Fraser Valley

Milk Break

1976

Milk break

JANUARY, 1976 VOL. 2, No. 1

Northern Branches Now Open at Terrace and Smithers

FAY GREENLAW, *centre, Branch Secretary, helped to greet the many guests who toured the Terrace depot on its opening day. At left is Branch Supervisor,* ROY OLIARNY *and at right, District Manager,* BILL INGLES.

Regional District Representative, EV CLIFT, *left, congratulates FVMPA President,* GORDON PARK, *at the official opening of the Smithers Depot.*

Milk from Bulkley Valley dairy farms will be distributed from these two new branch headquarters. The raw milk is processed at the Kitimat plant, then transported back to the Smithers and Terrace branches to serve their surrounding districts. Terrace, which is slightly larger of the two depots, supplies fresh milk as far North as Stewart, B.C.

Both branches have facilities for the storage of milk and frozen foods, of which about 400 different varieties are stocked for distribution to local retailers. Heated loading pads prevent ice and snow from forming in the truck bays. The fleet of trucks serving these centres are dual temperature vehicles which can be maintained at high or low temperatures, depending on the product being carried.

Surprise!

Dave Rosser, Marketing Department, will be ready for anything the next time he goes out on a mission of public service. Dave is the president of a local Tenant's Association in Surrey and was recently called out to assist some residents whose basements were flooded with about two feet of water. Entering the first basement, Dave was startled by a flock of ducks floating by. These turned out to be decoys. But in the next basement, he was really shaken when he looked down and saw a live boa constrictor about eight feet long swimming silently past his knees. Apparently the young woman who lived there neglected to tell anyone that she kept her pet snake in the basement.

Dairyland Triple Winner in Advertising Competition

Dairyland has been awarded three honours for excellence of newspaper, television and direct mail advertising by the Milk Industry Foundation of Washington, D.C.

The awards were presented to Dairyland at the 41st Milk Industry Foundation annual convention held this year in Montreal during the last week in October.

The Milk Industry Foundation comprises the major dairies in North America, and in conjunction with its annual convention, sponsors an advertising competition among its international members. Advertising submissions are judged by industry and government officials from both sides of the border.

The Dairyland television advertising honoured is the 60-second commercial that shows the development of a newborn calf to a milk-producing cow. It was filmed at the Van Leuwan farm near Abbostford and is now part of the corporate commercial schedule that is seen Monday nights on "REACH FOR THE TOP" on the CBC.

Last Spring's Dairyland yogurt newspaper series of four advertisements were similarly honoured as was the brochure distributed to Dairyland home delivery customers and prospects titled "Costs less than you think".

All the advertisements submitted to the Milk Industry Foundation were produced by the Dairyland advertising Department and were written by Advertising Manager **Sam Fogel.**

Grocery Product Coding

More and more food packages are wearing this look. What is it? It is the new Canadian Grocery Product Code, designed to increase efficiency at check-out counters of supermarkets.

The GPC symbol is a machine-readable identification consisting of a group of lines which represent ten numbers. The first five digits identify the manufacturer of the product and the last five identify the product itself.

Here's how it works. As the shopper places her purchases on the check out counter, the operator draws the code symbol across a scanner window. The scanner transmits this information to a computer where the price is assigned and sent back to the electronic cash register in milli-seconds. The register shows the price on a lighted panel and prints it on the cash register tape, together with the product name, prior to totalling the bill.

The main beneficiary of grocery product coding is the supermarket that installs these computerized registers. In addition to being faster and more accurate than the present system, it eliminates the need for price-marking each product in the store, a time consuming service now provided. It also gives better inventory control and a more systematic method of re-ordering products. Another point benefitting both shopper and shopkeeper is the elimination of mis-rings by the cashier.

The cost of implementing a fully automated system to an average sized supermarket is about 75 to 100 thousand dollars.

Food processors are now beginning to include this GPC symbol on their products as they order new packages. At Dairyland, all packages are presently being re-designed to include not only GPC but also metric measures and bilingual copy.

Consumers throughout Canada and the U.S. have not accepted G.P.C. with open arms. The majority of shoppers still want the price marked on every package and legislation has been passed in a number of U.S. states making mandatory price marking of every item in the supermarket.

However, grocery product coding is in effect now in several stores in Eastern Canada. It is expected that ultimately, all supermarkets will convert to this system. It is hoped that consumers will benefit indirectly by the increased efficiency and lower overhead costs to the retailers.

Associate Member of the Year award for the Food Services Executive Association was won in 1975 by Hotel Specialist, REG CLARKSON. *Reg was chosen for this award for providing an outstanding contribution to the Food Services Association.*

Refrigerated Trucks Improve Retail Service

Retail driver, BOB BLACKWELL *makes a regular delivery in Burnaby with one of the new large capacity refrigerated trucks. The vehicle also has automatic transmission and vacuum assist brakes.*

Dairyland's retail fleet has been upgraded with the addition of 17 new delivery vehicles. These larger trucks have complete refrigeration, which enables them to maintain the products at a cool temperature of 34 to 35 degrees. This has the added advantage of making it unnecessary to unload the trucks at night for product storage, as is done with the older vehicles.

The new trucks were purchased to handle an increasing volume of units carried on some of the routes. The present average count is 50 units a day, whereas in 1971 the average was 550. While a longer (9 hour) working day is responsible for part of this increase, the major portion of it can be attributed to more efficiency by route salesmen and quantity discounts offered to home delivery customers.

Two participating teams are seen here at the opening ceremony of the Dairyland Sportsmanship Hockey Jamboree. Officials at the event were: (centre back l-r) BOB HINDMARCH, *Director, Dairyland Hockey Awards Program,* GEORGE HRENNIKOFF, *FVMPA Merchandising Manager,* GORDON HOUSE, *Second Vice President BCAHA,* NEIL GRAY, *FVMPA General Manager,* DAVE ANDREWS, *technical director, BCAHA,* MIKE BISSELL, *Jamboree Coordinator.*

Branch Reports

Terrace and Smithers: **Gordon Park,** FVMPA President, officially opened the two new branches on December 5th at Smithers and December 6th at Terrace. In both branches, open house were held with local public, press and FVMPA members from the Bulkley Valley touring the new premises. Acting as hostesses for the event at Terrace were **Dianne Ingles,** wife of District Manager, **Bill Ingles, Jackie Oliarny,** wife of **Roy Oliarny,** Branch Supervisor, and **Faye Greenlaw,** Terrace staff member. At the Smithers opening, **Laura Fix,** wife of Branch Supersivor, **Ken Fix,** was hostess to the 150 people attending the tour and reception.

Prince Rupert: **Jim Carlson,** Branch Reliefman, organized a Christmas party for all staff at the Surf Supper Club. **Maurino Ruperto,** wholesale driver, received his Canadian citizenship on December 1, sponsored by branch employees, **Jim Carlson** and **Tom Cook.** Maurino moved directly to Prince Rupert in 1969 from Cosenza, a town about 22 miles South of Naples, Italy.

Prince George area: The depot at Vanderhoof has had extensive renovations including a new freezer and cooler, which, according to **Bob Frazer,** were welcome additions. Recently transferred to Vanderhoof is **Gary Hewison,** from Quesnel.

Sardis: Best wishes for a happy and healthy retirement were extended to **Faye Enns** on November 27, her last day of work. Faye has been a popular member of the Sardis staff, working as a lab assistant for the past 20 years and her happy disposition and outlook will be missed. Faye was presented with a retirement gift at the Social Club's 9th annual Christmas dance held November 28, with 126 people from the Sardis and Delair plants in attendance.

> The man was sitting at the lunch counter busily scribbling figures on a piece of paper. The cafeteria owner became curious and asked him what he was doing.
>
> "My wife is on a diet," replied the man, "and she told me she's losing four pounds a week."
>
> "So?" queried the owner.
>
> "So, if my figures are correct," explained the man, "I'll be completely rid of her in about 18 months."

Good Conduct Stressed at Hockey Jamboree

With 612 boys participating in the Dairyland Sportsmanship Hockey Jamboree, held in late December at the UBC Thunderbird Winter Sports Centre, representatives of the B.C. Amateur Hockey Association rated the event as one of the best ever for amateur hockey in Canada.

"It was a great idea and a great Jamboree", enthused **Dr. Bob Hindmarch,** UBC hockey team coach and coordinator of the Dairyland Hockey Awards program, one of the Jamboree's sponsors. "The youngsters, all House League players in the 13 to 14 year old age group, showed that amateur hockey can be played with sportsman-like conduct on the ice and with respect for fellow players, coaches and officials.

The prime aim of the Jamboree was to provide an opportunity for House League players to play in an atmosphere that emphasises the value of sportsmanship and participation in minor hockey rather than competition alone. Instead of the usual tournament competition, boys had the opportunity of forming teams with players from all over the lower mainland.

All players and coaches in the Jamboree were selected prior to the event on the basis of their sportsman-like conduct. Represented in the Jamboree were 28 Amateur Hockey Associations.

Comings and Goings

JOINING US:
Delair: A. Sabo
P. D. Bates
Sardis: D. A. Bailey
T. F. Murphy
H. Y. Garner
Sardis tankers: D. Ellis
Burnaby wholesale: K. J. Weber
Burnaby garage: A. Koeleman
Workshop: H. W. Bushnell
Checkers: K. J. Sigurdson
Burnaby retail: J. T. McEwan
R. C. Adams
M. Douaire
D. S. Hunt
Nanaimo: R. D. Strong
Prince George: R. Clow
Kitimat: C. R. Latimer
Burnaby lab: S. J. Stevens
General office: J. L. Burgess

LEAVING US:
Delair: E. A. Raglan (retired)
Burnaby wholesale: P. J. Butte
D. E. Rees
Burnaby garage: J. McEwan
Burnaby retail: F. T. Storoshenko
W. T. Godfrey
M. S. Landon
Valley: C. C. Walker
J. C. McDonald
Nanaimo: J. Mant
J. D. Kirry
G. F. Twamley
Port Alberni: D. J. Strang
Prince George: G. A. Jones
J. Donald
Cache Creek: W. C. Laskey
Sardis: F. Enns (retired)
Data Processing: L. Frank
General Office: A. Ritchie (retired)
Executive: H. Stevenson

From left, PETER DYCK, JIM WATSON.

Quarter Century Club

The 11th Annual Quarter Century Club was held November 20th in the Hotel Vancouver. Pins were presented to the following new members: **Stan Johnson,** retail sales; **Allan Sawatsky,** retail sales, Sardis; **Jim Brown,** Sardis powder; **Al Lightbody,** foreman, checkers; **Les Taylor,** Pacific sales; **Phil Stevens,** Burnaby butter; **Al Hughes,** supervisor, wholesale; **Eric Robertson,** reliefman, production; **Elmer Armitage,** Sardis cheese; **Murray Osten,** Sardis plant superintendent; **Frank Peters,** Sardis pasteurizer; **Arthur Holmes,** garage; **Ben Wiens,** Sardis maintenance.

From left, BILL WOOLLETT, FRED FRANKS, LYLE STEWART, WALTER BODMAN.

From left, "PHIL" PHILLIPS, BOB HOOD.

From left, ERIC ROBERTSON, MEL *and* CHARLIE WEBSTER.

From left, MARARET *and* STAN JOHNSON, HARRY WILLCOX.

From left, SID HOGBERG, GLYN OWEN, BUD MASON, WALT SPIELMAN.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield,* Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373
Dairyland PACIFIC

Milk break

FEBRUARY, 1976 VOL. 2, No. 2

Burnaby's Wholesale Service department was the first area to convert to the computerized ordering system. "Keying in" customer orders are (clockwise from left) DIANE WAGNER, FLORENCE BAY, JESSIE STRICKER, SUSAN CARLSON, ROY DAVIDSON, *Supervisor,* PAM HUSS, SANDY McDONALD, DELLA GIESBRECHT *and* PAT COLLINS.

Stockroom Fire Damage Insured

A fire of unknown origin created some excitement February 9th at the Burnaby plant. The fire was discovered at 3:00 a.m. by **Robert Adams,** the guard on duty, who immediately phoned the fire department.

Apparently the fire broke out among stacks of corrugated cardboard in the main stockroom of the plant. The sprinkler systems were activated and added to the fact that this cardboard does not burn readily, the flames were kept under control and confined to a small area. The fire chief described it as a "cool" fire.

Although no structural damage occurred, there was dense smoke throughout the vicinity. The main concern was that the smoke fumes would permeate ice cream supplies stored in the area. Fortunately, this did not happen.

The amount of damage estimated at $15,000, was covered by insurance.

New GEAC Computers Give Instant Information

To most of us, a computer is a machine which grinds out bills or notices and is almost impossible to win an argument with. Today, each one of us has a connection with a computer, from our hydro or telephone bills to our income tax returns.

In general most of us understand that a computer can make detailed and complex calculations in seconds, can store great piles of names and statistics and can print out this information in a variety of combinations at a high speed.

Marvellous. We also accept the fact that at the rate and volume of most businesses today, a computer is a most valuable tool.

Computers are not new to the F.V.M.P.A. We first used automated data processing in 1948; to cope with the daily volume of figures for our 5,000 milk shippers. The type of computer used then and continuously to

Continued on Page 2

Collision Witnesses

A large percentage of the public are reluctant to file an accident report with I.C.B.C. due to the possibility of increasing their insurance premiums. I.C.B.C. will not settle a claim until both reports are filed, **unless a witness can be found to establish liability.**

With this in mind, it is becoming imperative that our first concern should be to obtain the identity of any available witness to an accident.

O. F. Tupper,
Fleet Safety Supervisor.

GEAC, continued

the present, was a unit record system. Information was collected and transferred onto computer cards and fed into the computer. On request the computer would print out the collected facts and statistics in a form needed to show sales totals, monthly or daily purchases of a particular customer, cheques, invoices and mailing lists, to name a few. In all cases however, the information had to be written on a form, transferred to a computer card and when required, a program placed in the computer to print out the necessary data. Each of these steps took time and what is more important, were not necessarily available at the time needed.

Over the last few years attempts have been made to reduce the number of steps from transaction to collection and utilization. Along with this was the trend towards miniaturization made possible through advanced transistor technology.

Today minicomputers are available at prices as low as one fortieth of those of the traditional computers. This means that a user of a large computer can consider replacing it with a network of minis, or a user of medium to small types of traditional computers can consider replacing them with a single mini to gain significantly in price performance.

