

Fraser Valley

Milk Break

1982



The Lozell's Avenue Ice Cream plant in 1965 above and in 1982 below.

The Silverwood Sale to FVMMPA

On December 19, 1981, Silverwood sold its dairy operations on the Lower Mainland to Fraser Valley Milk Producers' Association. While newcomers to the dairy industry understood the sale as strictly involving Silverwood and FVMMPA, those more familiar with dairy companies in British Columbia saw a story stretching back fifty years.

On December 16, 1931, the predecessor to Silverwood, Jersey Farms Limited, began its operations with three milk wagons and seven employees. The depths of the depression was not the most ideal time to start any business. Apparently one of the reasons why Jersey succeeded was its use of rubber tired wagons. Though this meant more flat tires than their competitors like Fraser Valley, Jersey offered a quieter delivery. When you recall that home delivery

started at midnight each night, you will appreciate what a selling point rubber tires were over the usual iron wheeled delivery wagons.

Jersey survived the thirties and later the war years and eventually started to expand. The first of a number of dairies that became part of Jersey Farms was Guernsey Breeders Dairy in 1955. Guernsey had actually been a neighbour by two blocks to the Jersey Farms plant at Broadway and Vine in Vancouver. The next acquisition took place a year later. Jersey bought the Glenburn Dairy located at Hastings and Boundary on the Vancouver-Burnaby border.

The other three dairies that Jersey absorbed were Creamland Crescent in April of 1959, located in downtown Vancouver, Richmond-Frasera in 1961, located at 17th and Cambie in Vancouver and National Dairies in 1962, located at Clark Drive and

Hastings Street in Vancouver.

The expansion of Jersey Farms continued into the mid 60's. In January of 1965, the Peter's Ice Cream factory on Lozells Avenue in Burnaby was purchased. This was a three year old building at the time. Not long after the paint was dry on the new sign over the front door at Lozells Avenue however, Silverwood purchased Jersey Farms. The name Jersey farms officially passed into dairy history on January 5th, 1966.

So while the daily newspapers reported the sale of Silverwood dairy operations to FVMMPA, those more familiar with the dairy industry knew it to be otherwise. Silverwood sold the former Jersey Farms operations on the Lower Mainland to FVMMPA.

On December 19th, 1981 Silverwood sold to FVMMPA the following:

(Continued on page 2)

Major New Service Expanded To Include All Employees

Beginning in March of this year, the staff at FVMPA operations throughout the province will be able to take advantage of group insurance protection for homeowners, tenants, and condominium owners. The scheme is strictly a voluntary plan that employees should evaluate for their own particular circumstances.

This is an extension of a successful pilot project begun last year with employees at the Burnaby plant. Under the administration of H.G. Group Insurance Management Limited, the plan has in most cases either decreased the cost of insurance or improved the coverage.

Some of the highlights to group insurance are as follows:

- All premiums for the insurance are paid through automatic payroll deductions. There is no interest or

other additional charges for spreading the annual premium over the year. This eliminates, without penalty to the individual, the onerous burden of one large bill at the time of renewal.

- There is a ceiling which covers most increases in value. If an individual's house appreciates during the course of a year, it is absolutely essential that the owner increases his coverage. With the group insurance ceiling, which in 1982 is \$500,000, most homes are automatically covered.

Meetings between employees and a representative of H.B. Group Insurance Management Limited are presently being scheduled at various locations throughout the first few months of 1982. Once these dates are confirmed, employees will be notified. **Milkbreak** will feature more details as well in next month's issue.

Silverwood *cont'd*

- The Lozells Avenue Ice Cream plant in Burnaby.
- The equipment in the 17th and Cambie Street plant in Vancouver (Silverwood had been leasing the Cambie Street plant).
- Customer lists on the Lower Mainland. (Silverwood sold its Vancouver Island operation and accounts to Island Farms. The accounts on the Mainland numbered about 700 and included Mac's Milk stores, C.A.R.A. Operations Ltd., which services Air Canada flights, and a number of institutions and restaurants.)

Throughout 1982, FVMPA will begin a consolidation of facilities. As General Manager **Neil Gray** said in his letter to Silverwood's staff members on December 23rd, "at this time we are unable to state exactly who will be going to a new location or when. As these questions are sorted out, we will advise you of our plans as soon as possible."

The consolidation of facilities will involve three major changes:

1. All of the fluid and semi-fluid processing that is presently being done at the 17th and Cambie plant will be moved to Burnaby.
2. The ice cream processing equipment at FVMPA's Burnaby plant will be moved to Silverwood's Lozells Avenue plant, four blocks up the road from the Burnaby plant.
3. Cottage cheese production will eventually move from the Sardis plant to the Burnaby plant. At the same time there will be an upgrading of the cottage cheese machinery and equipment.

Engineering Appointments



Don McQueen



Jim Byres

Don McQueen, formerly Manager, Engineering Services, is now Manager of Engineering Planning and Projects. In this capacity, Don will now be responsible for the major capital and special projects of the Association.

Jim Byres is now Manager, Engineering Services. In his new position, Jim will be responsible for providing the technical expertise required to construct and maintain the physical plants, equipment, and services for the Association's operations throughout the province.

Kelowna Appointments



Rod Olson



Gerry Bennison

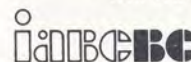
Rod Olson has been operating out of Kelowna since the fall as Sales Representative responsible for the southern Okanagan and Kootenay areas of British Columbia. Rod was formerly the Supervisor for FVMPA's branch at Kelowna.

Gerry Bennison took over as Branch Manager at Kelowna and it reflects the continued growth FVMPA enjoys in the area. Gerry left his former position of a Wholesale Distribution Supervisor at Burnaby.

Milk break

Published monthly for the information of the employees of Fraser Valley Milk Producers' Association, 6800 Lougheed Highway, Burnaby, B.C.

Editor: Hugh Legg,
P.O. Box 9100,
Vancouver, B.C. V6B 4G4
420-6611



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

Home Delivery Highlights



Hands full of cheese, eggs, and milk, Kellie Ingram makes one of her 200 calls.

Kellie Ingram is a Retail driver in Richmond. On a typical work day she wakes up at 5:00 a.m. to arrive at the plant by 6:00 a.m. and start work by 6:20 a.m. She makes about 200 calls a day. Like any other aspect of work within FVMPA, her day has its own set of rewards and frustrations.

"For Home Delivery, dogs are always a problem," she says shaking her head. There have been occasions when she has actually been bitten. Because the customer is always right, a driver salesperson almost has to show the teeth marks of the dog in his or her calf in order to convince the customer to rope up the dog.

"I had one woman who told me that her little Rover never hurt anyone while Rover himself was taking his fourth bite out of my leg," recalls Kellie.

Children are another special concern. In a suburb like Richmond there is a disproportionately high number of young families. That means a lot of milk deliveries and as well a lot of school age children on the road. They're usually oblivious to traffic so a retail driver has to take extra caution while the kids are walking to and from school. Summertime demands even more caution.

The winter months in the Lower Mainland usually mean a lot of rain and sometimes snow. Such weather conditions make for slippery stairs and walkways. Kellie has developed an uncanny sense of balance as a result. The odd sore ankle makes her sometimes regret the following statistic but she has yet to drop any product in her four years of Home Delivery.

The rewards of Retail driving make up for the frustrations. Retail delivery is far down the list of occupations associated with heart disease. The 200 to 250 times a day that the driver salesperson hustles up and down a walkway ensures a healthy heart. Working outside is also invigorating.

