems.

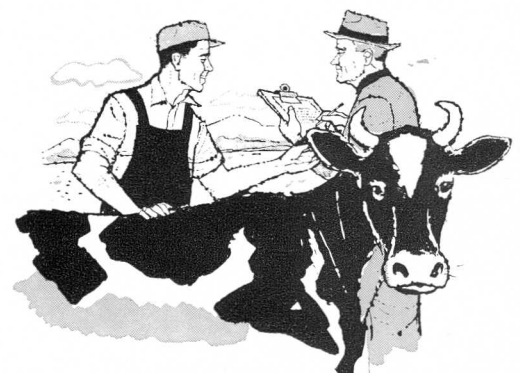
Constant research has given the F.V.M.P.A. leadership in the development of new dairy products and dairy industry innovations.

Among Canadian "firsts" were the adoption of the vacuum-packed evaporated milk can; the addition of Vitamin "D" to fluid milk; the introduction of the enamel-lined double seam sanitary style evaporated milk can; the processing of 3 to 1 concentrated milk; and the manufacture of buttermilk powder.

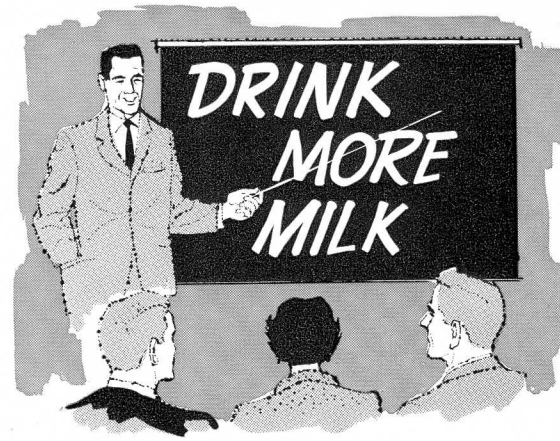
On the local scene, the Association scored "firsts" with the aluminum foil milk bottle cap, later replaced by the improved double seal protective milk bottle hood-and-cap.

The Instant Sweetmilk brand of powdered skim milk was one of the original instantized products to appear in Canada's stores.

Bacteriologist Determining Resazurin Milk Grades.



TELLING THE MILK STORY



Sales of Association products have risen steadily over the past forty years, thanks to continued consumer preference for quality dairy foods. In today's world, to gain public acceptance for even a quality product, it is necessary to let the people know about that product.