The F.V.M.P.A. falls into the latter category. The advantages of the mini-

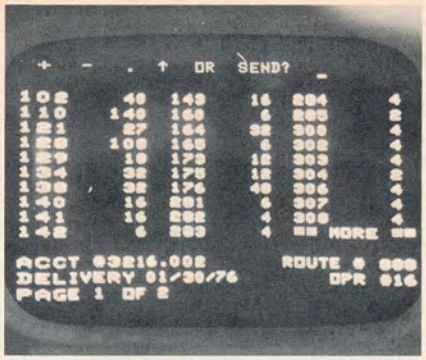
As customer orders are phoned in, the operator types the product code and quantity on the keyboard of the terminal. This relays the information directly into the main computer.

computer became apparent to the Association during a study to investigate the practicality of adding on-line capability to the existing computer system.

The on-line capacity means that the person who is involved with the transaction can, at that moment, place the facts and figures of the transaction directly into the computer. This eliminates the need for sales forms and punching computer cards.

The big advantage to this system allows the computer at the time of transaction, to tell the sales person if there is a problem with the order. For example, lets look at the wholesale service department and how they process a customers order using the new system.

A call is received by an operator who immediately ties into the computer by punching the customers coded



The list of products is registered on the terminal viewing screen to be checked for accuracy. A buzzer signals any out-of-stock items. Orders can be re-scanned back six weeks.

number on her "typewriter style" terminal. She then proceeds to accept the order and transfers the data by code into the computer. As this is being done, a copy of the information appears on a small T.V. screen attached to the terminal. This allows the operator to visually check the information as it is placed in the computer. Should a particular item be out of stock, the computer will say so and suggest an alternate.

The new system can handle 10 terminals to receive and transmit information instantaneously. In some cases the information is constantly being updated and can be visually watched on the terminal monitor. A computer log is kept of the calls taken such that the supervisor can be notified if an expected order is not received.

Programming is now progressing on the order entry system to allow for updating of master sales and producer records through the terminals. The ability to take shipping and special orders will be added to the system soon. This will allow for more expeditious handling of these orders by the computer printing the order on a special form as soon as it is received.

The major disadvantage to batch processing has always been the inaccessibility of the data to the user department between batch periods.

Through the ability to make specific inquiries, via terminals, to the data stored on the central computer, the work of several departments can be simplified. Up-to-date and up to the minute records of customer accounts, receivables and sales will benefit these departments.

The most dramatic changes to our methods of data handling can perhaps best be seen in some future applica-

At the end of each day, the main computer prints out an invoice for each order taken. It also adds all the products ordered to the individual drivers' load schedules. Checking this procedure is Data Processing Supervisor, BILL YOSHIHARA.

tions being considered. The number one means of communication between our customers and ourselves is the telephone. This system requires a "talker" and a "listener". In the future we may be able to eliminate the "listener" and have the customers call directly to the computer. This is a definite possibility when push button phones are in common use within the Province.

Telex communications from the branches, plant production as it becomes available and time clocks, can all be connected directly into the computer and be available for instant recall.

The real benefits and savings of this new system will become evident in the near future. We must first satisfy the favourite expression of the computer programmers which is, "Getting the bugs out".

Credit Union Declares Rebate

The Dairy Industry Credit Union's Board of Directors have declared a 5% patronage rebate on all loan interest paid to the Credit Union during 1975. What this means to the borrowing member is:

13½%	loans actually cost	12.83%
12%	loans actually cost	11.4%
10%	loans actually cost	9.4%

Check at the Credit Union to see what rebate you received for 1975.

GIVE BLOOD THURSDAY, MARCH 11, 1976

"Okay, here's a twenty—now don't ask me for any more spending money until tomorrow!"

B.C. Life Best, Compared to Montreal

If B.C. could select its new residents, it could not have chosen a more positive newcomer than **Marcel Douaire.** Marcel moved here from Quebec last Fall and likes it so well that he says he never wants to go back. For the past three months he has worked at Dairyland as a retail driver-salesman in Port Moody.

Born in Verdun, a suburb of Montreal, Marcel joined the Montreal police force after finishing school. As a police constable, he undertook a variety of assignments including dog work and riot control, where he was head man in the squad. He was deeply involved in investigations associated with the 1969 October Crisis and during that year, he found it necessary to have protection for his family and home. Despite the danger element, he enjoyed his work although gradually he became disillusioned with the political systems in Quebec and municipal governments.

But it was a specific circumstance which made him decide absolutely to give up police work. Last February, Marcel was involved in a kidnapping case where he had to kill a man in self-defence. He says that even the knowledge that it was unavoidable did not alter his feelings of horror and regret. So, after a period of thinking it over, Marcel terminated a 14 year career with the police force.

Marcel was fascinated by the sound of the Rockies, but had never been to Western Canada. Without any preliminary scouting, he and his family packed up and moved to B.C. Marcel spoke little English when he arrived and his wife and two children spoke none. However, they were favourably impressed with what they found here and easily adjusted to what Marcel calls "a completely different atomsphere."

One aspect he enjoys most about Vancouver is the peace and quiet compared to Montreal, where he says there is at least one murder a day. He also finds life simpler and more relaxed. "People are more friendly to newcomers in B.C. too", he says. Working as a policeman in downtown Montreal, he remembers being instructed to speak only French, even to tourists. Here, with one exception in looking for work, he has not encountered any discrimination toward French Canadians.

Marcel has strong opinions on the subject of Separatism. Like most of Quebec's population, he upholds the ideal of a unified Canada, but predicts that Quebec will separate one day. He

Marcel Douaire

says, "After working about a year uncovering F.L.Q. cells, I discovered that half of the members were French, and half were English. So they are obviously backed by motives other than a nationality conflict."

Referring to the current bilingualism contraversy over the French language T.V. network and packaging laws, Marcel feels that French should be applied only in areas where there is a sizable French speaking population.

Marcel is enthusiastic about his job and his new life style. He now works regular hours and can enjoy a social life, which he was unable to do before. Another asset is that he can now go to a party and not be collared by people complaining about the police department. Buying a mobile home is first on the list of Marcel's future plans. He misses nothing about Quebec, especially the weather. He says, "We had 18 inches of snow last April in Montreal, so I can stand the rain."

Branch Reports

Prince Rupert Area: **Hugh Robins,** acting on behalf of the local school board, recently attended one of the B.C. Dairy Foundation's nutrition workshops held for elementary teachers. The aim of these programs is that a nutritionist instructs the teachers in the best way to demonstrate healthful eating habits to their classes. Hugh stressed this point by providing some samples of Dairyland Yogurt. **George Thom,** who is Chairman of the Kitimat Community Services Society, has been working hard toward a cleanup of the Lakelse Lake area. After 3 years of battling, he has succeeded in obtaining a commitment from the Skeena Board of Health for an inspection of the sewage disposal facilities and septic tanks next summer.

Sardis: **Roy Stark** reports that the 428,000 pound capacity raw milk holding tanks are completed, in place, and waiting to go into action when the refrigeration and air pressure equipment is installed. Sardis steelhead fisherman, **Terry Templier** had beginner's luck with the second fish he ever caught, which weighed 20 lbs. 4¾ ounces. **Jim Brown** got third prize in the Vedder River Boxing Day Derby.

Burnaby: **Howard Hughes,** Retail Supervisor, is presently vacationing in the Fiji Islands. Congratulations to **Gerry Amantea,** plant bacteriologist, and his wife **Barbara** on the birth February 5th of their daughter, Lisa Nicole.

Vancouver Island: Retail driver **Jerry Burbidge** received this poem instead of a cheque from one of his customers:

Woe is me I'm broke as can be
Could I infringe on your sympathy?

Spent all my money on foolish things
Like telephone calls and jewelled rings

Come next Monday I swear I'll repent
To the tune of six dollars and
twenty cents.

A Blood Donor Clinic will be held in the W. J. Park Room Thursday, March 11, 1976.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield,* Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373
Dairyland PACIFIC

Comings and Goings

Joining Us:
Garage: H. E. Farr
Wholesale Drivers: R. F. Bell
R. R. Browne
Janitors: A. Buljan
Checkers: J. Teschuk
B. Tapella
Retail Sales: R. Randall
R. R. Deakove
Route Accounting: L. M. Boyce
General Office: D. Saxby

Leaving Us:
Wholesale Drivers: W. Beagle
Retail Sales: K. G. Hildebrandt
Courtenay: F. G. Pietrzykowski
Route Accounting: D. R. Wagner

The World We Live In

Reprinted from the Trans Mountain Pipe Line Company's "Manifold"

The sentences listed below are taken from actual letters received by Welfare Departments asking for support.

1. I am forwarding my marriage certificate and six children. I have 7 children, but one died which was baptized on a half sheet of paper.

2. I am writing the Welfare Departmen to say that my baby was born two years old. When do I get my money?

3. Mrs. Jones has not had any clothes for a year and has been visited regularly by the clergy.

4. I cannot get sick pay. I have six children. Can you tell me why?

5. I am glad to report that my husband who is missing is dead.

6. This is my eighth child. What are you going to do about it?

7. Please find for certain if my husband is dead. The man I am now living with can't eat or do anything till he knows.

8. I am very much annoyed to find you have branded my son illiterate. This is a dirty lie as I was married a week before he was born.

9. In answer to your letter, I have given birth to a boy weighing ten pounds. I hope this is satisfactory.

10. I am forwarding my marriage certificate and three children, one of which is a mistake as you can see.

11. My husband got his project cut off two weeks ago and I haven't had any relief since.

12. Unless I get my husband's money pretty soon, I will be forced to live an immortal life.

13. You have changed my little boy to a girl. Will this make any difference?

14. I have no children yet as my husband is a truck driver and works day and night.

15. In accordance with your instructions I have given birth to twins in the enclosed envelope.

16. I want my money as quick as I can get it. I've been in bed with the doctor for two weeks and he doesn't do me any good. If things don't improve, I will have to send for another doctor.

COMING EVENT

Staff and Welfare Members'

Annual Meeting and Dance

to be held

SATURDAY, MARCH 27th

at 8:00 p.m.

Teamsters' Hall
490 East Broadway

Prizes **Mixers**
Food **B.Y.O.B.**

Will you be travelling abroad? If you should need blood, you can receive it at no cost because of reciprocal Red Cross agreements between Canada and the nations of Great Britain, the Philippines, India, Thailand, Mexico, Switzerland, New Zealand, Australia, Malaysia, Finland, Belgium, Ireland and the United States.

Milk break

MARCH, 1976 VOL. 2, No. 3

Metric Changeover Dovetailed with Major Expansion at Burnaby

When the Burnaby Plant was built in 1964 it was considered the most modern dairy in North America, and it was fully expected to meet Dairyland's requirements well into the 1980's. However during the past few years it has become apparent that our business has grown at a much faster rate than was originally projected, with the volume of milk being processed in 1975 double that of 1964, just eleven years ago.

Along with this Dairyland is now handling a tremendous diversity of products - yogurt, puddings, institution tray packs, juices and drinks - which were not considered in the original plans. More and more space in the processing areas has been gradually absorbed. Clearly the plant needed to be expanded and reorganized.

Litre-sized Pitcher-Paks will be going into production at the Burnaby plant next Fall. These plastic pouches of milk will be sold in stores and on home delivery routes. They will replace the three-quart carton which will be eliminated with the conversion to metric packages.

Last year, as the first part of a major renovation program, an extension was made to the warehouse. The warehouse was moved back leaving space for the production area to open out. Now that this addition is complete, work has begun on remodelling the central processing floor. From the original L-shape, the production floor is being enlarged by 10,000 sq. ft., encompassing the Pure Pak carton storage room and the bottle washing machines, creating a rectangular area (see diagram, page 2).

For the past few months, Burnaby's production staff have been working awkwardly around this construction and its accompanying dust, blocked passageways and temporary facilities. The first step in the renovations was to remove the original wooden roof and to replace it with a reinforced concrete roof suitable to holding heavy production pipes and a requirement of the Factories Act. This meant that during part of the winter the rain dripped through openly. Heating and ventilation facilities were also extended to serve the new area.

At present, construction crews are in the process of digging new drains in the production area. Later the floor will be laid with quarry tile. New walls will be erected and eventually the miles of conveyors will be completely re-designed to serve the new arrangement of equipment.

Coinciding with all the reconstruction on the processing floor is the huge changeover to metric packaging

Continued, page 2

Fred Mander, formerly of Delair, admires his retirement gift from the American Can Company.

Fred Mander Received Chrome Plated Can

Fred Mander, Foreman of the Delair Canning Department, was presented with a chrome-plated Pacific Milk can on his retirement at the end of February. The presentation was made by the plant's suppliers, American Can Co. in appreciation of Fred's close co-operation with them over the years.

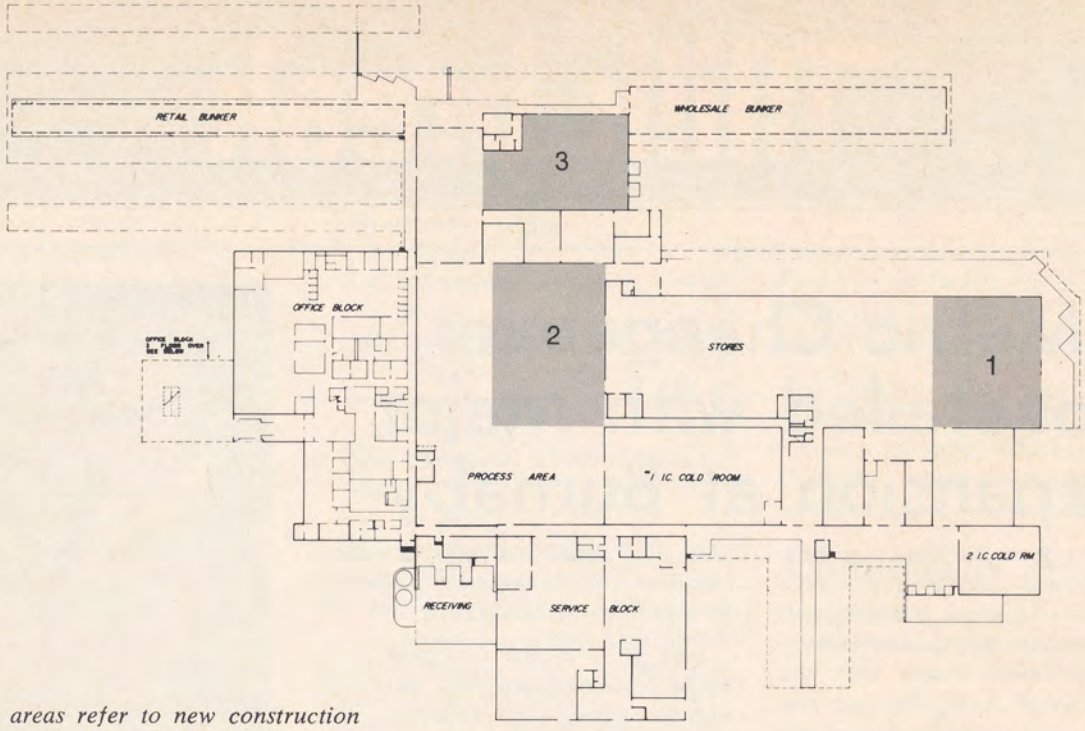
Fred retired after 41 years with the FVMPA. He began work in 1935 in the Delair warehouse and has spent many years in charge of the filling and sealing machines which are leased from American Can.