There is also a lot of personal contact that occurs between driver salespersons and their customers. Kellie Ingram delivers in an area that has a number of Japanese Canadian families. Their acknowledgement of her service is uniquely Japanese. "Around New Year's I usually receive a small gift from the Japanese families. New Year's is a big celebration," she states.

There are some customers who are so friendly they become a time problem. Some senior citizens look upon the salesperson as a friend they see every week so they always love to chat. Most Retail drivers develop a tactful way to keep the conversations friendly but short. It is actually quite an art to nod your head and move backwards down a set of stairs.

Finally, there are aspects of the job that are neither good nor bad; they are simply part of the job. Kellie has developed the Retail driver's reflex between product code and color. When she sees on a customer's bill what is required, she doesn't have to read the actual description of "4 litres of homogenized milk" She simply reads the product code number and her reaction is to grab a yellow

pouched bag. It makes for a very efficient operation.

Kellie also has a Retail driver's sixth sense for on-coming traffic. It all happens matter of factly and very quickly but Kellie will glance both ways and listen for traffic more quickly and more keenly than most people would who were alighting from a truck. It's a survival instinct.

Kellie Ingram is of course a woman who delivers milk and that has its own minor occupational hazard, mainly with her co-workers. "There are only two women in Retail so it's very easy for the guys to remember my name," she points out. "However I have a very tough time remembering everyone else's name. If ten new drivers are hired, all ten remember who I am but I feel embarrassed for not recalling their names," she says.

Kellie notes a change that FVMPA has made since she has been on the job. The order forms that go out to the customers now refer to a "driver-salesperson" rather than a "salesman." Asked about what she calls herself in her own job — are you a milkman or a milk lady? — she shrugs her shoulders. "I tell people I'm a person that delivers milk."



The weather and bill payments give some customers the chance to talk. Here Kellie shares a moment with an elderly customer.

Quarter Century Club Dinner



Cliff Cope (r) of Sardis production jokes with Gerry Perry of Sardis maintenance about his missing name tag.



Mame Ruddy, wife of Ralph Ruddy of Burnaby poses with Ernie Evans and Reg Peckover, both retired.



The annual Quarter Century Club Dinner was held December 3rd at the Park Ballroom of the Four Season's Hotel. The Dinner is held every year to honor those employees who have worked 25 years or more for the Association. This year marked the inauguration of long time board member **Arthur Rundle** as a honorary member of the club.

Other new members of the club this year were: **Bill Gullett, Delbert Lee, George Webber** and **Pat Murphy** from Courtenay, **George Thom** from Kitimat, **James Leslie, Ed Mailhot, Joe Robinson, Hector Vallee, Gene Stefanson, Frank Novakowski, Wilf Graham, Joe Jessup, and Bud Etson**, all from Burnaby, **Len Hobson** from Kelowna, **Tony Turra** from Abbotsford, **Aden Ford** from Sardis and the recently deceased **Harold Gilbert** from Armstrong.

There were a number of club members who were presented with gifts during the evening. These individuals were so honored because they were 60 years of age or more and they are still actively working for the Association. Four members of the above group, **Ed Mailhot, Aden Ford, Bud Etson** and **Pat Murphy** received both a gift and the inaugural pin for membership in the Club.

The other members of the Club to receive a gift were **Bill Hawes, Eileen Harrison, Walt King, Gus Lang, Gerry Lepinski, Bud Mason, Ralph Ruddy, Kurt Wiersing, Walter Boritch** and **Peter Dyck**, all of whom work at Burnaby, **Art Patterson** from Sardis, **Bob Hind** from the Valley branch and **Don Green** from Abbotsford.



Some of the Club members who received a gift during the evenings presentations. From left to right, **Bud Mason, Eileen Harrison, Art Patterson, Ralph Ruddy, Gerry Lepinski, Peter Dyck, Bob Hind, Bud Etson, Kurt Wiersing, Don Green, Wally King** and FVMPA General Manager **Neil Gray**.



Some of the new members of the Club — From left to right, Hector Vallee, Joe Jessup, George Webber, Bill Gullett, Joe Robinson, Gene Stefanson, Tony Turra and FVMPA Vice-President, Peter Friesen.



Long time FVMPA Board member, Arthur Rundle (l) receives honorary membership from former General Manager Lyle Atkinson.



Steve List adds to the after dinner hour with a rendition of "Tipperary".



Gift and pin recipients, Ed Mailhot, Aden Ford and Pat Murphy pose with FVMPA President, Gordon Park.



Honorary members Cy Jones (l) and Peter Wilson (r) flank Howard Morton.



Recently retired Ken Howatt (l) joins FVMPA Board member Barrie Peterson (centre) and Larry Flynn in the camaraderie of the evening.

Obituary

On December 1st, staff of the Employee Relations Department contacted **Harold Gilbert** to confirm his attendance at the Quarter Century Club Banquet. Harold repeated an earlier promise that if the roads between Salmon Arm and Vancouver were without snow then he and his wife would attend.

The next day, however, Harold had his regular check-up with his doctor about his recurring kidney problems. The doctor recommended hospitalization for Harold so his wife Doreen canceled out for this year. On December 15th Harold suffered a fatal heart attack while staying at the Vancouver General Hospital.

Harold Gilbert spent 23 years with the Workshop and maintenance personnel at the 8th Avenue plant and at Burnaby.

He moved up to Armstrong for a brief stint at the plant there. His co-workers in the Work Shop over the years such as **Barry Crain** now at Abbotsford remember Harold as a fellow who didn't let the pressures of work get in the way of his sense of humor. He is survived by his wife Doreen, his son Ian and his daughter Linda.

Year End Round-up

Hallmark Cards faces Stiff Competition

The annual Christmas poems arrived in Burnaby from the various centres around the province that have Telex equipment. This takes place every year on Christmas Eve or thereabouts and the poetry is all in the tradition of Shakespeare or thereabouts.

This year's honorable mention award goes to **Ernie Brown** and the staff at Armstrong. One tricky stanza in particular caught the judges' ears as Ernie had Santa's toboggan rhyming with North Okanagan.

The winning entry from Terrace was as follows:

Merry Xmas to you down on the coast,
Our sales like yours are good is our boast
Our ground is covered with pretty white snow,
While yours is soggy with what, we know.
We hope Santa will land on your roof top
While he stops here first, detain him we'll not
Our trailers left Burnaby with record size loads
They arrived on time bringing new codes
From Vanderhoof to Rupert and branches between
Greetings to all from our staff we sing
Each year we ponder over these Xmas jingles
Seasons greetings from the Northern staff and W. Ingles.

The judges were somewhat surprised with "between" apparently rhyming with "sing" but this was more than made up for by the concluding couplet. Congratulations to **Bill Ingles** and **Vivien Raposo** for their combined efforts in sending in this winner.



Daryl Palmer (I) and Ken Wolfe, Master of Ceremonies presents a special Christmas gift.

The magic of Christmas shone brightly in the eyes of about 200 children who attended the first ever Dairyland Christmas party on December 13th. The event was for the younger sons and daughters of Dairyland employees at Abbotsford, Sardis, Burnaby and the Valley branches.

Daryl Palmer of Burnaby Production was the organizing force behind the event. He also took part during the afternoon's festivities as one of a troupe of clowns who handed out balloons, t-shirts, toys, frisbees and candy canes to the kids. The other members of this red-nosed, floppy shoes brigade were **Mike Sawka**, **Janet Fletcher**, **Lorrie Christie** all of

Burnaby Production and **Al Wheatley** of the Burnaby Work Shop.