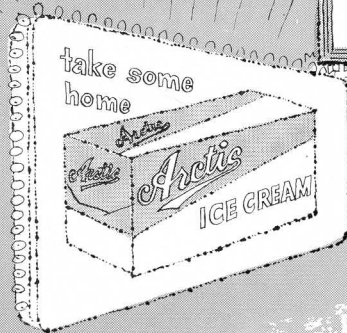
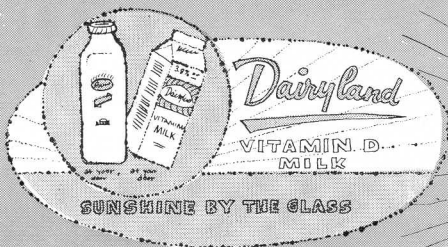
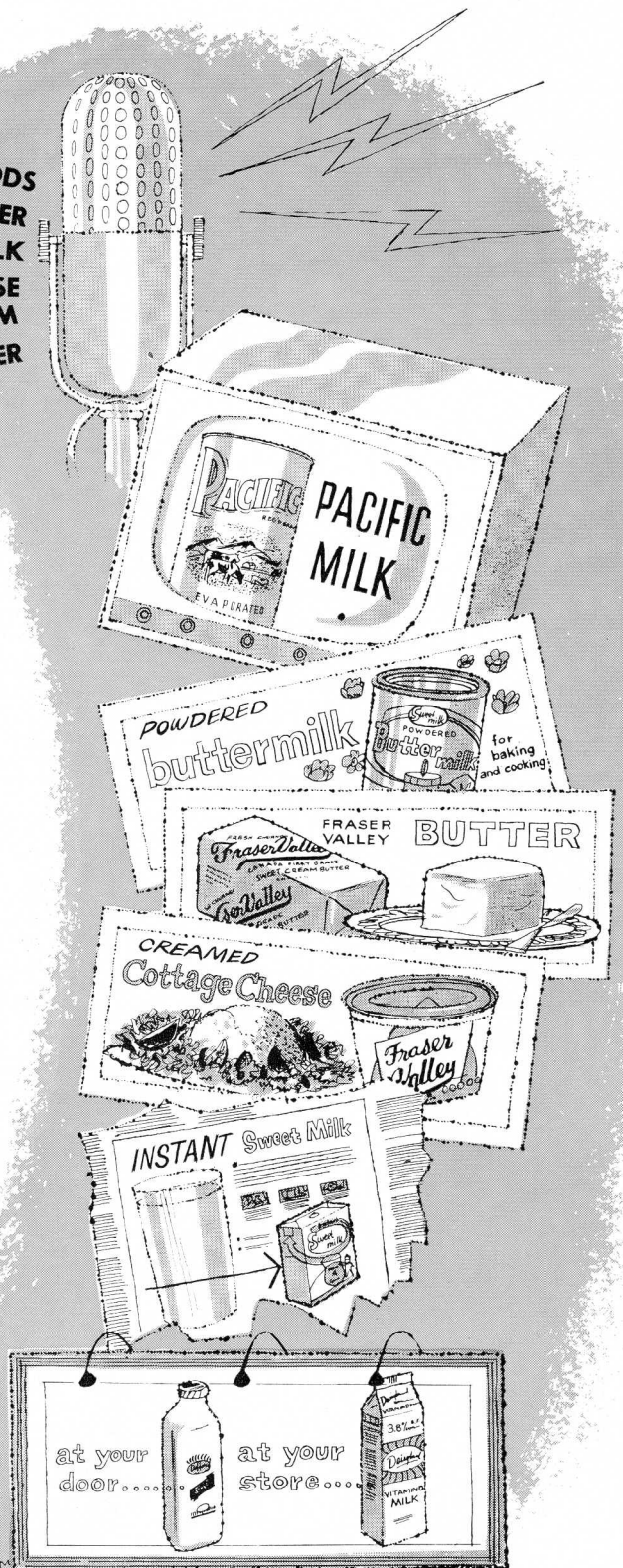
In telling the story of "nature's most nearly perfect food", the Fraser Valley Milk Producers' Association has always utilized the newest merchandising and advertising techniques.

The worth of the publicity programme, reflected by increased sales each year since 1917, has been recognized by international agencies. For many years, the Dairyland Fluid Milk Division has consistently carried off top awards in milk advertising competitions sponsored by the U.S. Milk Industry Foundation. Contest entries come from dozens of dairy companies, both large and small, located in every section of Canada and the United States.

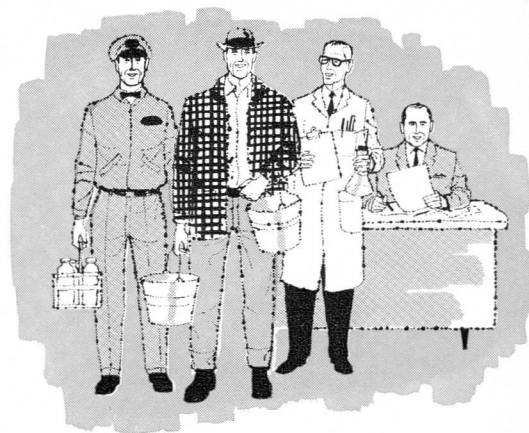
DAIRYLAND MILK FOODS
INSTANT SWEETMILK POWDER
PACIFIC and DELTA EVAPORATED MILK
FRASER VALLEY COTTAGE CHEESE
ARCTIC ICE CREAM
FRASER VALLEY BUTTER

In addition to using the conventional advertising media, the Association tells the milk story with illustrated brochures, recipe books, dairy food promotion pamphlets, motion picture films, window displays, and exhibits at fairs, exhibitions and meetings. Several types of public service printed materials are made available to schools, hospitals and other community institutions. For thirty-five years, the F.V.M.P.A. has published a monthly dairy industry magazine "Butter-Fat". Thousands of copies are mailed each month to farmer members; business, labor and industrial leaders; legislators; government officials and others throughout the North American continent and overseas.