Among Fred's future plans are two big trips - one to England and another to drive to Alaska.

FOR SALE

10 Gallon Milk Cans

Phone 859-8680



Grey areas refer to new construction zones. Area 1 is now complete; areas 2 and 3 are underway and should be completed in mid-summer.

1. *An extension was made to the warehouse area which included a new loading dock and three truck bays.*
2. *Area 2 was then taken from stores and added to the production floor to accommodate more equipment and the conversion to metric packaging.*
3. *Area 3 encloses the space between the wholesale bunker and specialty products room, giving a 38°F. wholesale storage area for holding products prior to distribution.*

Changeover, continued

equipment, which started this year and is expected to be complete in 1977. All of the present fillers leased from Ex Cello Corporation will be replaced and converted systemtically to metric sizes. The metric conversion is a Federal Government program and is being carried out throughout the entire dairy industry.

Perhaps one of the most significant changes will be the elimination of glass and plastic bottles now used on home delivery routes. Few home delivery services remain now across Canada and companies serving this market have been facing increasing difficulty and expense in obtaining returnable containers. Thus, the main reason for discontinuing glass bottles is the inability to obtain metric packaging in glass and plastic. Removal of the bottle fillers and bottle washing equipment will leave considerable space in the production area for other uses.

The three-quart size Pure Pak carton will also be eliminated. This size will be replaced in the marketplace largely by the Pouch Pak, a container which has been very popular in Eastern Canada for many years. These plastic pillows will come in three 1⅓ litre pouches in a plastic bag, making a 4 litre package. A reusable pitcher is used to pour the milk. Pouches will also replace the half gallon returnable plastic on home delivery. They have been in use in Dairyland's Vancouver Island market for several years.

Half gallon Pure Pak cartons will be replaced with two litre Pure Paks and later in the year, quarts, pints and half pints/8 oz. will be converted to metric series of 1 litre, ½ litre and 250 ml. Pure Pak.

Apart from the problems in keeping up a full production schedule during the installation program, the big job of running out of existing packages and re-stocking with new sizes and designs is very complicated. Many suppliers, as well as Marketing, Distribution, Engineering, Accounting, Purchasing and Production all are involved in this conversion.

A new size carrying case has been ordered and the first delivery will be made in April. The new "blue metric" plastic cases will initially be used in hand packing areas so as to free the "yellow imperial" cases for automatic filling. The first two litre Pure Pak machines will be here in June for immediate installation to train mechanics and operators. Depending then on delivery of new case conveyors, two pouch fillers and their baggers, conveyors and casers will be in production in the Fall. The second two litre Pure Pak will also be in service at that time and the bottling operation will be taken out. Three quart Pure Pak will then be phased out as the new packages gain public acceptance and inventories of cartons are exhausted.

Although much planning and forecasting is employed in determining packaging requirements, it is inevitable that there will be shortages, overages and substitutions over the next few months. Training and reassignment of personnel is also a major consideration which will be given a high priority during these changes.

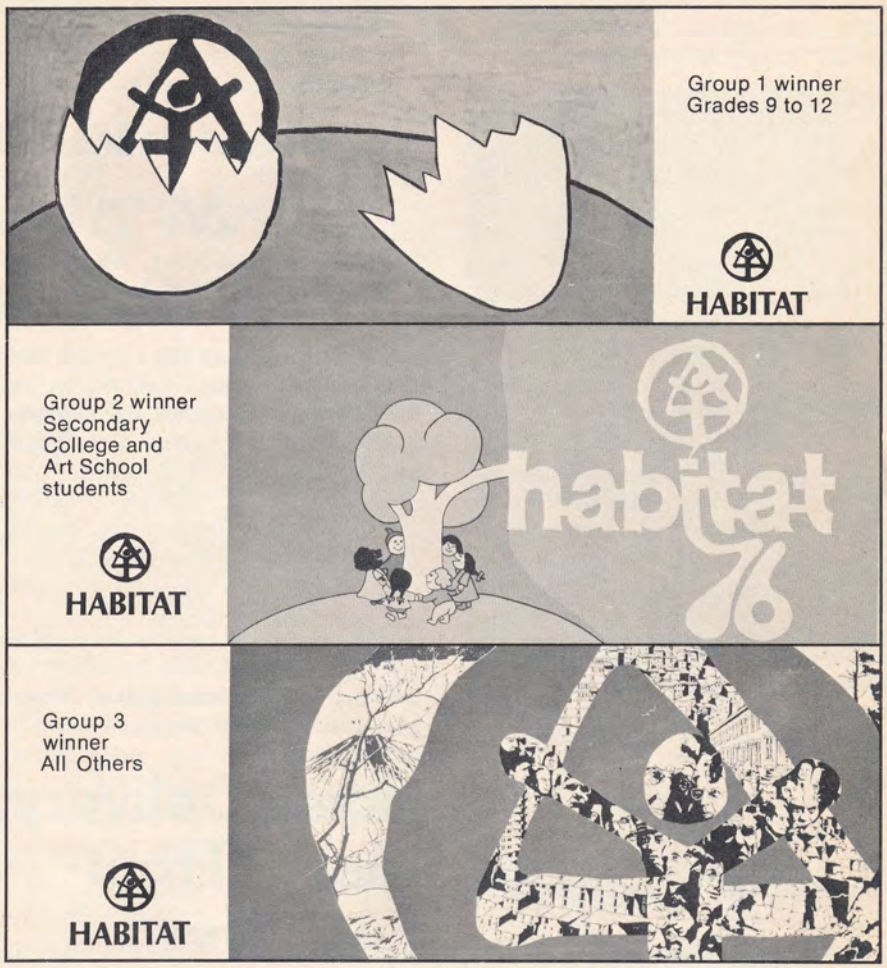
Dairyland Participates in Habitat Billboard Showing

From May 31st through June 11th, some 300 billboards in the centre of Vancouver will feature the Habitat theme, honouring the U.N. Conference on Human Settlement being held in the city at that time. Dairyland will be one of the billboard sponsors, with the Dairyland logo appearing on ten of the billboards located in strategic traffic points.

To choose the billboard designs, the Vancouver City Planning Commission sponsored a province-wide contest through newspaper ads, inviting designs from three groups: (1) Grade 9 to 12 school children; (2) secondary, college, and art school students; (3) all others; adults, etc.

Advertising Manager **Sam Fogel** was Chairman of the Habitat Billboard Judging Committee, and with eight other members, waded through more than 700 design-entries that came from all over B.C.

The first place winners in each of the three groups are shown here and you'll see them in full colour on outdor billboards in Vancouver during Habitat time.



Cottage Cheese Not "Kosher"

Dairyland Cottage Cheese is not "kosher", according to the Jewish Kashput committee who decide whether or not various products qualify as kosher foods. A visit to the Sardis plant to inspect ingredients and processing methods was made recently by a member of this group. Cottage cheese is made with rennet, which is used to help set the curd. Any food which mixes meat products and dairy products is not permitted for Orthodox Jews. A Kosher food is one which meets all dietary specifications.

However, Baking Cheese was found to be acceptable as it is a softer curd and requires no rennet in its preparation. The Dairyland lab is currently working on the development of a type of cottage cheese which can be set with the addition of a plant enzyme.

Branch Reports

Prince George Area: Welcome to **Gordon Brady** who has taken over at the Mackenzie Depot. **Don Hanson** has been appointed to the Board of Directors of the Williams Lake Kiwanis Club. Don has been a member of the club for only one year. Congratulations also to **Murray Swanson** on his appointment to the Planning and Advisory Board of the city of Prince George. Murray is also on the Board of Directors of the P.G. Canadian Restaurant Association and it is hoped that all these activities do not interfere with his cross country skiing.

Prince Rupert area: Ralph MacDonald, branch shipper-receiver and his wife, **Betty** are the new parents of identical twin girls, born March third.

Sardis: Mrs. Elaine Watson, wife of seperator operator **Jim Watson** won $100 in the last Olympic lottery.

Burnaby: Dianne Sharpe, lab technician, left in early March on a four month tour of the African continent, flying first to London, then on to Morocco. Diane plans to travel with a group across the Sahara Desert by land rover. They plan in particular to visit some of the major game reserves in Kenya, Tanzania and Nigeria. **Tom Bastable** of Accounts Payable has been appointed a director of the Burnaby Chamber of Commerce. Tom is also a member of the Burnaby Municiple Advisory Planning Commission and is active in the Burnaby Voters' Association.

Drivers Do Brisk Trade in CP-30

The first two weeks of March kicked off the Home Delivery "points award" promotional program. This was the first promotion of seven that will be held throughout the year for Retail employees. Prizes totalling $15,000 will be won by the top salesmen.

The first product promoted was CP-30 Laundry Detergent, sold in 25 pound pails. This economical and bio-degradable product has been available on home delivery routes for three years, but has never reached its potential in sales.

A forecast of 500 to 600 pails was predicted for the two week promotion period with another 580 pails in reserve. (Normal sales during a two week span is 120 pails.)

Everything seemed under control, until the drivers started selling. By the second day, the stocks were depleted. To compound the problem, the supplier was also out of stock in pails, resulting in no detergent for six days out of the twelve days of promotion.

Customers who had not received delivery were notified of the delay but this embarassing situation definitely curtailed the sales potential of the promotion.

Even so, the results were staggering. The total sales during the two week period was close to 3300 pails or 41 tons of detergent. Sales for all of 1975 were 2480 pails.

Some individuals who deserve special recognition are the top seven routes:

1. **Adrian Welby,** relief - **Moe Thrane** — 154 pails
2. **Ron Elliott,** relief - **Stan Johnson** — 103 pails
3. **Dave Moore,** relief - **Jim Masterman** — 102 pails
4. **Ron Bjarnason,** relief - **Guy Martel** — 81 pails
5. **Steve Rutledge,** relief - **Jim Allison** — 71 pails
6. **Sandy Smith,** relief - **Carl Barrett** — 65 pails
7. **Ross Thompson,** relief - **Murray Apps** — 65 pails

The supervisory group with the best sales team effort was led by supervisor **Bill Morton** and foreman **Alf Edinger.** Runner-up was supervisor **Dan Brand** and his foreman **Moe Thrane.** All employees of the Burnaby, Valley, Abbotsford home delivery departments are to be congratulated on their sales ability. Now if the management could just learn how to forecast . . . .

To emphasize the stock situation on CP-30, reliefman **Carl Barrett** *posted poems daily on the board.*

Here is a sample:

Sell soap you say!
We will, I'll bet
How come today
No soap we get?

What the hell
What a smell
Socks are dirty
No CP-30

Twenty three soap I needed today
How else can I make this route pay?
Now I find the usual rot
When I need it they've not got.

We're No. 1 at selling soap
I tell you this cause it's no joke
Bill Morton's string is really grand
By just two pails we beat Dan Brand.

Home Delivery Makes Front Page News

Dairyland's Home Delivery department made news headlines twice during the past month. One story was related to a sniper incident in Vancouver's East end. Working in that area, Dairyland driver **Doug Lockwood** inadvertently bypassed all the police roadblocks and peacefully continued his deliveries until he was right up to the sniper house. What wasn't written up in the paper was that once Doug found out what was happening, he asked the police to make his last few calls in the danger area before he left.

Another front page story featured a photo of **Jack Gibson's** truck which slipped off the road during the last snowfall. An alert cameraman got a shot of the truck in the ditch and Jack trudging down the road carrying six half gallons with the "milk must go through" attitude. This photo appeared in the Vancouver Sun and also on the front page of the Winnipeg Tribune.

Comings & Goings

JOINING US:
General Office - S. Keenan
C. Udsen
D. J. Kirby
N. I. Stadler
Courtenay Office - C. A. Adams
Checkers - T. M. Sawka
R. Mills
Retail Drivers - C. L. Dovey
F. Dirks
Valley Branch - J. E. Besse
Sardis Tankers - B. R. Mitchell
Prince Rupert - F. Drizimotta
Powell River - W. E. Benner

LEAVING US:
Checkers - M. Petrie
Production - D. V. Ward
C. N. Williams
G. Gemma
D. Knox

RETIRED:
John Jones a member of the Janitorial staff at Burnaby for the past four years, started with Royal City Dairies in 1948. After working as a retail driver with the New Westminster company, he transferred to Dairyland when Royal City was bought in 1958. John is planning a trip to Alberta this summer.

George Chesworth retires after 29 years in the dairy business. He worked for many years with Jersey Farms as a senior reliefman. In 1970 he moved to Dairyland's checking department. George's future plans include building a summer cottage in the Gulf Islands. **George Mogg** has worked at Sardis since 1961 as a farm tanker driver. George is presently enjoying an extended vacation in Desert Hot Springs, California.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield,* Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373
Dairyland PACIFIC

Milk break

MAY, 1976 VOL. 2, No. 4

Cartons re-designed

New Image with Metric Sizing

George Hrennikoff (right) Merchandising and Sales Promotions Manager, points out features of the new Dairyland packages to Pacific Secretary Joyce McEwan. Representing Mapac, one of the carton suppliers, is Jim Winchell. (centre). Missing from photo is Packaging Assistant, Gail Dunn.

New Dairyland packages will soon be appearing on supermarket shelves. The marketing staff have been working for some time on these new cartons to comply with the Consumer Packaging and Labelling Act which became law on March 1st of this year. The Act applies to all packaged foods and dairy products.

The major specification of the Act include Metrication, Bilingualism, (where mandatory copy on the label must be shown in English and French), Date coding of perishables, Disclosure of ingredients, Elimination of misleading illustrations or wording and Proper storage instructions.