The kids devoured hot dogs, Dr. Oh and Super Socco during the two and a half hour show. The four individuals who made sure that the hot dogs were served hot and the drinks were kept cold were **Jim Jones** of the Burnaby Warehouse along with his wife **Magine**, **Nancy Palmer**, wife of the head clown, and **Bob Burden** of the Burnaby Wholesale Department.

The unsung heroes were the three organizations that supplied the funds to stage the event. Local 464 of the Teamsters, the B.C. Dairy Foundation and the Dairyland Staff and Welfare Committee all came through with the necessary financial contribution.

Our Very Best Sales Story

Four years ago, **Frank Grey** of the Burnaby Workshop came to **Russ Webb** who at that time, was head of Home Delivery, with a suggestion. Why not put out a product for Halloween? The eventual result that Russ came up with was 250ml size cartons of orange, lemonade and grape drink for "trick or treat" hand outs.

In the twelve days prior to and including October 31st, the sales figures tell their own story. During the first year 256,000 cartons were sold. The following year, 1980, 447,000 cartons were sold. Last year in 1981 648,000 cartons were sold. No other product in recent memory has had

such spectacular growth.

The co-operative effort among drivers, checkers and production staff each year has ensured the success of the promotion. Buying patterns apparently vary over the two weeks prior to Halloween so there is almost a daily adjustment to keep supplies constant.

The prediction for 1982 is for continued volume increases. The goal that Russ Webb has set as Product Manager — Dairyland Division is $\frac{3}{4}$'s of a million unit sales. Considering that the leaps forward each year have been in the 200,000 units range he may actually be a bit low in his 1982 forecast.

Dairyland Curling Funspiel

The Dairyland Curling Funspiel will be held Saturday, February 13th at the Chilliwack Curling Club. This has become an annual event with a dinner and dance included in the day's festivities.

The curling begins at noon and continues throughout the afternoon. Curling skills are mildly essential. Those with the ability to have fun are definitely encouraged to show up. Trophies will be awarded in both categories.

The price for this event is \$13 per person. **Jim Jones** at Burnaby, **Fred Glover** at Abbotsford and **Stan Lyon** at Sardis will be handling tickets. Employees from as far away as Kelowna have entered the Funspiel in years past, so do not hesitate if you are thinking of joining in the activities. There are 100 tickets available and they will be sold on the basis of first come, first serve.

Reno Night

Mark the evening of February 6th on your calendar. On that particular Saturday night the employees who administer the Dairyland Employees Charitable Donation Fund are sponsoring their annual Reno night.

It is an occasion for those in attendance to become fabulously wealthy and at the same time donate to a very worthy charity. The proceeds from the Reno night go to the Variety Club Telethon of February 13th. That event is in aid of handicapped children.

The evening is not restricted to Dairyland employees. Anyone who wishes to help the Variety Club efforts is welcome. The admission price is \$10 per couple. This will entitle the purchasers to 10,000 of the Speical Casino dollars that will be used throughout the evening.

The games of chance include black jack, crown and anchor, and roulette.

Before the end of the evening, an auction will be held at which people can bid for various items with their winnings. A draw for a trip to Reno will also take place.

The starting time is 8:00 p.m. and the location is the Cafeteria and Park Room at the Burnaby Plant. Bar and food service will be available. Contact **Harold Hughes** in the Burnaby Retail Department if you wish to purchase a ticket. There will also be tickets at the door.

One important footnote is the meeting that precedes the evening's entertainment. Those employees who wish to have a say in the future uses of the Dairyland Charitable Donations Fund, or Staff and Welfare as it is more commonly known, should show up at 7:00 p.m. at the Park Room.

Teamster Local 464 Election

Roger Parnell, formerly of the Burnaby Wholesale Delivery Department was elected to a two year term as Business Agent for Local 464 of the Teamsters. He won over two other candidates who also happen to be Dairyland employees at Burnaby, **Bernie MacDonald** of the Wholesale Department and **George Peck** a checker in the Ice Cream Division.

Roger will be one of two Business Agents for Local 464. He and **Byron O'Neill**, once again a former Dairyland employee, will serve 1600 members throughout the province. The local includes all Teamsters in the dairy industry as well as those in the delivery and sale of bakery products.



Ursula Cempel didn't realize that a private show of hospitality would become front page news.

Ursula works in Retail Billing at Burnaby. Her mother and she took in some Polish refugees over the Christmas holidays. Since the imposition of martial law in Poland any event associated with Poland has become a news story. Ursula and her mother found themselves to be front page copy for the Vancouver Sun.

Ursula reports that the experience has been unique for her family. The defectors are apparently slowly getting over the depression they initially felt. Ursula said that the men were very reluctant to even eat at first because they felt they were taking advantage of her own and her mother's hospitality.

For the Cempel family, however, the time with the new house guests is a once in a lifetime opportunity. Their appreciation for the goals of Solidarity as well as reports of how life is within a Soviet border country has been educational to say the least.

The media has taken up the story across the continent. People Magazine and Time Magazine have both sent photographers and correspondents. The phones at Ursula's home and her mother's are usually ringing with yet another inquiry about the Polish house guests. Ursula reports that the sometimes frenetic pace at Retail Billing is sane in comparison to the pace of media interviews she's had over the past month.

Income Tax Note

Income tax regulations limit the amount an individual may contribute to an RRSP if the individual is a member of an employer's pension plan.

All employees of FVMPA who are full time office staff, supervisory personnel, members of the Teamsters or Operating Engineers are affected by this regulation. These employees are limited to an annual RRSP maximum contribution of \$3500 or 20% of earned income, whichever is less.

This limit should be taken into consideration when those concerned are filing their 1981 Income Tax Return.

Demands upon a member of the FVMPA Board of Directors are many and varied. Policy and programs are debated at Board meetings every second week in Burnaby and there are also less frequent meetings with the local farmers in various areas of the province throughout the year. But FVMPA business usually means answering at least a few phone calls every day. For John van Dongen, who at age 31 is the youngest member of the Board, the daily phone calls inspired him to take up cycling.

The distance between the van Dongen residence and the barn is just enough to make walking a time-consuming process. As a consequence, John keeps a bicycle by the barn. He usually rides back and forth between the house and the barn throughout the day.

Before his election in 1979, John's farm was a family operation. He hired part time help when things got really busy but that was only around harvest time. FVMPA Board commitments led to the hiring of one full time employee. He still values an operation however, where he is accountable for every acre. It suits his idea of farming.

"There is a lot of art in farming," he says. By that he means that not everything is predictable and easily duplicated. Each acre of land presents different conditions of soil. Its location next to a river or so many miles from the nearest hill makes for all kinds of variations of rainfall and wind. The weather, of course, is the greatest variable and a successful farmer is constantly adjusting to new conditions.

Farmers these days examine the economic forecasts as closely as they listen to the weather forecasts. In that respect, John equipped himself well by studying agricultural economics for four years at the University of British Columbia. Needless to say an economics background is also of use at FVMPA Board meetings.

As for a personality description, John is best described as a workaholic. He loves his farm and thrives on the daily and sometimes nightly demands. Calves, for instance, do not always have their birthdays co-incide with daylight hours and there's been a



John van Dongen pauses for a moment on his farm in Matsqui.

number of times when John has been up to the early hours of the morning helping deliver the new off-spring.

The farm has made him a jack of all trades. The cost of bringing a repairman to the farm has ensured that John knows intimately the inner workings of his various pieces of farm machinery. You name it and more than likely he can fix it. "It helps to be mechanical if you're in this business," he says with a smile.