Each year the Association joins with other Canadian dairy producer groups in support of the national dairy food advertising campaign of the Dairy Farmers of Canada organization.



Four Decades of



SERVICE TO THE COMMUNITY

As an important factor in the economic life of British Columbia, the Fraser Valley Milk Producers' Association is genuinely concerned with community service.

Fundamentally, its function is to process and market the huge volume of milk from its members' dairy farms. Out of this performance, which has continued, day in and day out without interruption for more than forty years, over \$285 millions have been contributed to the province's economy. Through snow and flood, drought and freeze-up, the F.V.M.P.A. team of members and employees has maintained a milk pipe-line to the consumer.

But what of responsibilities, both corporate and individual, outside the day to day delivery of milk?

The thousands of F.V.M.P.A. people recognize their opportunities for community service. Producer members and employees are willing participants in the activities of boards of trade, farm organizations, exhibition associations, service clubs, fraternal societies, school boards, PTA's, organized athletics, church work, elective government offices and youth groups such as 4-H, Boy Scouts, Girl Guides and FFC.

As a body, the Association's cooperative dairy farmers have acted together to sponsor various youth projects. A few of these are bursaries for university students, public speaking competitions for high school students, trophies and prizes for rural young peoples' 4-H and FFC clubs, music festival awards and team sports.

Throughout the four decades it has been in business, the "Fraser Valley" has consistently supported charitable, public health and community welfare programmes.

The Dairyland Reception Room—125,000 visitors welcomed here since 1931.





Community Workers . . . The Dairyland Glee Club.

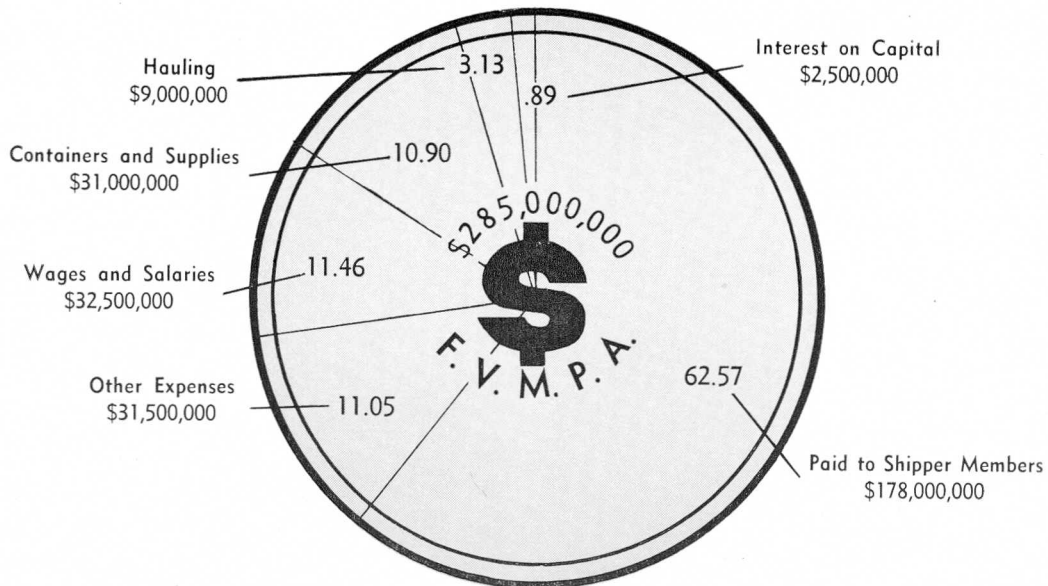
One facet of public service is exemplified by the operation of the Dairyland Glee Club, a much-in-demand group that provides entertainment for community organizations.