These regulations have given Dairyland an opportunity to review all its package designs and develop a more unified image with a greater impact on the market. The result is a new logo to replace the familiar Dairyland Oval which has been on all packages for many years. The new design concept is more compatible with the image the Association wants to project to the market . . . fresh, modern, youthful. Appearing with this is an illustrated farm scene using different colours to identify the various products. The farm scene provides an umbrella for all products, giving greater unity at the store level. The design is memorable, likeable, natural, and describes exactly the nature of our business. This same farm scene design has also been adopted by our Prairie counterparts—Northern Alberta Dairy Pool, Central Alberta Dairy Pool and Dairy Producers Co-op in Saskatchewan—who have all shared the cost of its development.

Benefits of this shared packaging project with the Prairie partners will undoubtedly show up in greater flexibility in inventories. In addition, the

Continued, page 4

Dairy Industry Credit Union Offers University Scholarship

A scholarship of $250.00 is offered annually by the Dairy Industry Credit Union to students who are proceeding to The University of British Columbia, or Simon Fraser University from Grade XII in a full program of studies leading to a degree in any field. To be eligible, an applicant must be the son, daughter, grandson or granddaughter of an active member of the Dairy Industry Credit Union. The Dairy Industry Credit Union Scholarship will be awarded to the candidate who, in the opinion of the University in consultation with the Credit Union, is best qualified in terms of academic merit and financial need. An additional award of $250 is available for attendance at the British Columbia Institute of Technology or a B.C. Regional College.

Method of Application: University Bursary Application. The applicant should indicate his or her connection with the Dairy Industry Credit Union. Deadline for Applications: July 1st.

18 YEARS

17 YEARS

16 YEARS

15 YEARS

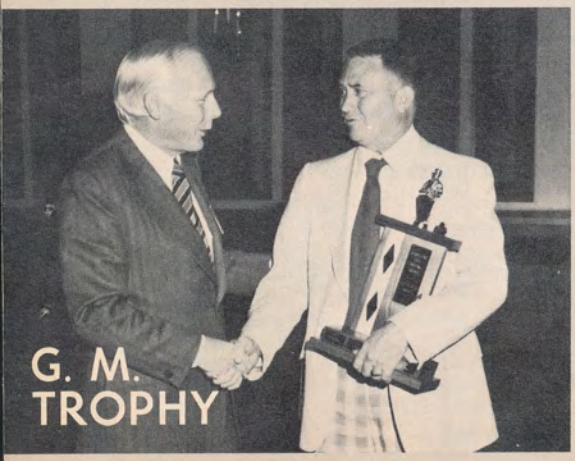
12 YEARS

14 YEARS

11 YEARS

13 YEARS

Safe Driver Awards '76



The following men were honoured recently by the Association for their records of driving without a preventable accident.

24 YEAR AWARD—STAN BAGOT. At left, W. G. PARK, FVMPA President

22 YEAR AWARDS—(not present) ALLAN SAWATSKY, VERN SCOTT

20 YEAR AWARD—BILL WOOLLETT. At left, NEIL GRAY, FVMPA General Manager

19 YEAR AWARD—GORDON JOHNSTON. At left, NEIL GRAY

18 YEAR AWARDS—(from left) DON CROSS, GERRY LEPINSKI, NEIL GRAY, STAN WILSON, WALLY KING, SHELDON FORSYTH. Not present: RICHIE ELVIN

17 YEAR AWARDS—(from left) NEIL GRAY, WALTER OLLECK, MOE THRANE, LIN HARRIS, BERNIE ANDERSON, BERT BURROWS, DOUG McLELLAN. Not present: GEORGE BARTELS, DON GREEN, BILL CUNNINGHAM, GORD ROSS, BILL WENDLAND

16 YEAR AWARDS—(from left) NEIL GRAY, STAN NOGA, GEORGE McKILLOP, JACK SCOTT, PAT MANGAN, MYRLE JONES, BUD THOMPSON, BILL HODGINS, MALCOLM HAYTON, BOB BLACKWELL, BUT ESTON. Not present: GEORGE PENNER

15 YEAR AWARDS—(from left) RON FLASH, HERB WOODBRIDGE, of the Motor Vehicle Branch, Victoria, GEORGE SMITH, HARRY DEXTER, JERRY LOGAN, RON CARMICHAEL. Not present: GEORGE MILLER

14 YEAR AWARDS—(from left) DON ORTON, DOUG MILLER, HERB WOODBRIDGE, AL HALL. Not present: JOHN GIESBRECHT, WALTER HARNETT

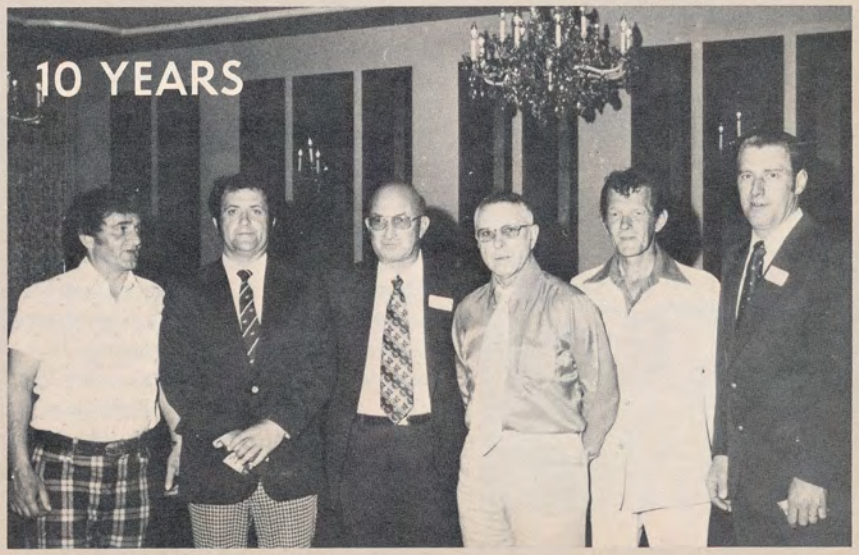
13 YEAR AWARDS—(from left)FRED MATTEE, HERB WOODBRIDGE, JOHN FOSTI, EM BARDEN. Not present: BILL AMOS, SIG BRAATHEN, KEN LOUGHEED, REG PECKOVER

12 YEAR AWARDS—(from left) JACK PARKER, HENRY REGER, KEN WOOD, BILL REGER, EDDIE YDENBERG, KIT BIGGARS, HUGH EDWARDS, ERNIE EVANS, KEN HOWATT. Not present: ARNOLD BELLAMY,AL GERMYN, ED MAILHOIT

11YEAR AWARDS—(from left) BRUCE HARKER, VERN LOGAN, CHUCK LINDER, JIM GILLIS, DON BRYNJOLFSSON, ROY TEMPLE, JOE LaHAISE, BOB CATTERALL. Not present: VIC MARCHANT, STEVE WILLIAMS, FRED YEOMANS, ALLAN YOUNG

10 YEAR AWARDS—(from left) JIM COLEMAN, BILL WEBSTER, GEORGE MOGG, JOHN ROBERTS, GEORGE DRIEDIGER, ANDY DAOUST. Not present: MIKE ZAPPIA

Accepting the General Manager's Trophy is Retail Supervisor, DAN BRAND. This trophy is awarded annually to the supervisory group with the longest accident-free record.



Packages, continued

packages will give the Cooperative businesses a stronger identity with the consumer.

How is a carton developed?

How is a new package developed?

1. Design Concept—a designer, in this case Stewart & Morrison, submits a number of package designs to choose from, including all particulars (product name, flavour, illustration, logo, weight declaration) in rough form, from which one basic design is chosen. These designs are usually hand drawn by an artist in water or pencil colours.

2. Colour comprehensives—At this stage, the major design elements on the package are properly positioned as to size, and location on the package. Copy, ingredient declarations, selling copy, company name and address and directions for using the product are also included.

3. Photography—was not necessary in our new package designs since illustrations which were previously on our packages were utilized. With foodstuffs, especially like ice cream, this is an extremely important step in package development. It requires an expert photographer to shoot the pictures, as most foods quickly spoil under the extreme heat from the lighting, so preparation and speed are necessary to capture the exact picture. From a legal standpoint, the pictorial presentation of the product must clearly represent the product and not mislead consumers into buying something that is not really there.

4. Black and white artwork—once photography and design and copy have been completed, the package suppliers make up black and white artwork which represents the finished package. This is the final stage where any changes to copy or design can be made.

5. Government approval—the black and whites are submitted to the government to ensure that all their requirements have been met.

6. Plate making and Printing—From the black and white artwork plastic film overlays are prepared by a special photographic process. For each colour in the design, a separate overlay is prepared ,and a metal plate for each colour in the design is then prepared by a chemical process. These metal plates are then put on the printing press.

7. Die Cutting and Quality Control —Once the design is printed on the package material, it is carefully checked for reproductive quality. Many packages are contained on a single sheet of paper board when it comes off the printing press. These packages must be "die cut" or individually separated from the sheet. The method used to do this is similar to rolling out cookie dough and cutting it with a cookie cutter. At this stage the closures and folding scores are made.

8. Finished carton—ready for packing the product.

New elements:

Dairyland

Branch Reports

Sardis: The Annual Inter-Branch Curling Bonspiel was held March 13 with rinks competing from Burnaby, Hope, Sardis, Delair and Squamish. A total of 24 rinks participated. Winner of the A event was a rink from Squamish consisting of **Don** and **Carol Hobbs, Jeanette Thompson** and **Jack Osterberg,** all of whom had just started curling this year. The B event was won by the rink of **John Gatto, Randy Williamson, Howie Stevenson** and **Sig Braathen.**

Trophy awards and a dance completed an entertaining day. It was noted that **Stan Lyons** and **Bud Thompson** were largely responsible for organizing the event.

Jack Osterberg, Jeannette Thompson, Carol and Don Hobbs.

Terrace: Roy Oliarny, Terrace BranchSupervisor recently won $100 on the Western Lottery. Roy writes it wasn't quite enough to retire on, but he's still hoping.

Prince Rupert: Tom Cook, Branch Shipper-Receiver and his wife **Isabella** were honoured by family and friends March 13th on the occasion of their 25th wedding anniversary.

Island: Our new correspondent is **Chris Roberts,** checker at the Courtenay Branch. **Mr. and Mrs. Dean Finlayson** are the new parents of a baby boy, **Mathew Craig,** born April 15. Dean is a wholesale drive-salesman at Courtenay.

Squamish: Jeanette and **Garry Thompson** (Garry is a wholesale driver at Squamish) both won a High Average for Tuesday Night Bowling, Jeanette with 217 and Garry with 207. **Don** and **Carol Hobbs** have had a Rotary exchange student visiting them for the past two months. Eduardo de Vilhena of Taubate, Sao Paulo, Brazil, will be staying with four other Rotary families for the remainder of the year.

Retired Employee Wins City-wide Talent Contest

W. L. Leitch, a retired Dairyland employee, has won a city-wide talent contest sponsored by Vancouver Old-Age Pensioners Clubs each week. He now has a chance to compete in the finals for a trip to Reno. Mr. Leitch took first place for his accordian-playing but his musical talents also include the violin.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield,* Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373
Dairyland PACIFIC

Milk break

JUNE, 1976 VOL. 2, No. 5

Popular Plastic Cases Now on Sale

When Dairyland changed over from the metal wire milk cases to the nice light yellow plastic ones it was thought that many problems would be solved. The wire cases were heavy and expensive to transport, so Dairyland started using the plastic in 1972. As it happened, a new problem was just beginning; that is, how to hang on to those handy cases. Each year they disappear by the thousands into basements and workshops to be transformed into many useful items. Dairyland has just had to keep replenishing the stocks.

It seems that these cases have proved suitable for a multitude of uses apart from carrying milk bottles. Examples are: bookcases, record racks (just fits an LP record), shelving, fish bait holders, laundry baskets, portable parts carriers, deep freeze dividers and storage containers for all types of gear. One homeowner even constructed a back yard fence by stacking and wiring the cases together.

The cost of this loss is astronomical and a constant effort has been made by Dairyland staff to hunt down the missing cases and bring them back. Quite frequently, though, when drivers ask to have the cases, which are FVMPA property, returned, the borrower will offer to purchase them for his own use. This has not been possible, since the cases are marked "Property of Dairyland" and, as such, they could be legally repossessed at any time.

In an effort to solve this expensive problem, Dairyland sales staff have come up with a new idea. A special case is now offered for sale at a price of $5.00 each. It is identical to the yellow case except for colour and the fact that it is not branded with Dairyland's name. This item is available through the regular sales outlets from wholesale and retail drivers. Now, hopefully, the Dairyland cases can be kept exclusively for the purpose for which they were designed.

Staff & Welfare Makes Plans for Busy Year

A new slate of officers was elected at the Dairyland Staff and Welfare Fund's annual general meeting held in late spring. Serving as President of the employee organization for the 1976 term is **Walt Moran. Fred Glover** was elected Vice-President and **Jim Defries,** Secretary-Treasurer.

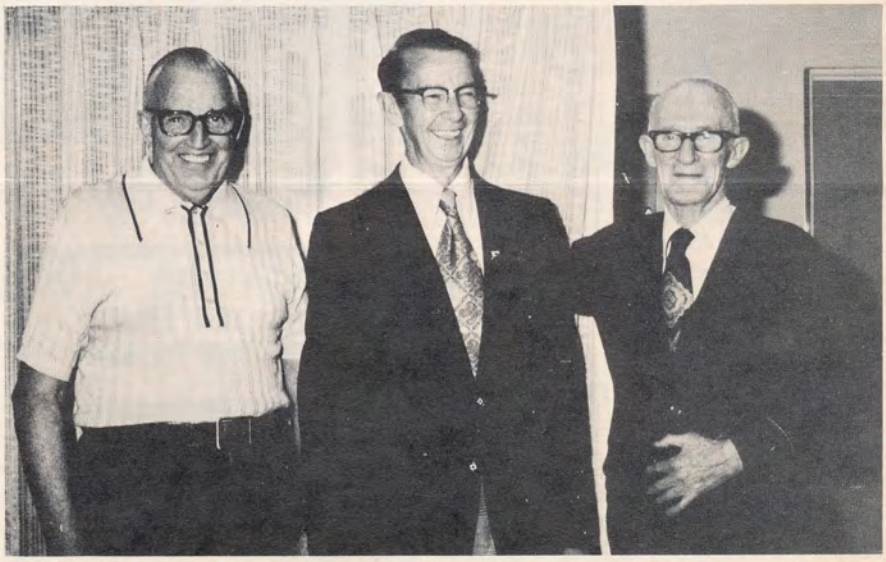
A number of activities are planned for the year. A mixed golf tournament will be held for staff fund members and guests on September 19 at Tsawwassen. The Fund's annual Dinner-dance will take place on September 25 at the Gizeh Temple hall with live music and free bar. On December 15, the group will host a Wine and Cheese party at the Burnaby Lake Pavilion.