Like most farmers, his involvement in farming is a partnership with his wife. John married his wife Karen in 1974 and a year later they had rented a farm in Dewdney and started farming.

As the dairy operation started so did the family. The van Dongens' first son Stephen, was born in 1975, followed a year later by another boy, Peter. The pictures of Dewdney in the family photo album are almost storybook. There is a bright red and white barn, an old farm house, Karen and the two boys, posing against back-drops of blue skies, green fields, and snow covered mountains.

Their new 110 acre farm in Matsqui, while not quite as picturesque, does have the convenience of modern farm buildings. Furthermore, it is close to John's brother's farm which means a lot of help and assistance at harvest time. Four of John's brothers as well

as his father are dairy farmers. It looks like the tradition will continue because John's youngest son likes nothing better than riding with his father on the farm tractors.

John van Dongen is of course a Dutch name. It is one of the vast numbers of Dutch names that are the rule in British Columbia's dairy industry. John's parents emmigrated from Holland to Canada shortly before he was born. He grew up bilingual but these days he confesses to only being able to understand Dutch rather than speak it very well.

It might be something genetically related to Holland but John enjoys living by the water. Part of his present farm runs along the banks of the Fraser River. The river might naturally suggest hobbies like fishing or canoeing. Not so with John.

"Don't get me wrong, I wouldn't trade this life for anything else," he laughs, "But I just don't have time for hobbies." His bicycle leaning against the barn sums up a lot about him. If you can fill the unforgiving minute with 60 seconds worth of distance run, goes the poem, yours is the earth and everything that's in it. Between the demands of a growing family, the demands of a new farm, and the pressures of FVMPA business, John van Dongen finds life hectic but fulfilling.



— Photo by Bill Ingles

Driver Ted Anthony wonders when the white stuff will stop coming down. For four days Terrace residents faced the worst blizzard in recent memory.



— Photo by Bill Ingles

Drivers Scott Bacon and Ted Anthony pose in front of the Terrace office at the height of the blizzard. Part of Kurt King's snowmobile is discernable at the far left of the photo.

The Great White North

The phrase "snow drift" has such a pleasant sound that one is hard pressed to associate it with emergencies and alarm. Not so with the FVMPA employees in Northwestern B.C.

During the second week of January, winds gusting to 100km/hr. piled up snow throughout the towns of Terrace and Kitimat. The blizzard conditions lasted four days and paralyzed transportation from Prince Rupert to Prince George. Terrace in particular was hard hit by the snow with more falling in one 48 hour period than had fallen in all of 1981.

Needless to say, businesses were unprepared for the record breaking snowstorm. By the end of the fourth day in Terrace, most had shut down. The FVMPA operation in Terrace under the direction of **Bill Ingles** continued to operate, however. All staff but one reported for work

including driver **Kurt King** who came to work by snowmobile.

During a snowstorm, delivery of milk to grocery stores is tedious work. A hand truck becomes useless because snow covers the sidewalk and entranceway of the store. Each case has to be delivered by hand. Also, driving is risky because when the trucks run through heavy snow drifts, they momentarily lose their brakes. Needless to say the stress on the driver is greater than usual and that also takes its toll.

While Prince Rupert didn't experience the three and four meter high drifts of snow that piled up in Terrace, residents felt the effects. That is, the highway between Prince Rupert and Terrace was closed for three days. Highway crews cleared 24 major slides before the road opened.

As a result, Dairyland products

arrived at Prince Rupert by ferry. **Al Carlson** was one of the drivers that distributed the special load. **Hugh Robbins**, the Prince Rupert Branch manager, noted that "we can last maybe two days without new stock. After three days, however, we're in trouble."

Once the worst of the storm was over Distribution Manager **Bill Hawes** sent the following memo to the staff in the areas concerned: "... the bananas are ripening again in the Prince Rupert, Terrace and Kitimat areas.

... I know this is an old saying, but it has been proven many times in the Northern area: when the going gets tough, the tough get going. I personally will bow towards the Northwest when I receive my next paycheque."

To such a message, **Milkbreak** can only add a fervent "Amen."

More on Homeowners' and Tenants' Package



12-12

"Now there's a real claims adjustor."

Last month **Milkbreak** mentioned some of the benefits of the new home insurance program which will soon be available to employees throughout the province. In addition to the payroll deduction payment plan and the \$500,000 ceiling to cover market value changes during the year, there are two other benefits. They are as follows:

- There is an automatic acquisition clause. That is, any insurable items that an individual acquires after the effective date of insurance are automatically covered. There are a few exceptions to this rule but generally the coverage is comprehensive enough to cover most new purchases. The point is that no additional premium is required during the policy year for new acquisitions.
- The service with group insurance is generally better. Because service to one account affects the renewal of possibly hundreds of other accounts in the group, it is only common sense for the insurance company to provide prompt and efficient service.

An itinerary of FVMPA plants and depots is being scheduled for the H.B. Group Insurance Management Limited, the program's administrator. Employees throughout the province will be notified as to when the personnel from H.B. Group Insurance will be visiting the various locations.

Reporting Systems to be Designed

In January of this year, a group of consultants from Profit Management Development (P.M.D.) analyzed various aspects of FVMPA's Burnaby operations. Based on the preliminary January report, General Manager **Neil Gray** retained P.M.D. for a 26 week period to both design and implement its information reporting systems.

Staff members of P.M.D. have all had considerable experience in the dairy or food industry in the United States. They have also acted as consultants to a number of beverage and dairy companies in Ontario and Quebec.

P.M.D. will be making a

comprehensive assessment of the entire Burnaby operation from the time raw milk enters the plant until the time it is shipped out as various products. While the P.M.D. systems will be of immediate benefit to the Burnaby Plant, they will ultimately be of use to the other plants and depots in the FVMPA organization.

Burnaby Plant Manager **Grant Larkin** extends his appreciation to the employees whose cooperative attitude was evident when P.M.D. did its preliminary work in January. He encourages the same positive response for the next six months.

In a related move, **Howie Stevenson**, the head of Corporate Development for the Association, has assigned **Russ Webb** as Co-ordinator of the new Production Control Systems Department.

This new Department will permanently oversee the maintenance of the P.M.D. systems. **Don Hind**, **Bob Weibe** and **Sandy Flindal** will report to Russ Webb in their various capacities as part of the new Department.

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Editor: Hugh Legg,
P.O. Box 9100,
Vancouver, B.C. V6B 4G4
420-6611

IBC
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

Sales Appointments



Ron Harvey



Ron Brown



Mike Bissell

Ron Harvey has assumed the responsibilities of Assistant to the General Sales Manager. In addition to his experience as a Branch Manager with Silverwood's, Ron has an extensive background in sales and marketing.

Ron Brown is the new Products Manager — Dairyland Ice Cream Division. Ron leaves his position as

Assistant Plant Superintendent responsible for ice cream at Burnaby and will work out of the Lozells Avenue Plant.

Mike Bissell has taken on new responsibilities as Assistant Product Manager — Armstrong Cheese Division. He will retain his former duties regarding the Sportsmanship Jamborees.

Mail Fantasies in Cards and Letters

Do we get letters? Can fish swim? In the course of a year, approximately 3,000 requests arrive at FVMPA from various organizations and individuals throughout the province and across the country. **Don Winton**, as the Marketing Department Manager, evaluates the requests to see which ones fit in with the community-oriented direction of Dairyland sponsorship or funds.