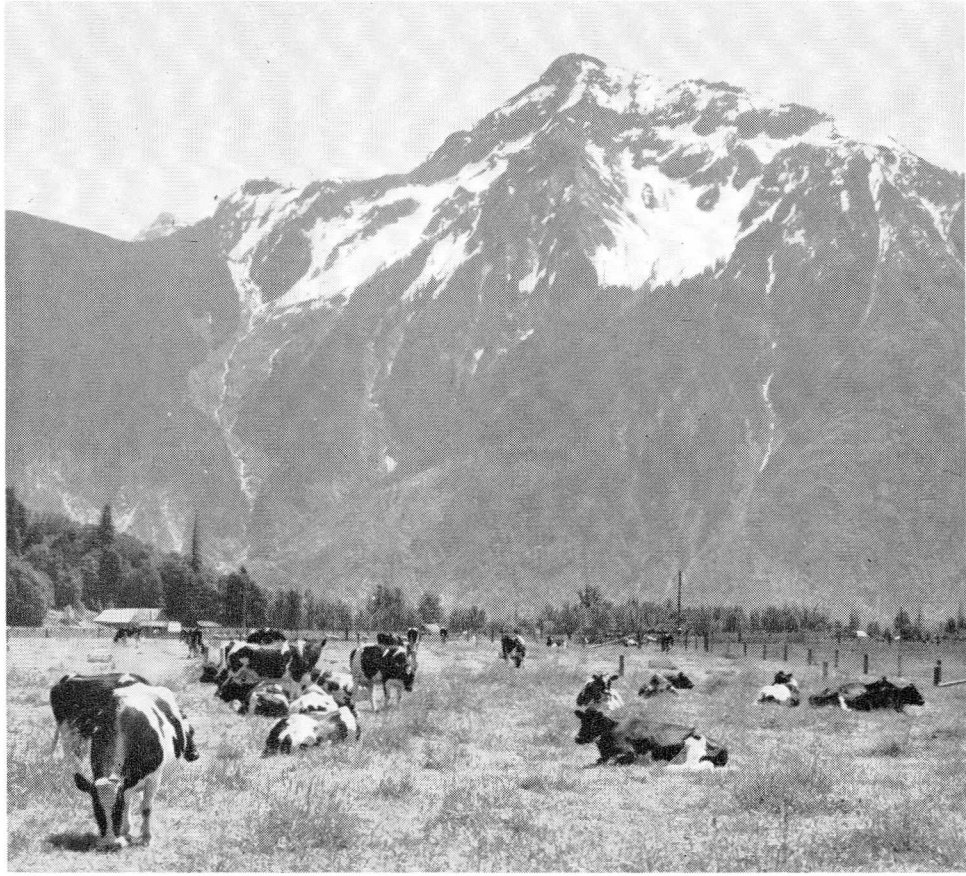
The Association was the pioneer of the 16 mm. motion picture field in British Columbia. During the early 1920's, audiences in every district of B.C. and Alberta were treated to the famous "Pacific Milk" shows run on Canada's first 16 mm. machine. Today, with modern equipment, the film presentations are available to city and country groups.

Plant tours and "open house" days have been part of the F.V.M.P.A. public relations programme for many years. Conducted tours are organized for school children, hospital dietitians and nurses, school teachers, farmers, church auxiliaries, industry trade groups, armed service personnel, delegations from foreign countries . . . to name but a few.

An idea then unique in North America was adopted by the dairy farmers cooperative back in 1931, with the establishment of the Dairyland Reception Room. Since that time, more than 125,000 people have visited this attractive room, located in the Vancouver Head Office Building. Here a motion picture, depicting all phases of the Association operations is shown almost daily during the year to community groups.

IN 40 YEARS . . .





“Tomorrow to fresh woods and pastures new.”

—JOHN MILTON.