In addition to organizing social events the Staff Fund donated a large sum to charity in 1975, the disbursement to the various organizations remaining the same as in the previous year. The total amount donated was $12,600.

The Department Representatives for 1976 are as follows:

Continued, page 2

151 Years of Service



Between them, these three have been in the dairy business for 151 years. The photo was taken recently to mark the last day of work for REG COCKLE, centre, who started with the FVMPA's Associated Dairies in 1929 as stock-keeper. He became Purchasing Agent a year later and stayed with the Purchasing Department until his retirement. TOMMY KENNEDY, right, is presently in charge of the mail room at Burnaby. He started in 1929 as a retail driver, becoming a route inspector and later Supervisor of the Customer Service Department. EARL WEBSTER, left, was a retail driver for Arbutus Dairies in 1924, spent 30 years with Frasea Farms, and later became a Supervisor with Richmond Dairies and Jersey Farms. He transferred to Dairyland and is presently with Burnaby's Stationary Department.

Comings & Goings

JOINING US:

Burnaby Workshop—E. R. Lougheed
J. W. Russell
Burnaby Engineers—R. Maguire
Checkers—T. G. Bechard
T. D. Alexander
T. J. Moore
A. L. Lummis
Retail—C. R. Randall
M. H. Ransom
R. P. Sliziak
J. F. Heseltine
Shipping—L. E. Cook
Valley—C. Levey
Delair Tank truck drivers—
E. M. Szigety
Sardis Production—E. A. Lees
T. D. Pavich
Sardis Maintenance—R. E. Allen
Sardis Lab—M. L. Faint
Sardis Office—M. Doehle
Janitors—M. L. Cook
Burnaby Production—P. S. Thornburn
Terrace—L. R. Ball
Kitimat—M. Ribeird
H. E. Kirshbaum
Powell River—L. D. Ennis
K. Chapman
Prince George—J. G. Brady
Cache Creek—R. D. Arndt
A. J. Caleb
General Office—A. Tavera
G. Severson
S. C. Smith

LEAVING US:

Burnaby Butter & Ice Cream—
R. Kress
Checkers—Powell River—
S. J. Warren, W. Willgress
Courtenay—S. A. Beech
Terrace—R. M. Gunton
Retail—A. H. Mountain
Kitimat—H. Ferris, H. M. Pihooja

Retirements

A retirement party was held recently at the Royal Hotel, Chilliwack, for two Sardis employees, **George Mogg** and **Earl Caldwell.** Both men were on the driving staff and many fellow drivers attended to wish them well. George started with the Association in 1961 on interplant hauling later transferring to farm pick-up. Earl started a year later in 1962 and worked on freight hauling and interplant hauling to Burnaby.

Pat Elected President of Purchasing Managers' Group

Pat Kerr

Pat Kerr, FVMPA Purchasing Manager, has been elected President of the Purchasing Management Association of Canada, B.C. District. Pat, who has been a member of the Association since 1966, will take office in June.

Two main objectives of this group are to promote high standards of purchasing and continuing education among its membership.

Pat has chaired several committees of the organization in past years. During his term as president, he plans to promote participation in the Professional Development program and to encourage members to work toward their professional diplomas. This certificate, which is awarded on the merit of experience, education and completion of twelve seminars, is recognized throughout Canada and the U.S.

DAIRYLAND MIXED SOFTBALL 1976 SCHEDULE

Date	Team	Location
Wed. June 23	Bby YMCA	Rupert Park, Canada Way & Rupert
Wed. June 30	Open date	
Tues. July 6	GRIFFITHS GIBSON	7th & Columbia, Vancouver
Wed. July 14	CFUN	Douglas Park, N.E. Diamond 22nd & Heather, Vancouver
Wed. July 21	LABATTS	Site not yet decided

Driving Tip

So you need . . .
- A clear field of vision
- Proper following distance
- Stopping distance within headlight range
- Respect for bad weather
- Constant alertness—no daydreaming

Staff & Welfare, continued

Walter Moran, Workshop
Jim Defries, Production (Fluid)
Roger Ruddy, Production (Ice Cream) Receiving
Frank Hayward, Retail Drivers
Tom Sherbuck, Wholesale Drivers
Brian Halverson, Garage
Fred Glover, Checkers and Shippers
Jim Miller, Office (Main Floor)
Joyce McEwan, Office (Upper Floor)
Rod Neil, Valley Branch
Deborah MacDougall, (Office Main Floor) (Member at Large)

Stan Now Aims at 25 Years Accident-free

Stan Bagot has a driving record attained by very few professional truck drivers. He has accumulated 24 years without a preventable accident. Stan, a retail driver-salesman, was recently honoured at Dairyland's Safe Driving Awards banquet.

Stan has been familiar with trucks since 1946 when he joined the staff of Central Creameries, a division of Jersey Farms. Since then, he has handled both wholesale and retail routes even including the occasional relief route with horse and wagon. When Jersey Farms' retail business was bought by the Association in 1970 Stan transferred to Dairyland.

Although he has never had an accident, preventable or otherwise, Stan's actual record of accident-free driving dates from the time the Awards program was started at Jersey Farms. A driver is able to keep his record going even if he moves from one company to another, providing it is also a member of the National Safety Council.

Stan has always had his routes in the North and West Vancouver areas. He says when he started there, the British Properties ended at Taylor Way and Capilano Highlands was nothing but bush. He also remembers as a youth helping deliver milk with his father who worked at Dairyland for 41 years.

Although he has seen a tremendous increase in the traffic over the years, Stan is not bothered by it. He constantly applies the same defensive driving techniques that he has always used. He says, "The majority of accidents I see are caused by three things —following too close, changing lanes without signalling and rushing stop lights." Stan enjoys driving so much that he thinks nothing of doing 400 to 500 miles a day on his holidays.

Stan and his wife live in Kitsilano.

Stan Bagot holds the FVMPA's accident-free driving record of 24 years. Stan is followed closely by drivers, Al Sawatsky, Vern Scott (22 years), Bill Woollett (20 years), and Gordon Johnston (19 years).

In his spare time he enjoys fishing from his boat which he keeps at Fisherman's Cove. Photography and Ham radio operating are also among his hobbies. Stan has an opportunity to see many sporting events and rock concerts as he works two or three evenings a week as an usher (or bouncer, as required) at the PNE. On one occasion, he was there to assist Alice Cooper after he had fallen off the stage during his show. From his PNE earnings, Stan has just bought a ¾ ton truck to take on camping trips.

The accomplishment of this fine record has been brought about by not only Stan's driving skill, but also his ability not to let his mood affect his operation of the vehicle. His immediate goal now is to hit the 25 year mark, which will be sometime in October. Stan admits that this puts him under a lot of pressure, but adds, "I try not to think about it".

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield,* Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373
Dairyland PACIFIC

78% More Work from Typists?

The traditional typewriter keyboard configuration—Qwerty—has, until recently, been employed universally. Now, it's being called into court, scrutinized, and cross-examined by manufacturers and users alike.

A viable alternative to the conventional keyboard has materialized in the form of the Dvorak Simplified Keyboard DSK—also known as the American Simplified Keyboard ASK. It was invented by Dvorak, who recognized the need to increase efficiency by decreasing finger movements.

By placing all the vowels and major consonants on the home row keys, the ASK typewriter lets the operator do on the home row 70% of all typing, including 3,000 of the most frequently used words. Only 30% of all material is typed on the home row with traditional machines.

Tests show that ASK enables a typist to do up to 78% more work. Presently only Smith-Corona offers the new keyboard as an option.

Reaction to it should be very telling.

Accident Review Committee First of Its Kind in B.C.

Almost every day someone among Dairyland's driving staff is involved in a traffic accident. So it follows that great emphasis is placed on preventing accidents wherever possible. Each accident that does occur is documented as either a "preventable" or a "non-preventable".

A new idea has recently been developed in reviewing these accidents, which were previously categorized by one person. A few months ago an Accident Review Committee was formed at Burnaby to assess each accident and determine if or how it could have been prevented. The committee membership is made up of two drivers from Retail, two from Wholesale, two from Tankers and appointed management representatives. Every two weeks the group meets to discuss the circumstances of all accidents and, in a democratic fashion, arrive at a decision as to whether they were preventables or non-preventables. The committee also recommends any course of action necessary or disciplinary measure to be taken.

Participation has been keen at these meetings. Each driver is entitled to bring a guest and in this way it is felt that more staff will understand the meaning of a preventable accident.

The whole basis is to be able to anticipate an accident-causing situation and, if possible, to avoid it. If the driver does become involved when there was some defensive move he could have taken, then the accident was preventable. With this philosophy, the responsibility is placed on the individual's skill and alertness, since he could be entirely in the right, yet still be entangled in a preventable accident.

The idea of group participation is a new approach toward driver safety and a reduction of collision costs.

Dairyland's Accident Review Committee was the first of its kind in B.C. The idea is now being adopted by the National Safety Council, who review accidents for other large businesses.

Delair Sets Good Example

As of June 1, the Delair plant has totalled a record 408 days without time lost due to an accident at work. First aid man, **Elmer Storey** credits this outstanding performance to employees' close attention to safe work habits and prompt reporting of any unsafe conditions throughout the plant. Delair has a staff of about 47 in its production and maintenance areas. The figures for other plants and departments are as follows:

Delair	408 days
Garage & Workshop (Burnaby)	136 days
Sardis	110 days
Retail (Burnaby)	32 days
Wholesale (Burnaby)	31 days
Valley	21 days
Plant (Burnaby)	6 days

1975-76 FVMPA EMPLOYEES STEELHEAD DERBY

1. Smallest Steelhead Caught
   Stan Lyons 7 lbs 4 oz
2. Average weight of All Fish Caught
   Chris Eaton 12 lbs 13½ oz
3. Heaviest Fish Caught (Kingfish)
   Terry Templier 20 lbs 11½ oz
4. Second Heaviest Fish Caught
   Harold Karr 19 lbs 8 oz
5. Third Heaviest Fish Caught
   Chris Eaton 15 lbs 11½ oz
6. Fourth Heaviest Fish Caught
   Jim Brown 14 lbs 2 oz

"I want it to look nice for the reception."

Rupert Winner

Jeno Portornay, Route Foreman at Prince Rupert, took the $500 first prize at the 6th annual Legion Fish Derby held recently in Prince Rupert. Jeno has been entering the Derby for a number of years. Last year he placed third; this year he hit the jackpot with a 33.5 pound salmon.

Why I Fired My Secretary

One man explaining to another why he fired his secretary.

"Two weeks ago," he said, "was my 45th birthday and I wasn't feeling too hot that morning anyway. I went into breakfast knowing that my wife would be pleasant and say 'Happy Birthday' and probably have a present for me. And she didn't even say 'Good Morning', let alone say 'Happy Birthday.'

"I said, well, that's wives for you." The children will remember. The children came into breakfast and didn't say a word. And when I started to the office I was feeling pretty low and despondent.

As I walked into my offive, Janet said "Good Morning Boss—Happy Birthday" and I felt a little better—someone had remembered.

I worked until noon. About noon, she knocked on my door and said, "You know it's such a beautiful day outside, and it is your birthday, let's go to lunch, just you and I." I said, "By George, that is the greatest thing I have heard all day. Let's go."

We went to lunch. We didn't go where we normally go, we went out into the country to a little private place. We had two Martinis and enjoyed lunch tremendously.

On the way back to the office, she said, "You know, it's such a beautiful day, we don't need to go back to the office, do we?" I said, "No, I guess not."

She said, "Let's go by my apartment and I will fix you another Martini."

We went to her apartment. We enjoyed another Martini and smoked a cigarette, and she said, "Boss, if you don't mind, I think I'll go into my bedroom and slip into something more comfortable." And I told her I didn't mind at all.

She went into the bedroom and in about six minutes she came out of the bedroom carrying a big birthday cake, followed by my wife and children. All were singing "Happy Birthday" and there I sat with nothing on but my socks.

Milk break

JULY-AUGUST, 1976 VOL. 2, No. 6

F.V.M.P.A. Drivers Top Roadeo Team

General Manager Neil Gray and Fleet Safety Supervisor Omer Tupper are seen here congratulating John Crang, Burnaby wholesale driver (on the left) and John Chase, Burnaby retail reliefman, on capturing the I.C.B.C. team trophy in the B.C. Truck Roadeo.

Dairyland drivers captured the ICBC team trophy in the B.C. Truck Roadeo, held June 13th. **John Chase,** Burnaby retail reliefman, won first place in the Walk-In-Van division and **John Crang,** Burnaby wholesale driver, placed fourth in the Straight Truck category. The two men scored the highest average point total in the competition. The Roadeo, which is held yearly, attracts skilled competitors from many of the larger driving firms in B.C. Both of the Dairyland drivers had entered the roadeo in previous years.

The standards set by the FVMPA for its drivers are tougher than many companies demand but, by the same token, holders of Dairyland's driving awards are acknowledged as being leaders in their field.

For example, company drivers can be charged with having an accident by being involved in a mishap caused by driving errors that did not result in damage to the vehicle. Many other companies do not consider any driving errors unless they result in damage.

Fleet Safety Supervisor, **Omer Tupper** comments:

"Our driving philosophy is paying off. We have better drivers and less accidents than most fleets. This fact is recognized by the Motor Vehicle Branch, the Federal Postal Department, B.C. Safety Council, Vancouver Safety Council, Toastmaster Bakeries, B.C. Railway, Boundary Bay Driving School, plus innumerable others who have sent representatives to study our methods and instigate programs patterned after our driving standards. At the moment, the Postal Department in Toronto are introducing some of our procedures to their drivers."

"We are extremely proud of our drivers' abilities and they in turn have

Continued, page 2

Robin Involved in Fine Rescue

Dairyland Branch Manager, Hugh Robin was involved recently in saving the life of a Prince Rupert child who came close to being burned in a house fire.

The fire broke out about 7:00 a.m. in a house directly behind Hugh's home. Hugh rushed over the back fence when he heard the screaming and shouting and learned that a two year old baby was trapped upstairs at the back of the house. The front part, through which the other occupants had escaped, was already in flames. Meanwhile another neighbour climbed up a ladder through a second storey window and stumbled over the child on the floor. Little could be seen through the smoke. He threw the baby out the window to the mother waiting below. The man had barely got out when the fire burst through this area of the house.