Most requests are reasonable and if budgets permit, assistance is provided. The requests that make the best stories, however, are the unusual ones:

- A young man wrote in for funds to support him while he was living and training in Hawaii. This was more than simply a charitable case, as the young man was training for the Hawaii Pentathlon.
- Three women requested funds for a mountain climbing expedition on North America's highest peak — in Alaska. The group evidently felt that the tie-in between a British Columbia-based milk producer and a snow capped mountain was a natural.
- A couple of fellows requested Dairyland to sponsor their race car for the speedways in California. Here the connection between milk and cars was not spelled out but apparently the automobile was going to have white-wall tires.

Each request — even the extraordinary ones — receive a letter from the Marketing Department advising the organization or individual of the success of the request.

To date, aspiring actors and athletes have yet to fit in with the charitable causes and non-profit nature of the successful applicants. There is potential there however. Anyone who would even attempt to convince FVMPA of the correlation between a young man or woman swimming off Waikiki Beach and the consequent improved image of the Association would make a dynamite salesperson.

Employees Dig Deep for Charitable Causes

Over the years **Milkbreak** has published letters and articles that have encouraged greater participation of Lower Mainland employees at the Staff and Welfare events. Not enough has been said, however, about the anonymous generosity of these employees. Every month their contributions build up the two funds, the Staff Fund and the Charitable Donations Fund.

In these days of tight household budgets, every dollar is dear. All the more reason then to trumpet the \$17,629 that employees contributed to the two funds in 1981.

The 1981 total came from monthly contributions that did not exceed \$5.00 per employee. That means a vast number of employees deserve credit

for helping out a lot of worthy causes.

The bulk of the 1981 Charitable Donations Fund went to the United Appeal, which received \$8,000. Other major recipients of funds were the Cancer Foundation at \$950, the Heart Foundation at \$700, and the Salvation Army at \$775. Eight other agencies received smaller amounts of either \$100, \$200, or \$250.

As for the Staff Fund, there were disbursements of approximately \$4,000 throughout 1981. The largest category was the Sick, Cheer and Distress Fund which amounted to \$1,776. There were seven other Staff Fund categories which were all of a social nature such as the Employees Golf Tournament. The amounts in each category varied but the average was about \$300 per event or function.

Working on the



Sardis' Harry Cochrane, a 20 year veteran of midnight shifts wouldn't have it any other way.



Burnaby's Norm Forbes has only worked a couple of months on midnights. He's slowly adjusting.

Angus Hawksby is a member of an exclusive club. He starts work at 8:00 p.m., an hour when most people in FVMPA's operations are finished dinner and looking for a good program on television. Angus finishes work at 4:00 a.m., which is usually before even the most dedicated jogger or employee is up and running.

How do Angus and the other employees who work through the night manage to adjust their body clocks? For each employee there's a different answer.

Angus, for example, has little in the way of coffee. He has been working as a stationary engineer at Abbotsford for the past four years, all on the night shift. He has simply adjusted his life to fit the hours of work. He points out the benefits.

"How many guys have the chance to take their wife and kids out for lunch?" he asks. Also, his particular shift gives him weekends off and therefore the opportunity to see his son and daughter play soccer.



Angus Hawksby of Abbotsford hopes to upgrade his stationary engineer's ticket.

Another benefit for Angus is the time he has to train for his own sport which is cycling. There is less traffic on the road and in the summer when the roads are dry he cycles around the Fraser Valley. Not too many employees have the pleasure of summer time sunshine at their disposal the way a night shift worker does.

Finally, Angus can take advantage of the absence of other employees during the slow hours of his shift. He is studying to upgrade his third class stationary engineering ticket. It will take two years of courses. The night shift accommodates the odd hour of studying far better than a day shift.

Harry Cochrane is another night owl. He works at Sardis as a charge hand but over the past 20 years he's done a bit of everything, exclusively on the midnight shift. For 20 years he's arrived at work at midnight and worked through to 8:30 a.m.

As day shift employees have a regular hour when they fall asleep each night, Harry can't get past 10:00 a.m.

Midnight Special

Once that hour arrives he's in bed and asleep.

He doesn't re-call any particular tendency when he was growing up where he worked better in the evening. The shift simply became available 20 years ago and he now would rather have a night shift than a day shift.

Jim McClatchey is a checker at Burnaby. Jim and the approximately 25 other employees who load the trucks for the following day's delivery have a formidable task every night.

About 800,000 pounds of product is loaded on to the 120 trucks that leave Burnaby every morning. Each night, however, there are the inevitable "yellows" that Jim and the other loaders have to contend with.

Yellows are the affectionate term for the yellow slips of paper which drivers submit if their trucks are not correctly loaded. Considering that over 3/4's of a million pounds of product are loaded each evening, it is a remarkable fact that there are usually no more than 10 yellows every evening. A couple of cartons of yogurt may be missing from an order or there may be damaged product or there may be too much product.



John Mancini (l) and Jim McClatchey (r) make sure the trucks are loaded correctly.

The checkers are seldom rewarded if all 800,000 pounds of product are loaded correctly. However, they certainly hear about it if there are mistakes.

Jim McClatchey admits to the benefits of a cup of coffee on the night shift. He prefers the pace of the night shift which has its disadvantages on occasion but it is something he has control over. He worked as a driver salesman for 17 years on the road so he knows the other side of the distribution operation as well. He prefers the "graveyard" shift.

The other plant that runs a midnight shift is Courtenay. Two employees, **Larry Hames** and **Gordon Gage-Cole** defy the laws of nature and work a shift from 1:30 a.m. to 11:30 a.m. Both are checker-loaders. Larry works four days of the week and Gordon is his relief for the other two days.

So while most of the work force of 1,300 FVMPA employees is sleeping, there are 100 or so individuals who prepare the next day's work. They're picking up milk from the farms or loading the trailers that have destinations around the province or working on the machinery that produces FVMPA products. Wherever they work, they are an integral but sometimes forgotten part of the Association's operations.



Anka Buljan is part of the mop squad for FVMPA's head office in Burnaby. She works to midnight making the offices spic and span for the next day's activities.

Employees Gamble, Telethon Wins



Deborah McDougall rakes in millions of Casino dollars.



Joe Jessup mugs for the camera.



Jim Defries wheeling and dealing made the evening a success.



Doug Wilson spins for a good cause.

Casino Night was unusually successful this year in raising money for a donation to the Variety Club Telethon. **Jim Defries** of the Burnaby Warehouse was the organizing talent behind the evening's \$550 profit. A number of other employees pitched in to make sure the roulette wheels spun and the blackjack tables operated throughout the evening of February 6th.

The highlight of the evening's festivities was the draw of a trip for two to Reno. John and Edna Honaizer, relatives of **Cindy Honaizer**, a secretary at the Burnaby Plant, were the winners.

The Staff and Welfare Committee decided to add \$450 from the Employee Charitable Donations fund in order to bring the Dairyland Employees' donation up to \$1,000. Members of the Committee donated the money during the annual Variety Club Telethon, which took place February 13 and 14th. The money aids in the construction of facilities for mentally and physically handicapped children.

The Dairyland Funspiel took place on February 13th and the competition for the best and worst rink was fierce. **Bud Thompson**, a retired tanker driver from Sardis swept his rink to victory in the championship game. Runner-up was the **Lindsay Britton** rink. Lindsay is a machinist at the Delair plant.

For the coveted horse's trophy, another Delair employee, **Doug Andress**, put on a truly incredible performance. Doug now holds the record for the worst point total of all time. Over the years there have been some really embarrassing point totals but now the Doug Andress rink is the low water mark above which future generations will gauge themselves.