Hugh took the child into a neighbour's house. He was limp and un-

Continued, page 4

Roadeo, continued

earned the right to call themselves professionals," says Mr. Tupper.

In commenting on the Accident-free Driving Awards program, **H. S. Woodbridge** of the Motor Vehicle Branch, Victoria said:

"Other Provinces now plan to enter Certification programs. Representatives from Saskatchewan and Manitoba visited our offices recently to survey our operation. The Programs of your firm, amongst others, were reviewed and they were most impressed with your training and accident evaluation programs.

"There are only one hundred and six certified companies out of more than one thousand in the Province, so you can see the privilege to certify is not extended lightly."

RETIREMENT

Doris Jackson retired on May 28th, after being employed at the Sardis plant since 1960. Doris was a member of the office staff, working as cashier. Her retirement plans include a holiday with her family and she hopes now to see a lot more of her grandchildren.

Staff & Welfare
FALL DANCE
SAT, SEPTEMBER 18th
SHRINER'S HALL
$11.00 PER PERSON
Free Bar Smorgasbord
Prizes

DONNA JONES *was given a baby shower a few weeks before her "retirement", July 9th. Donna has been secretary in the Burnaby Lab since 1968. She was also the guest of honour at a party held recently by lab staff at the home of Keith Miller.*

Fire Alarms in Place, Drill Planned at Burnaby

Examining the new master fire control panel is one of the Fire Drill Committee members, FRED DUCK.

As buildings and staffs grow, so does the potential fire hazard. This is the philosophy of Municipal Fire Inspectors who usually re-check the fire safety precautions of any large buildings undergoing new construction.

The Burnaby plant has also taken this period of renovations to review its fire alarm system and to create a procedure in case of a fire. The new system will comply with the Municipal requirements and National Building Code.

The plant was previously equipped with sprinklers and an alarm but it was felt that some additional precautions were needed. A coloured glass master panel showing the major areas of the plant has been installed just outside the front door. Should a fire break out, a sensing device (a smoke detector) will ring the alarm and a light will go on to correspond with the area that is on fire. This will enable the fire department to proceed to the site immediately.

Gongs have been set up at strategic points so that the whole building will be alerted. (These do not ring at the Fire Department.) Previously it was only the operating engineer on duty who heard the alarm. Pull stations have been installed so that anyone who discovers a fire can ring the alarms throughout the building.

A fire drill committee has been organized by the Engineering Department under **Jim Byres.** Discussions are presently underway to develop a procedure in the event of a fire and this will be posted at a later date. The committee members represent various departments within the plant. They are:

Gerry Campbell, Ian Strang, Fred Duck, Howie Stevenson, Dennis Haner, Dan Fleming, Al Lightbody, Jim Cunningham, Joe Jessup, Gerry Vanderlinde.

Comings & Goings

JOINING US:

Delair—A. L. Britton
Garage—B. Nocinovic
B. J. Hughes
D. J. Tourchin
Janitors—A. Buljan
Retail—M. D. Fowler
S. E. Purvis
M. L. Potter
B. Christiansen
G. F. Gibson
J. J. Young
L. Wilson
Shipping—R. Toombs
Victoria—S. Papirnyk
Prince George—M. Vogler
Terrace—R. M. Gunton
J. A. Burke
Prince Rupert—L. J. Allen
Route Accounting—T. Scared
General Office—C. A. Demchuk
V. Kumar

LEAVING US:

Sardis Tanker Drivers—D. V. Halliday
Wholesale Sales—D. K. McLellan
Production—E. R. Hayward

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield,* Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373
Dairyland PACIFIC

Czechoslovakia's Moldau River is spanned by many historical bridges linking the country's capital city of Praque.

A Journey into Eastern Europe

June Florczyk, Share Records, has recently returned from a European holiday which included two countries not often visited by Canadian tourists. June spent two weeks touring Poland with her son and his wife who has relatives in Warsaw. She then went on alone to Czechoslovakia, staying a week in Prague.

Poland is not especially noted for its tourist industry and naturally few people there speak English. June found, however, that she could get by with a small amount of German and a lot of sign language. She said "people wherever we visited, were friendly and so courteous, even offering us their seats on the buses."

In Poland, as in Czechoslovakia, tourists are free to travel wherever they choose, but there are certain restrictions with respect to visas and money. On arrival, they had to report to the police and exchange for vouchers a registered amount of currency to spend. They were also required to prepay a large proportion of their expenses and they were not allowed to take any money out of the country.

June noticed an active black market for foreign currency with which people could buy goods not available to the ordinary citizen. Such things as luxury items, types of liquor, even tea bags were in great demand. In Warsaw there were shortages of merchandise in most of the shops and long line-ups, even for food, were very common. In restaurants, though, there were no crowds and the food and wines were exceptionally good.

Tourist accommodation is quite inexpensive in Warsaw, even though tourists have to pay rates which are three times higher than those for the ordinary citizen.

June was surprised to see how little the country is mechanized, with horse-drawn farm equipment a common sight and people pulling plows and doing many labouring jobs by hand. The lack of modern machinery, added to the fact that Warsaw was devastated during World War II, results in a severe housing shortage. Apartments are all under government control and many families must share small accommodations. June noticed that a great emphasis is placed on older people and everyone seems to work well past the retirement age.

In Warsaw, many reminders of the war remain, including plaques which mark sites where famous buildings once stood. In the centre of the city a square block has been painstakingly reconstructed as it existed before the war, according to drawings which had been preserved from the 17th century. June also visited the concentration camp at Auschwitz near Krakow, a gruesome sight which has been kept intact.

During her two weeks in Poland June toured parts of the countryside surrounding Warsaw. One fascinating expedition was to a salt mine at Wieliczka. Over 300 years ago, huge halls were created underground where the salt had been mined. Since that time they have been transformed to places of great beauty, with walls which display delicate religious carvings, decorated floors, statues, even chandeliers, all carved entirely of salt.

In Czechoslovakia June thought life seemed happier. The standard of living

Continued, page 4

In her three weeks travelling through Poland and Czechoslovakia, JUNE FLORCZYK *found many examples of the contrast between the severity of everyday life and the richness of pre-existing architecture.*

Directors Tour Sardis, Delair

The FVMPA Board of Directors recently made their yearly tour of the Sardis and Delair plants. The purpose of this visit is to see first-hand any new developments or problems which may be encountered in future.

Removing cages from the Pacific Milk midget retort (sterilizing chamber) are (l-r) LES HENDY, KEN BLOOMFIELD, REUBEN BAERG *and* PETE DEJONG.

DON McQEEN, *Manager of Engineering,* MELLE POOL, *Director, and* GORDON PARK, *President, survey Delair operation from an overhead gangway.*

Packing cottage cheese at Sardis is BETTY STANDEVEN.

Eastern Europe, continued

is higher than in Poland although citizens are still taxed very heavily on non-essential goods. Apparently suffering from a shortage in their work force, the country is importing labourers from other countries. The government also pays a high baby bonus (to the husband). In Czechoslovakia retirement age for a woman is 57 but she is permitted to quit working two years earlier for each child she has had.

June enjoyed visiting the many tourist attractions in Prague which, in centuries past, was one of the cultural centres of Europe. It was the first city in Europe to have a university, opened in 1200. Many monuments and the ornate Bishops' palaces remain; some are open to visitors while others are used as government offices.

June noticed a Western influence in the music and dress of Prague, especially among younger people, but she also remarked on the large amount of government propaganda spread through the various media. Entertainment there is mostly live, consisting of an orchestra concert, a play or a puppet show, but very few movies.

In her travels, June had the chance to see a very different life style from her own. Asked if she would like to live in either country she said that, given her present salary, there were many aspects there that she could appreciate.

FVMPA People

Congratulations to **Ursula Cempel** on the birth of a baby daughter **Cassandra,** June 7th. Ursula works in Retail Billing in the Burnaby office.

Jack Fitzgerald, of the Burnaby machine shop was a $500 winner in the Canada Olympic Lotteries. Jack, who banked his winnings, says he bought a lot of tickets.

It is with regret that we report the death in early July of Jim Ginvin, a retired FVMPA employee. Jim was a former accountant at the 8th Ave. plant and a member of the Quarter Century Club.

Dairyland Staff and Welfare representatives are official sellers for Lucky Leo lottery tickets, proceeds to aid crippled children. The grand prize is $100,000 drawn in November but early bird draws will be held monthly, starting in July.

"Now there's a shot you don't see very often."

Fire Rescue, continued

conscious and although he was not Hugh laid the child on a bed and began to give him mouth to mouth resucitation, after which he began to cry. Hugh said, "It was a great relief. He was just like a rag and I really had thought he was dead." He added that the fire was the closest situation to panic that he had ever seen.

A sad end to the story was that, even though the baby recovered with no serious injury, his nine year old brother was killed in the fire. The house was totally gutted and has now been torn down.

Milk break

SEPTEMBER-OCTOBER, 1976 29 VOL. 2, No. 7

Three firsts and two seconds were won by RIMON GENDI competing in hand gun events in the Canadian Shooting trials, held recently.

Hawaii Trip Won Twice

Mrs. M. Armstrong of New Westminster could be spending five expense paid weeks in the sun this winter if she could get the time off work. She was the winner of not just one trip to Hawaii, but two trips within the same week.

Mrs. Armstrong's ticket was drawn from the Dairyland PNE Spree grand prize in August, offering a trip for two to Hawaii. A few days later she was notified that she had won the CKNW's trip for four to Hawaii. Both contests had thousands of entries, and Mrs. Armstrong says that before this she had never entered a contest in her life.

She plans to take the CKNW trip on her three weeks holiday in February. Dairyland is hoping that contest regulations can be stretched to allow her to claim her prize next year.

"I'm not going to enter any more contests", says Mrs. Armstrong. Although if her luck holds out she may be going to Australia too, as she also has a ticket for a free trip sponsored by Standard Brands.

NOTICE

In past years each Fall, flu shots have been provided free for FVMPA staff. This year, however, the shots will not be offered because the vaccine is not available. **Omer Tupper,** in charge of employee programs, contacted the Burnaby Medical Health Unit and also our regular vaccine supplier and was informed in both instances that there was no vaccine being produced at this time. He was given the explanation that the facilities were being used extensively for the preparation of swine vaccine, in the event that a large scale innoculation program is necessary.

Rimon Earns Five Medals In Canadian Shooting Trials

Rimon Gendi, FVMPA computer operator is among the top marksmen in Canada. This was evident from the distinguished performance he gave at the Canadian Shooting Trials held in Winnipeg for six days in mid-August. Rimon won five medals at the annual event sponsored by the Shooting Federation of Canada.

Competing in hand gun events, Rimon captured a gold medal in the Centre Fire match. The course for this consists of 12 series of five shots. During each series the target appears five times for three seconds with a seven second pause in between. One shot is fired during each appearance. In 60 shots he scored all perfect 10's with the exception of four 9's on the target.

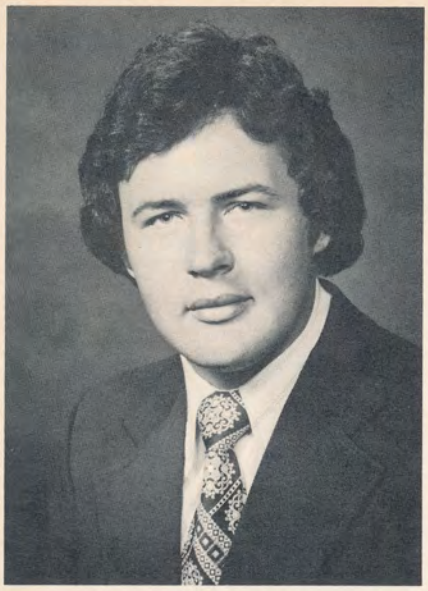
Rimon also won two silver 2nd place medals in the Aggregate of all Centre Fire matches and the Aggregate of Slow Centre Fire matches. The latter course consisted of six series each of five shots. The time limit for each series is six minutes at a distance of 25 yards.

He captured two more first place medals, one for the Rapid Fire match of four series of five shots and the Aggregate of Slow, Rapid and Timed matches.

Rimon's total score would have enabled him to qualify for Canada's national team except that he is not yet a Canadian citizen. Born in Cairo, he emigrated four years ago from West Germany. In the past he was Egyptian Champion in the "22" rifle category.

The gun he uses (see photo) is a Russian-made 22 calibre pistol with a

Continued, page 4



Kent Giles

Bob Curson

Murray Swanson

Staff Appointments

G. B. Larkin has announced the appointment of **Kent Giles** as Assistant to the Plant Superintendent at the Sardis Utility Plant, effective immediately.

Kent has been at the Burnaby Laboratory for one year, since his graduation in Food Science from U.B.C. and has had several summers at Burnaby in his undergraduate years.

He will be working with Assistant Plant Superintendent **Frank Hannah** under the direction of Sardis Plant Superintendent **Murray Osten.**

W. G. Hawes has announced the appointment effective October 1, of **Bob Curson** to the position of District Manager — North Central Area — which includes branches at Prince George, Vanderhoof, Burns Lake, Mackenzie, Quesnel and Williams Lake.

Bob was previously manager of the Victoria Branch.

Mr. Hawes also extends his thanks and appreciation to **Murray Swanson,** Bob's predecessor, for his many years of dedicated service to the FVMPA. He said, "Murray always extended himself far beyond the normal call of duty. We sincerely wish Murray many years of success and satisfaction in his new enterprise."

Law Students Give Free Advice

Of general interest is a service offered by U.B.C. law students to give free legal advice to those who need it. The students aim at serving people whose annual salary is less than $13,000 a year. Persons over that salary are expected to hire a lawyer themselves. They explain:

"The Law Students Legal Advice Program consists of over 200 law students working as volunteers in 17 free legal advice clinics that are open one evening a week in various locations throughout the Lower Mainland.

We are supervised at the clinics by lawyers who volunteer their time one evening every three months, and the problem is written down with the advice given, and this is further checked by lawyers at the Vancouver Legal Assistance Society (VCLAS).

We handle over 7,000 clients a year and are the largest divorce 'firm' in B.C. as last year we helped over 350 clients do their own uncontested divorce, based on separation grounds.

In the summer, a small number of students can be employed full time with the assistance of grants obtained from the Department of Labour, and the clinics can then be open during the day as well.

Presently, 15 students are working full time. Our number at the University is 228-5791."