The committee for next year's event consists of **John Gatto** from Burnaby, **Don Hobbs** from Sardis and **Fred Glover** from Abbotsford. A tip of the curler's broom to retiring committee member **Jim Jones** from Burnaby who worked hard to make 1982's Funspiel and dinner a success.

Curlers Speiling all right



Burnaby's Al Lightbody (r) and his wife Ruth at Funspiel social.



Abbotsford's Fred Glover (r) and Joyce McEwan join others at social.

Part Time



Gisele Mortimer

At the B.C. Northern Winter Games on February 6th, **Gisele Mortimer** of Kitimat won a gold medal in the five kilometer cross country ski race. Gisele was competing in the Women's Senior Masters category.

It should be noted that while Gerry Sorenson of Canada's National Ski Team wins medals, she does ski full time. Gisele, on the other hand, works as a part time secretary at FVMPA's Kitimat plant.

Less Parts



Don Racine

Don Racine took an early retirement after 20 years in the dairy industry. His friends at the Valley branch had a dinner for him honouring the last 11 years he has spent as a mechanic with FVMPA.

These days Don is raising beef on his hobby farm in the Columbia Valley. The cattle are apparently more "fussy" than the trucks he had to work on, but "there's less moving parts," Don reports.

No Milka



Milka Mihaljevic

One of the finest names ever to work for a dairy has now retired. Those of us who revel in appropriate names were saddened to see the loss of **Milka Mihaljevic**, a production worker at the Burnaby plant. Milka decided to get married in late 1981 and her co-workers gave her a bouquet of flowers as a going away gift. The loss of a name like Milka to a dairy operation means the list of employees will never quite be the same.

Marathon Effort in 100-Mile House



One of the more than 1,500 cross country skiers.



After the race skiers stop at Ken Miller's Socco Hut.

Accolades for work above and beyond the call of duty go to **Ken Miller**, Dairyland's one man operation in 100-Mile House.

During the B.C. Cross Country Skiing Marathon that took place in 100-Mile House on February 6th and 7th Ken put in a couple of 14 hour days for the event. Super Socco was one of the sponsors for the competition which attracted 1500 skiers from British Columbia, Alberta, and Washington State.

Ken was working on behalf of the Cariboo Marathon Committee. One of the skiers in the event who happens to work for Dairyland in Vancouver was so impressed with Ken's work of supplying product and help in organizing the event that he put a call in to **Milkbreak**. In the anonymous skier's words "Ken put on his Dairyland uniform and hustled until 10:00 o'clock each evening. A lot of people noticed and he deserves recognition."

Boardtalk

Boardtalk continues its series on members of the Board of Directors of FVMPA. While these men are well known to the dairy farming community, they are far less familiar to the employees of FVMPA. This is the third of a seven part series designed to acquaint readers with the men who make the FVMPA Board decisions.

"If it was entirely up to me those resolutions would be straight forward and more understandable." **Barrie Peterson** was referring to some of the lengthy resolutions that bear his signature as Secretary of the FVMPA Board of Directors. Over the past seven years he has sent out a number of them informing the members of the Association of some particular Board proposal. Because of the legal requirements, the language of the resolutions is very formal and almost convoluted. That doesn't fit a man like Barrie Peterson.

At age 12 he came to British Columbia from Saskatchewan in 1943 with his parents. After they settled in Agassiz the Peterson family took roots. Two generations of Petersons have occupied the farm over the years and it is Barrie's hope there will be a third. It's not particularly because he's concerned about the Peterson legacy, but more because of the Agassiz farmland.

"It takes a few years to grow land," he says with a smile. The preservation of farmland is an integral part of Barrie Peterson's philosophy. The determination and purpose of his personality comes out when he talks about future generations and the necessity of protecting the land. His deliberate and concise views on the subject are reassuring to those concerned about the loss of farmland.

"My farm is not for sale," is how he sums up his beliefs. He means that both literally and figuratively. He hopes one of his children will take over the 110 acre farm when he retires. But the Peterson farm — nestled below its own wooded mountainside and within 400 metres of the Fraser River — is only available for farming. Real estate speculators should look elsewhere.

That kind of commitment was one of the reasons why the B.C. Institute of Agrologists named Barrie Peterson the Agriculturalist of the Year in 1976. Now add to that his 11 year tenure on



FVMPA Board Secretary, Barrie Peterson.

the FVMPA Board of Directors, the last seven of which were spent as Secretary of the Board, as well as his service on the Board of the B.C. Federation of Agriculture, and you would expect a man who has little time for anything but committee meetings. Expect again.

He actually does take time to relax but not quite the city version of feet-up, resting in front of the television. For him relaxation means a half hour of chopping wood in the winter or gardening when he has the chance during the three other seasons. The results of this latter bit of occupational therapy is a horn of plenty for the kitchen cupboards.

There are very few fruits and vegetables that Barrie and his wife Audrey have not grown successfully in the gardens surrounding their home. In addition to their rows of vegetables and orchards of fruit trees, they also grow a considerable supply of nuts. Bins of filberts and walnuts stand outside the kitchen as of October. In February, they're considerably diminished but still proof of a good autumn harvest.

"If you tallied up the hours we put into the vegetables, the fruit trees, and the garden, it would be far cheaper to buy the produce and flowers at a store," he says. But the satisfaction evidently couldn't be purchased.

Audrey goes one step further than simply growing grapes. She also processes her own wine. While it has yet to match anything from the vineyards of France, it is a pleasant excuse for a wine tasting party around September of each year.

"Things are a bit different out here," Barrie states as he points out the values of a farm neighbourhood. People don't have to lock their doors. Faces are familiar and friends drop in to chat.

Of course, the dairy operation is the basis of the Peterson farm and the cows require the twice daily attention that is part of every dairy farmer's routine. The Petersons have 40 cows, most of which are Guernsey. That in itself is a kind of personal statement.

Most of the dairy farmers in the Fraser Valley favour Holsteins, the black and white cows that produce greater volumes of milk. There are very few Guernsey herds left in the Fraser Valley. Even Barrie admits that should expansion take place on his farm, it will be with Holsteins.

A farm household is another expression of priorities and personality. The accomplishments of the four children is apparent throughout the Peterson household. Graduation pictures from university account for the two eldest, Laurie age 25 and Les age 23. At age 21 in the Faculty of Agriculture, son Gord has shown the most interest in carrying on the Peterson traditions within the dairy industry. Erin is still in high school and has yet to decide on her future.

The other fixture in the household that tells you about Barrie Peterson is the phone message board. There are usually a number of messages from Audrey or Erin to phone some FVMPA member. The longer those resolutions are that he sometimes sends out, the more names there are on the message board.

FVMPA and SODICA Amalgamate

On March 3rd, 1982 approximately 87% of the Shuswap Okanagan Dairy Industries Association (S.O.D.I.C.A.) endorsed an amalgamation proposal with FVMPA. The following day FVMPA members voted 77% in favor of the proposal. Following successful negotiation of an amalgamation agreement, a new organization came into effect as of April 1st, 1982. The name of the new organization is the Fraser Valley Milk Producers' Cooperative Association.

The two Associations have much in common. Both are producer-owned co-ops whose origins date back to the early decades of this century. While FVMPA began its operations in 1913, the predecessor to SODICA started on July 1st, 1925. It was on that date that the P. Burns Company and a group of farmers in Armstrong, B.C. officially registered as the Okanagan Valley Co-operative Creamery Association.

Both FVMPA and SODICA's predecessor absorbed a number of private dairies as well as other co-ops over the years. In the case of the latter, one particular merger meant a change of name. On May 6th, 1947 the Okanagan Valley Co-operative Creamery Association merged with the Salmon Arm Creamery Association to form SODICA.

The passage of time also led to the brand names of each Association coming to

represent each group. "Dairyland" is the name that the public associates with FVMPA while "Noca" has come to stand for SODICA. In terms of length of time on the shelves of grocery stores in British Columbia, however, the name "Noca" has been around much longer than "Dairyland."

When the farmers in the Armstrong area met in 1925 to form the Okanagan Valley Co-op with the P. Burns Company, they retained the brand name they had used before the merger. That is they used the name "Noca" which was the first letter of each of the words in their previous organization, the North Okanagan Creamery Association, organized in 1916.

"Dairyland," on the other hand, is not quite as old. It dates back to 1938 when FVMPA attempted to come up with a name for the fluid products line that would be as effective as the "Darigold" name in Washington State. A New Zealand dairy co-op had registered the name "Dairyland" in Canada, however, and some negotiations had to take place before FVMPA acquired the legal rights to the new name. Once the name became FVMPA property, the Associated Dairies division gradually introduced "Dairyland" milk. When FVMPA took over full control of Associated Dairies in 1944, "Dairyland" became the name for the fluid milk division of the Association.

Both FVMPA and SODICA have prospered under the leadership of some famous names in B.C. dairy history. Two names in particular link the early days of each Association to 1982. In 1925, **Everard Clark** became manager

of the newly formed Okanagan Valley Co-operative Creamery Association. Except for 18 months in the period April 1929 to September 1931 he continued in that position until his retirement in 1972. He was still associated as a consultant with SODICA in 1982.

When SODICA began operations in 1925, **W.J. Park** was the Secretary of the FVMPA Board of Directors. He would later serve as President of the Board as well as General Manager of FVMPA. Today his son **Gordon Park** is the President of the FVMPA Board of Directors.

Finally a regional basis has been critical to the success each organization has enjoyed over the years. Based in Vancouver and then Burnaby, FVMPA has grown with the city of Vancouver. Its sales in 1981 were approximately \$255 million. On a smaller scale, SODICA has become a major force in the Okanagan and Kootenay areas of the province. In 1981 its sales approached \$55 million.

A Message From The General Manager

The consolidation of Silverwoods operations with those of FVMPA took place during what is usually regarded as the busiest period of the year for our organization. The demands upon some employees' time were considerable. I commend all staff, however, for their positive attitude which ultimately meant the minimum amount of disruption to customers.

The merger of Noca Dairies and FVMPA will also call upon employees' patience and resourcefulness. There will be some disruptions, but based on the response that was demonstrated throughout the past ninety days, I feel confident that continuity of service to customers will be maintained at the same high levels.

This is a difficult time for many of you and I truly appreciate the effort, understanding, and cooperation which we are receiving from all areas of the company.

— N. T. Gray
General Manager

The logo features the word "Dairyland" in a red, stylized font with a small flower icon above the 'i'. Below it, the word "NOCA" is written in a bold, red, blocky font.

How Interlock Helped Three People

Interlock continues to provide confidential consulting services for employees and their families. The service entitled "Employee Assistance Program" (EAP) has been successfully at work at both FVMPA and other organizations with large and diverse labor forces.

Here are two examples of problems that came to the attention of Interlock from EAP in another organization. They are real cases that have been changed slightly to protect the confidentiality of the individuals involved. They are presented to illustrate the range of problems that may be dealt with under this program and the kinds of services available.

The first story involved an unusual family situation. A male employee called the Interlock Co-ordinator because he and his wife wanted to adopt a child that was under their parents' care in a foreign country. The parents could no longer care for the child because of health reasons. The couple needed help through the legal

and bureaucratic mazes. Interlock referred them to a lawyer who specialized in family and immigration matters, who began the necessary adoption arrangements. On Interlock's suggestion the couple also joined a support group for parents who were considering adoption. The couple's anxiety has decreased and they are patiently awaiting the arrival of their new family member.

In another case, a young man, named Bob, who was regarded by his foreman as the "best worker around here," found himself threatened with job loss because he began missing shifts and calling in late. When he requested time off to go to court, the personnel manager asked him why. Bob finally admitted he had impaired driving charges.

Bob accepted an offer of assistance and met with the Interlock Co-ordinator. In the confidential setting of the Interlock office away from company premises a long history of involvement with alcohol showed that

he had been drinking since he was age fifteen. When he was dry between drinking bouts he was an above average worker, but his unpredictable binges were coming more frequently.

A program of treatment, including a stay in a residential treatment centre, gave Bob time to dry out, learn new social skills, and rebuild his life. He made new friends who don't drink and he's now being considered for a promotion.

As illustrated in both these situations, people who come to Interlock will receive initial counselling to help clarify the problems and to sort out where to begin. Referrals are made to appropriate services in the community. In order to make good referrals, Interlock has contact with a wide network of community health and social services located within reach of any FVMPA branch.

More than 3000 services exist in the province and it is Interlock's role to help individuals select the right ones. These resources are both public and private; many are free and others charge on a sliding scale.

For confidential assistance for personal problems, call George Grant at Interlock at 736-6771.

Burnaby Appointments



Graham Matheson



George Desrochers



Rick Hamm

Graham Matheson has been appointed Manager of General Accounting. Graham will now be responsible for duties pertaining to general/cost accounting, patrons, accounts payable and financial information.

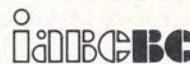
George Desrochers has been appointed Night Operations Production Foreman. As a former Palm employee, George has had experience in various operational and supervisory capacities.

Rick Hamm has been appointed Assistant Plant Superintendent for Burnaby Production. A former Silverwood's employee, Rick was been supervising the closure of the Cambie Street plant.

Milk break

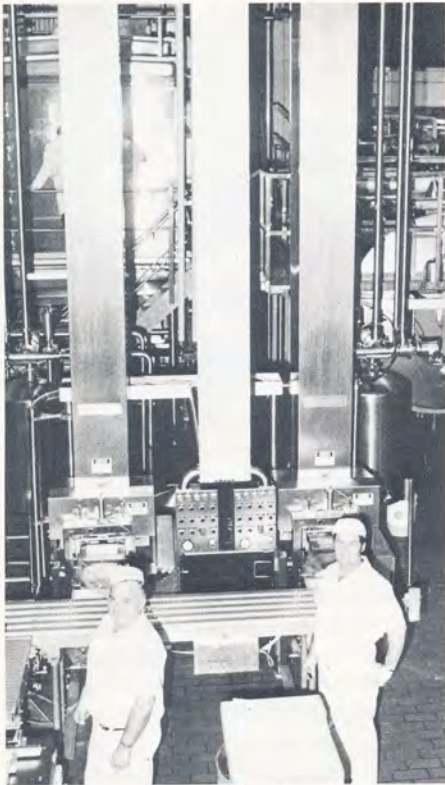
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Editor: Hugh Legg,
P.O. Box 9100,
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420-6611



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

State of the Art Cheese Making



Phil Charlton (l) and John Spenst (r) beneath Wincanton towers.

Alfie is producing cheddar cheese.

After months of installation and then trial runs, the Alf-o-matic cheese machine at Abbotsford is performing. Computer-programmed and impressively housed, the whole operation is a major step forward in cheese production.

"What we have done is married the art of cheese-making with the science," says Abbotsford Superintendent **Gerry Amantea**. It is the science in particular that is impressive.