Branch Reports

Prince Rupert Area: **George Thom,** Plant Superintendent at Kitimat, has been appointed to the Regional Advisory Council of the Federal Business Development Bank, a Crown Corporation. Nine members make up this advisory council with appointments coming from Burnaby, West Vancouver, Kamloops, Williams Lake, Vancouver, Whitehorse and Kitimat.

George explained the purpose of the council as "to advise and make recommendations to the Board regarding the activities of the bank in the different regions".

Hugh Robins was recently appointed District Deputy, Knights of Columbus. This district covers Smithers, Terrace, Kitimat and Prince Rupert. **Cathy Anderson,** daughter of Leona Anderson of the Rupert Branch office, was named first Princess in the 1976 Miss Prince Rupert contest. Cathy, 17, represented the Kinsmen's Club in the Pageant.

Island: Our last report just missed the July-August issue. Our new correspondent for Vancouver Island is **Chris Roberts** of Courtenay, who reported some excellent catches among fishermen on staff. **Bram Van Reeuwyk,** Campbell River Branch Manager, landed a 29 pound and a 30 pound Spring. **Gordon Brown,** retail driver-salesman in Courtenay, while buzz-bombing off the beach, landed a 24 pounder. **Geoff Maddison,** also of Courtenay, brought in a 27½

Two members of The Richmond Pipe Band proudly displayed the silver cups the band won as the European Champion at Shots, Scotland. The smaller trophy was for marching and discipline.

GEORGE McKILLOP, right, accompanied the band on their tour as a chaperone. With him is his son, DANNY, a side drummer.

Branch Reports, cont.

pounder and **Bill Gullett,** Plant Superintendent, caught a 22 pounder.

Sardis: The efforts of local winemaker, **Art Patterson** were rewarded at the recent Chilliwack Fall Fair. Entering into the spirit of the competition, Art took two first prizes and one third prize for his home-made wines.

Burnaby: **Roz Lincoln,** Burnaby Stationery Dept., was recently alerted to a fire in her home by her dog. "Cuddles", a Maltese/Poodle cross, wakened her sleeping owner in the night to a smoke filled bedroom. Fortunately there was time for Roz to extinguish a fire burning in the chesterfield.

Local Pipe Band Takes Championship in Scotland

George McKillop, Retail Holiday Reliefman, has returned from a three-week tour of Scotland where he was an official chaperone for the Richmond Pipe Band. George's son performs with the band as a side drummer. The band competed in several major Highland Games including the World Championships and came home as winners. They captured the Harry Lauder Shield at Dunoon which has never before been taken out of Scotland. They also won the European championship in their class at Shots, competing against 130 bands. They came first again at the Highland Games at Peebles.

The members, whose average age is about 17, were competing against many adult bands at the Grade 2 level, even including bands from army regiments. It was particularly significant that they also received a first place trophy for marching and discipline.

The Richmond band, led by **Jack Lee,** their 18 year old Pipe Major, won the B.C. championship last year and went on to take the Canadian championship in Ottawa. They paid for the trip to Scotland themselves out of funds raised by band activities and cash prizes won in other competitions. Each member owns his own set of bagpipes or drums.

George, who is a former drum-playing member of the Seaforth Band, was thrilled with their success and enjoyed the trip immensely. He says he would not hesitate to accompany them on any future tours.

New Bond Series Offered

The new fall Series of Canada Savings Bonds will offer an average annual yield of 9.13 per cent to maturity in 1985, Finance Minister **Donald S. Macdonald** announced recently.

Coupons in the 1976-77 series will yield 8½ per cent in the first year and 9¼ per cent in each of the remaining eight years of their nine-year term.

Bonds in the new issue, as always, are cashable at any time for their full face value plus interest earned. They can be bought for cash or on the instalment savings plan at any chartered bank or through authorized sales agents including investment dealers, stock brokers, trust and loan companies and credit unions.

FVMPA employees can again purchase bonds through the Payroll Savings Plan, available at the beginning of October through the Payroll department. Company coordinator for this project is **Ian Strang.**

A distance of twenty-five yards away, the targets come into vision only for a specified time interval in this match.

Shooting Trials, cont.

handle specially constructed to fit his own hand. It fires one shot at a time and needs only the lightest touch to pull the trigger. Rimon says, "Guns like this one can cost anywhere from $500 to $1200."

Rimon views marksmanship as a pure sport which requires concentrated training, and he does not relate it in any way to gun collecting or hunting. He points out, "Many people think of shooting as a non-athletic sport and consequently get the idea that it does not require the same kind of dedication and all-out training. The truth is just the opposite — there are few sports where natural ability plays such a small role in the development of a champion."

A member of the Port Coquitlam Gun Club, Rimon puts in many hours of target practice both at the club's facilities and at home with a pellet gun.

Rimon plans to keep up a consistent training program over the next few years. His goal is to maintain a qualifying score in order to make the Canadian team for the 1980 Olympics.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield*, Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373
Dairyland Pacific

Comings and Goings

JOINING US:

Retail Sales—A. S. Bjarnason
J. F. McCrabb
R. W. Hutchison
Garage—E. Schultz
Nanaimo—B. B. Homeniuk
Port Alberni—F. H. VanZoeren
L. R. Nott
Kamloops—E. L. Gee
Smithers—G. A. Ewald
Route Accounting—B. L. Elliot
M. E. Crockett
D. R. Nesbitt
G. K. Relkov
Data Processing—K. R. Buckler

LEAVING US:

Production—S. N. Hagan
Nanaimo—G. V. Manke
Port Alberni—N. L. Marshall
Prince George—K. M. Kemash
Sardis—G. P. Smart
Route Accounting—F. E. Kruchak
H. A. Makus
S. B. McDonald

RETIREMENTS

David Martin retired in July after 22 years with the FVMPA. David worked in the Burnaby Production Department as a bottle machine operator. We understand he had an extended holiday in Scotland after his retirement.

Eric Ould, a former driver salesman and checker, retired in July with 25 years service. Eric plans one big trip a year, starting with Hawaii, and has many do-it-yourself projects in mind.

Quarter Century Club Loses Two Members

It is with regret that we report the deaths of two retired Dairyland staff members. **Ida Bond** who passed away on July 6th, worked for many years as a member of the Eighth Avenue office staff.

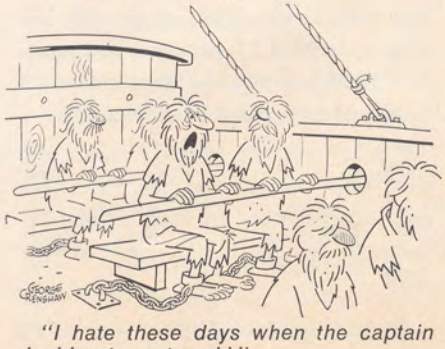
Cy Bunyan, whose death occurred September 14th, was a production clerk in the Burnaby Lab. Both former employees will be missed by fellow members of the FVMPA Quarter Century Club.

Accident Reports in Comical Vein

Each week the Accident Review Committee goes over every accident involving an FVMPA driver. Occasionally the serious nature of the discussions is broken up by a humourous report. Here are two recent ones:

"We were parked in Stong's lot unloading milk. Mrs. Black had just finished shopping and got into her car, started it up and ran straight into our front wheel, her bumper hitting our step and lower door. It's my belief after checking her out that she is depending on her seat belt to keep her upright in the car—the back of her split seat being broken. She admits that she did not get her belts connected up right and I can only presume that she lost control of her car. She says she will pay her own damages but will still have to talk to her husband. I think she landed in her back seat and could not reach the brake pedal."

"I was parked in front of 3675 Franklin Street, about six inches from the curb, the truck was shut off and in gear. After I had finished serving this call I turned around and noticed a small car backing up towards the truck. It looked as though he was going to back right into me so I called out to him but all the windows were up in his car so he didn't hear me. His only comment was "I guess I'm still half asleep!"



"I hate these days when the captain decides to water ski."

Milk break

NOVEMBER, 1976 VOL. 2, No. 8

Thousands of visitors admired the calf feeding scene above, which hung in the entrance hall at the FVMPA's old Eighth Avenue Plant. This was one of three oil paintings by John Clymer. The works are presently undergoing restoration.

No more midnight pick-ups

The changeover to daytime farm pick-up is now complete. The last of the night milk collection shifts from the Sardis plant ended in October.

The elimination of night pick-up represents an achievement to the dairy and an added convenience to FVMPA farmers, who had been awaiting this change. It also means that twelve drivers, some of whom had worked the night shift for ten years, will now work regular daytime hours. Milk collection takes place every day from 7:30 a.m. to 4:30 p.m. with farms being serviced every second day.

This improvement has been made possible as a result of larger capacity vehicles being added to the truck fleet. Tanks which hold 32,000 lbs. of milk have replaced the older 22,000 lb. tanks. With this greater carrying capacity, the night routes were consolidated into daytime schedules.

Appointment

Production Manager, **Grant Larkin,** recently announced the appointment of **Al Lightbody** to the position of Senior Foreman to coordinate the supervision and total checking and loading operation. This is a new position, created to further improve the fluid checking and loading portion of the Burnaby Plant. Reporting to directly to Mr. Lightbody are Night Foremen, **Grant Lewis** and **Bob Fowler.**

Art Treasures Discovered

THREE LARGE mural paintings, created by the now-famous artist **John Clymer,** will be decorating the main stairway and the Park Room in Burnaby in the near future.

The paintings, familiar to those who knew the old 8th Avenue plant where they hung in the hallway, have been in storage all these years since the move to Burnaby.

They were resurrected by General Manager Neil Gray and research by Advertising Manager Sam Fogel discovered that Clymer painted the murals when he was in Art School in his early youth in Vancouver. Since that time in the 20's he became a celebrated painter of the Western scene.

John Clymer's father was a Washington state gardener who hoped some day to see his son helping him market flowers in Seattle. John, however, kicked over the traces, and came to Vancouver to live with his uncle, Dr. A. J. Damon, a veterinarian. This brought him in contact with the dairy cows in the area, and while studying art here, he sold his first drawing to an early issue of BUTTER-FAT.

Over the years, John Clymer's paintings have appeared in national magazines in Canada and the U.S., and his work is on permanent exhibition in the Glenbow Foundation Gallery in Calgary, the Whitney Gallery of Western Art in Cody, Wyoming, as well as in galleries in Helena, Montana and Oklahoma City, Oklahoma.

The FVMPA's three murals, averaging 10 feet by 8 feet in size, are being restored by Alex Harrison of the Harrison Galleries in Vancouver. This is on the recommendation of the

Continued, page 2

Appointment

N. T. GRAY, FVMPA General Manager, has been elected Vice Chairman of the National Dairy Council of Canada, a federal organization of dairy processors.

Buses offer special service

Because of the cooperation of a number of bus lines, a person with a physical handicap will be able to travel by bus with a companion at a two-for-one rate.

The Helping Hand Service for the handicapped that originated with Greyhound Bus Lines in the United States has been extended to include all the major bus lines in Canada.

In addition, there are a number of smaller companies that have buses connecting with the major lines that may offer the service upon request.

Since the service is new, personnel working for the bus companies may not be fully aware of the special program for the handicapped. Anyone wishing to use the Helping Hand Service for the first time should call the local bus terminal and speak to the information clerk.

Under the Helping Hand Service, the person is required to have a certificate of eligibility signed by a physician stating that the person is disabled to the extent of requiring the assistance of an attendant to board, alight and travel on a bus.

A sample of a certificate of eligibility and other information should be available from the local bus terminal. However, if the local station does not have the pamphlet "Helping Hand Service for the Handicapped" yet, write to Greyhound, 610 Bay Street, Toronto, Ont.

A message from your Credit Union

Over seven and a half million Canadian Credit Union members join with over 90 million members across several nations to celebrate the growth of this remarkable movement which has helped bring stability and improvement to the personal financial affairs of people in every corner of the globe.

Credit Unions were a good idea when they started in Canada in 1900. They're an even better idea now!

There are a number of reasons why Credit Unions are better in so many ways—the least of which is, unlike banks, the underlying motive of a Credit Union is not profit; it is co-operation.

Nevertheless, in many other ways, Credit Unions are indistinguishable from banks. They may have branch offices; feature a chequing service; offer demand and term deposits; grant personal, mortgage and business loans; and provide many other services which are also offered by banks. But their whole orientation is different: Credit Unions are democratically-run organizations.

Did you know that anyone in the Dairy Industry, *plus their families* can be member-owners of the Dairy Industry Credit Union. Why not you?

Art Treasures, continued

Canadian Conservation Institute, a federal government agency. Their representative, who advises government museums and galleries on similar projects, had visited the Burnaby offices and inspected the murals. They were considered of sufficent importance and value to warrant the preservation and protection now being given them by Mr. Harrison—a more than six-month job.

Two paintings will hang in the main stairway in Burnaby and one in the Park Room, and they will make their debut to the employees and the public in the near future.

FVMPA Employees
STEELHEAD DERBY
Dec. 1, 1976 to March 31, 1977
Contact **Fred Franks,** Sardis
for rules and fees.

DEBORAH MacDOUGALL spent a three week holiday in early October on a cruise of the Caribbean. Deborah, of Burnaby's Route Accounting, is seen being presented with a birthday cake aboard ship. The ship, the Island Princess, took them through the Panama Canal, stopping at such exotic places as St. Thomas, San Juan, Martinique, Acapulco, Aruba and Columbia.

Don Roche, a former chef at Hy's, prepares some of his favourite dishes for his Tuesday night gourmet cooking class.

Retail driver teaches cooking school

Anyone lucky enough to receive a dinner invitation from **Don Roche** would probably feast on Coquilles St. Jaques, Mediterranean Salad, followed by Steak au Poivre.

Don is a retail driver salesman whose hidden talent is cooking. Before joining the FVMPA, he worked for twelve years as a professional chef in several noted restaurants.

After high school graduation, Don spent two years at the Southern Alberta Institute of Technology. There he completed a chef's training course which went from basic cooking skills to French Cuisine, butchering and even ice carving. Once Don completed the course, his ingenuity was tested by his first job as cook for an oil exploration crew in the far North. There he worked in a tent, cooking everything from stew to gourmet meals for the crew on a Coleman stove.

In past years, Don has been employed in different Hy's establishments in Vancouver and the Okanagan. He decided to quit cooking professionally because of the low salaries and the irregular hours which include mostly nights and holidays.

This year, Don is teaching a night school course in gourmet cookery at Vancouver Tech. He uses Dairyland products in the course. The class consists of 28 people, mainly married women with one man in attendance.

During the weekly sessions, he shows them how to make such elegant dishes as Chicken Kiev or Beef Wellington, and he might also demonstrate a basic skill like boning a chicken. He usually prepares about four main dishes in an evening but he is limited by time and a $28 budget for his groceries, so he sometimes has to improvise a little. Last week his Pepper Steak was finished off with sherry instead of the Courvoisier called for in the recipe.

Don is enjoying the challenge of his first attempt at teaching although he adds, "There's a lot of extra preparation. I'm also learning that you have to avoid monotonous jobs like chopping onions or shucking oysters in front of a class, or you've lost their attention." Although he gives recipes to the students, Don does not measure any ingredients when he cooks.

Don loves shopping for food, and at the same time keeps his eye open for kitchen utensils, of which he already has a large collection. He says, "I do my basic shopping at Woodward's, then it's Beefeaters for meat, Campbell Ave. Pier for seafood, and occasionally I find what I want at a delicatessen."

Don's personal favourite dish is shellfish cooked in a delicate French sauce. He is not too enthusiastic about typical Canadian Cuisine which he describes as bland, with the meat too well done and the vegetables over-boiled.

Understandably, Don and his wife, **Sandy,** do not eat plainly at home, and most of their meals contain a dash of the unusual. Don says Sandy also loves to cook so he lets her take over most of the time, reserving his efforts "for a Saturday night or a special occasion."

George Gordon now retired

George Gordon, Supervisor in the Wholesale Distribution department, retired in late September. George started out in the dairy business as a checker at Shannon Dairies, and later transferred to Dairyland when the company was bought.

After spending several years as Branch Supervisor on Vancouver Island, he returned to Burnaby where his chief areas of responsibility covered timekeeping and holiday schedules for some 75 Association drivers.

George has the good wishes of his many friends and associates at Dairyland.

XMAS SOCIAL
for Dairyland Staff
and Welfare Members

WINE AND CHEESE PARTY

Wednesday, December 15
from 7 - 11 p.m.

Burnaby Lake Pavilion

"FREE"

Comings and Goings

JOINING US:

Sardis—T. C. Laughlin
Sardis Maintenance—J. S. Palmer
Butter—D. S. Harvey
G. P. McKay
D. R. Kowalski
Janitors—J. A. Sullivan
D. Brown
E. M. Johansen
Wholesale Drivers—W. Shaw
Production—D. Mudge
H. R. Gordon
C. Amero
P. L. Wark
J. M. Fletcher
R. H. Plaskett
F. Gigmotti
G. H. Christian
W. A. Plaxton
A. L. Hutchcroft
D. A. Quercetti
Checkers—D. S. Swallow
M. A. Zielke
Retail—J. C. Wiebe
K. L. Saunders
D. C. Jopson
S. A. Robin
D. Neuman
P. E. Skar
F. P. Storoshenko
Kamloops—B. Taillefer
M. L. Keller
Courtenay—P. W. Silvester
Prince Rupert—M. J. Dumont
L. G. Basso
Prince George—H. R. Brook
G. J. Anderson
Terrace—P. Kearns
Smithers—L. A. Courchene
Kitimat—N. W. Hammerquist
T. J. Sandberg
Burnaby Lab—M. Gleeson
Route Accounting—G. L. Johnson
General Office—W. D. Bradshaw
D. E. Galbraith
R. L. Donald

LEAVING US:

Sardis—L. J. Kain
Production—K. M. Gilbey
D. J. Baerg
G. Gemma
Retail—A. S. Welby
Valley—J. Fancy
Branch Managers—M. D. Swanson
Prinnce George—K. P. Takahashi
Courtenay—C. Roberts
Kitimat—R. Latimer
Prince Rupert—T. C. Cook
General Office—R. E. Welsch
E. J. Rickerby

A day or two before Hallowe'en there appeared a spectacle in the shape of a giant-sized fudgsicle strolling through the Burnaby Plant. Heads popped out of office doorways and necks hunched over coffee cups craned with amazement as it proceeded on its way. A closer look revealed DEBBIE QUERCETTI of the ice cream department, who decided the place needed a little livening up. Debbie made the costume herself from a huge paper bag, cardboard lined and faithfully lettered from the original package. She later served ice cream to the Board of Directors.

Milk tops champagne on world cruise menu

The popular image of cruising is that passengers literally sail in a sea of champagne.

The fact is that the amount of fresh milk consumed on a cruise ship far exceeds champagne.

Passengers on the upcoming 1977 world cruise on the Queen Elizabeth 2 will down 16,400 gallons of milk in 81 days as compared with 560 gallons of champagne (2,750 bottles).

While circling the globe on the Queen Elizabeth 2, approximately 1,300 passengers will consume dairy products by the boat load. In addition to milk, passengers will consume 14,750 quarts of cream, 24,046 lbs. of butter and 2,680 4-oz. cartons of yogurt.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield*, Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373
Dairyland PACIFIC

Milk break

DECEMBER, 1976 29 VOL. 2, No. 9

***Roger Ruddy** (r) and **Jim Jones** (l) came in second and third respectively, in a recent competition for fork lift operators. The event was held at the PNE.*

Roger, Jim demonstrate skills in 'rodeo' for fork lifters

Two members of Burnaby's stock room earned top placings in a competition for fork lift operators held November 16th. **Roger Ruddy** placed second and **Jim Jones** came third out of a class of 27 people. The event was sponsored by a materials handling association and this was the first time such a competition has ever been held in Canada.

Warehousemen from all areas of the Lower Mainland competed in the day's course which took up three buildings at the P.N.E. As an example of some of the skills required, competitors had to: fork lift into vertical racks, drive between cones arranged into a giant slaalom, and lift from simulated box cars.

Roger and Jim drove a 4000 pound propane sit-down fork lift similar to one used at the Burnaby plant. However, since their varied warehouse duties do not normally include a full day on this particular equipment, both men were surprised to come out so well in the event. Most of the other competitors were full time fork lift operators. As prizes, Roger received a cheque for $50 and Jim, a cheque for $25.

Quarter Century Club grows to 222 members

A record 22 people were welcomed into the FVMPA Quarter Century Club, held Nov. 16 at the Four Seasons Hotel. This was the twelfth annual meeting of the club, whose members have all completed 25 years of service. The total membership now stands at 222, 210 men and 12 ladies.

Joining this year were: **Ian Miles,** Wholesale sales, **Gordon Schluter,** Retail drivers, **Roy Lajoie,** Production, **Walter Harnett,** Retail drivers, **Gordon MacLeod,** Burnaby garage, **Bob Stevenson,** formerly Retail drivers, **Bill Hagan,** Retail supervisors, **Chuck McLellan,** Production, **Otto Baker,** Delair production, **Rod Neil,** Valley branch, **Bill Dixon,** Workshop, **Larry Flynn,** Production, **Doug McLellan,** Ice cream drivers, **Sam Megaw,** Production, **Elmer Storey,** Delair office, **Ruth Morrison,** Burnaby office, **Cliff Cope,** Sardis production, **Gerry Lepinski,** Wholesale drivers, **Harold Gillis,** Wholesale drivers, **Eric Ould,** formerly Production, ..**Bill Beagle,** formerly Wholesale drivers, and **Reg Peckover,** Retail drivers.

Appointment

Distribution Manager, **Bill Hawes** recently announced the appointment of **Alan Neal** to the position of Branch Supervisor, Victoria Branch.

Alan, a former driver salesman at Victoria, will report directly to **A. Mawhinney,** Nanaimo Branch Manager.

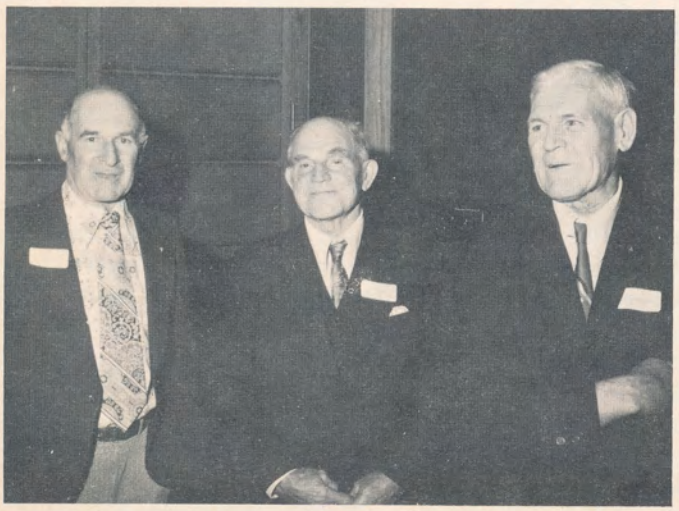
Mr. and Mrs. Chuck McLellan

Dick English, Larry Norman, Ron Carmichael

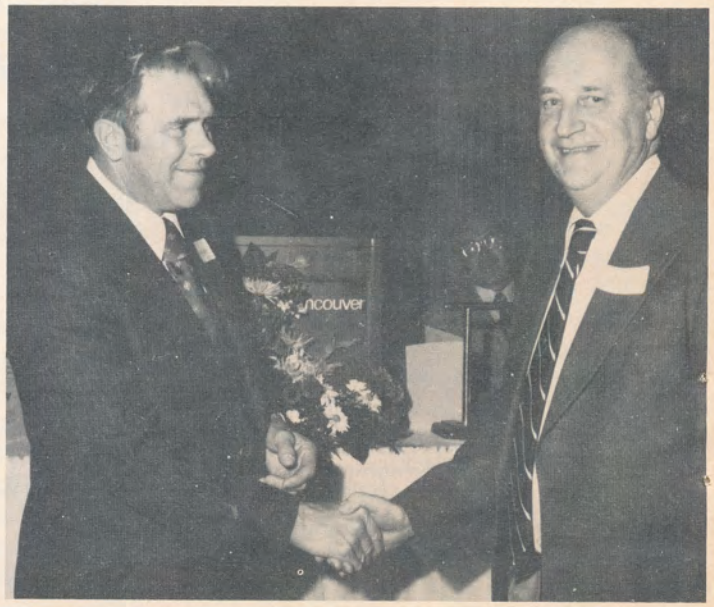
Quarter Century Club 1976

Bruce Noble, Bill Ellis

John Ward, Fred Franks, Lyle Steward



Howard Apps, Henry and Ernie Johnson



Peter Friesen, Ian Miles

Back row, l-r, Steve Williams, Bill Beagle, Ray Collier, Art Tecklenburg
Front, l-r, Eric Ould, Reg Peckover, Bill Addison

Mr. and Mrs. Elmer Storey

Peter Friesen, Larry Flynn

Walt Spielman, Willie Driedger

Jim Miller, Rod Neil

Harold Gillis

Mr. and Mrs. Cliff Cope

Vem Yogurt - Dairyland's fastest selling product

The development of a new product can take months and months of research, preparation, trials and assessments. The word "easy" is just not part of such a process. But, when a competitor markets a new product, it is often essential for a company to meet this challenge by developing a similar one.

This was the problem facing the Association two years ago when Yoplait, a new style yogurt, appeared on the Vancouver market.

The existing yogurts produced by Dairyland of, fruit on the bottom and Swiss Style (homogeneous fruit) came under strong pressure from this sweeter, drinkable product. It became clear that a new style yogurt was needed and it was needed immediately.

A list of requirements was set out as a basis for the new Dairyland yogurt. It had to be acceptably sweet to attract customers put off by the tart flavour of the more traditional yogurts. It required a higher fruit content than was normally used and the fruit had to be natural. The consistency had to be thin enough to drink, yet thick enough to spoon. This was easy to write down but extremely difficult to achieve. The product would be presented to the market as a spoonable, drinkable European style yogurt.

In two short weeks the Association was able to produce a yogurt that met all these requirements. A name was chosen by scanning a computer printout of all three, four and five letter combinations. The name "Vem" was chosen and advertising promoted the image of a natural European style food.

Initial public response and sales were much higher than expected. It, indeed, taxed production faciilties to meet the demand. Major accounts listed Vem and the competitor's product showed little growth.

Success, however, was short lived. Within a few months product returns indicated that a keeping problem had developed, complicated by a difficulty with the physical consistency. The nature of our present marketing system requires a product to maintain its appearance and taste for close to two weeks. Vem was not standing up and distribution systems, refrigeration and store handling also added to the problem. It was now obvious that the formula needed to be redeveloped.

This work took close to a year to complete, but the result was an original formula which is now being sold. The adjustments insured a fresh, dependable appearance which would meet as many variable market conditions as could be anticipated.

While this development was underway, a market study was conducted. A more precise definition of the market indicated that people of 18 to 35 years of age were the real yogurt users. It also concluded that larger families and higher income households tended to buy the product. Taking all into consideration, the package was revised and more flavours were added. Vem was then reintroduced to the public, accompanied by a strong advertising campaign.

To conclude a story with a happy ending is always a pleasure. The "new and improved" Vem has shown extremely satisfying results. Sales in 1976 are running 163% ahead of 1975 and October sales a 193% in front of last year. Future plans for the product include the addition of two new flavours. And soon, Vem may be available in the newly popular frozen yogurt market.

To all staff

The Dairy Farmer members of the F.V.M.P.A., their Board of Directors, and Management, extend to you and your families, the compliments of the Christmas Season and best wishes for the New Year.

Neil Gray
General Manager

Gordon Park
President

***Colleen Wood** was given a baby shower in late November during her last week at work. Colleen had been General Office Secretary since 1970.*

Branch reports

Kitimat The big news is **George Thom's** election as Mayor of the city. George, who is Superintendent at Dairyland's Kitimat processing plant has been a well known resident for many years. George has served a previous term in the office of mayor and has been involved in numerous community activities in the past.

Prince Rupert **Hugh Robins** has been re-elected to the Prince Rupert school board. Two new shipper-receivers have joined the branch staff—they are **Mike Dumont** and **Luciano Basso.** Luciano was recently named a director of the Italo-Canadian Club. A B.C. Hydro power failure on Oct. 26th left Prince Rupert completely blacked out for 24 hours. The failure was caused by a series of major mud slides in the area. It was touch and go at the branch whether it would be necessary to bring in a storage trailer from Terrace for frozen goods. Fortunately, the branch's freezer room had recently been renovated and was in excellent shape. By keeping the door shut, it was possible to maintain a temperature below freezing for many hours. However, branch staff finally decided to call in a Reefer unit at the end of the 24 hours outage. Just as it pulled into the city, the lights came on. The Dairyland branch was able to help local chain stores by lending their freezer and refrigerator trucks for temporary storage of ice cream and fluid products.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION,
6800 Lougheed Highway, Burnaby, B.C.
Editor: *Verlie Bousfield,* Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4
Telephone: 298-1373