First of all, the two storey machine is in its own enclosed area. The area is heated and pressurized. As a result, whenever a door to the "cheese room" is opened, air rushes out rather than in. This resulting positive pressure retains a clean working atmosphere in the area that is free from outside contaminants.

Alfie itself is actually four stainless steel conveyors all of which are mounted within one frame. This two storey rectangle is attached to six vats each of which has a capacity of 7,800 litres of milk. Throughout the first phase of the operations, bacterial action, enzyme activity, cutting and cooking — all in the correct sequence — changes the milk to curds and whey.

The temperature and time of the cooking operation in particular is extraordinarily precise as the computer system controls each operation exactly.

It is this mixture of curds and whey that are fed into the Alf-o-matic machine which then begins the cheddaring process. The mixture is distributed out over the perforated stainless steel screen where most of the whey is drained off from the curd. When all the whey drainage is complete the curds are ready for the matting and fusing process.

The two conveyors stacked below the perforated screen perform this second part of the operations. This is the most impressive part because it is here that the curd particles actually take on the appearance of cheese. On conveyor #2 the curds begin their matting process. By conveyor #3, the proteins in the curd start to bind together and the result is a long continuous ribbon of cheese-like material.

At the end of conveyor #3, the continuous ribbon is fed through a series of knives which cuts the cheese into long finger shaped particles. These particles fall onto a fourth conveyor equipped with a salting device. This machine has a unique depth sensor in order that salt may be distributed evenly throughout the particles.

After a "mellowing" period which gives the salt time to penetrate each particle of cheese, the now fresh cheese is deposited onto a vibrating screen. From here the particles are transported by vacuum to another area of the cheese room. Two large stacks



Randy Branch keeps Alfie in line.

— Wincanton towers — collect the particles and form it into approximately 18 kg blocks. The 18 kg blocks are discharged into polyethylene bags. Each block then moves along a short conveyor belt to a vacuum sealer that makes the bags air tight. The blocks of cheese are then put on pallets and taken to the cooler room to age.



CIP operator Chris Price.

While a computer controls most of the operation, there are some employees who must oversee the machines. Some of the employees involved are **Randy Branch, Jim Watson, Chris Price, John Spenst** and **Phil Charlton**. The considerable dials and levers below the computer's video display terminal come under the watchful eye of either Randy Branch or Jim Watson. John Spenst and Phil Charlton attend to matters at the other end of the operation where the blocks of cheese are vacuum sealed. The overall clean-up responsibility belongs to Chris Price. The entire crew runs a shift of four days on and three days off.

Alfie is only keeping pace with demand. Cheese consumption in Canada is growing by leaps and bounds. The Dairy Bureau of Canada estimates the domestic demand for Canadian made cheese to now be 200 million kilograms per year. On a per capita basis that is an increase of nearly 57% from the comparable figure 10 years ago. The sale and distribution jobs associated with cheese have increased right across the country.

Alfie, your time has come.

Processing 1000 New Accounts

As far as new work loads, perhaps the employees most affected by the Silverwood purchase were those in Accounts Receivable.

A little background first: Accounts Receivable processes about 500 new accounts per year. A new account is not simply punching a few numbers into the computer. There are 42 possible fields or categories for each account. Fields are such things as the name and address of each account, the date when the account was set up, the method of billing (i.e. weekly or monthly), which customers require extra statement or invoice copies — the list goes on and on.

There were approximately 1000 new Silverwood's accounts to process as of January 1st, 1982. By

the above events was the imminent conversion of the Accounts Receivable and Credit Department's use of the computer system.

Program testing and staff training for the new "on line" system had to take place at the same time as the Silverwood accounts conversion.

Servicing the on-going accounts was a full day's work so the only option was to fit the new accounts in during the evening or on Saturdays.

Evelyn Goheen recalls the diminishing satisfaction of the overtime she had to log. "The money was great at first but two months of six days a week, 12 hours a day, really affects your home life," she recalls. Meals at home were simply out of the question during the week.



Evelyn Goheen pauses before processing another new account.

mid-March the employees in Accounts Receivable had accomplished in two and a half months what normally would take place over the course of two years. It meant a lot of overtime hours admittedly but there was a lot of stress throughout that stretch of time.

Remember that Accounts Receivable personnel were still processing the invoices of the 10,000 FVMPA accounts. Every day, they were also reconciling debits and credits and processing claims for the on-going accounts. In addition, they were fielding the daily phone calls of wholesale account customers who have complaints or billing problems.

Finally, adding to the pressure of

Of course Accounts Receivable was not the only department affected. Wholesale Distribution had to accommodate the new work load and new employees. Data Processing, which was changing FVMPA's GEAC computer to the new Tandem system, was also burdened with the new accounts. Outside the FVMPA office staff, the Sales Department was also dramatically affected. The old Silverwood accounts meant 1000 new credit applications. Sales representatives visited each new account and obtained the necessary documentation and information for the Credit Department.

Evelyn Goheen doesn't mind having seen the last of the overtime she served.

Depot



Courtenay's Marilu Harris.

There are a number of employees at various FVMPA depots throughout the province for which a simple job title is misleading. In addition to assisting the depot manager, these employees act as mini-departments. That is, they perform the functions associated with accounts receivable, invoice preparation, wholesale services and stock taking. When the depot manager is away from the office, these employees also act as the Customer Complaints Department. In the words of **Fran Nicholson** of the Port Alberni depot, they do "a bit of everything."

Fran Nicholson, for example, is always aware of the inventory level of the depot's products. Balancing the stocks so no sales are lost but no products go bad is one of the main tasks of her job. Because she is constantly processing orders from customers over the phone, she usually has a fair idea of what to expect. Over the past five years as an FVMPA employee, she has become familiar with the seasonal fluctuations the depot has to anticipate.

The summer is a particularly hectic time for the Port Alberni branch. Tourists invade the Long Beach area which the branch services. There is considerably increased demand for dairy products. Fran recalls the days before a long weekend in the summer as the most trying. The phone refuses to stop ringing.

Marlene Combs of Williams Lake is also a combination order clerk and writer of the daily branch summary. Throughout the day she is processing orders over the phone for the next day's delivery. Most customers are on a pre-order system which means they regularly phone in the next day's requirements.

Duties "A Bit of Everything"

While all that might sound simple and straight forward, it is actually more complex. There is a language to the ordering which involves product codes as its basis. The FVMPA system is also very accountable, so every driver's invoice that is returned in the evening and every credit or debit for the next day's stock must be duly noted for the daily summary sheet which goes to Burnaby.

Marlene reports that her phone voice is an almost involuntary reflex every time she picks up the receiver. When the phone rings, she automatically responds, "Good morning, Dairyland" or "Good afternoon, Dairyland." There have been a number of occasions at home when the phone rings and she has promptly answered, "Good afternoon, Dairyland." Her friends regard Marlene as a very dedicated employee.

Answering the phone and doing the books is how **Mary Porter** sums up her day at the Powell River branch. She has some contact with the public though it usually comes under the heading of complaints. Discretion and tact are always uppermost in her mind when someone comes in with a complaint. Mary notes that even though the customers can become unreasonable — again, like the other branches, that usually happens in the summer — despite that, her job is enjoyable.

"Probably the nicest thing about my job is the people I work with. A compatible staff in a small branch like ours is really important. The personalities and the sense of humor of the people I work with make Dairyland — Powell River a pleasant place to work," she says.

Judy Ehrlick of Armstrong is also involved in some general accounting as well as phone work but she too has occasion to say how enjoyable her job is. "When the balance sheets balance, I feel great," she states. Having the actual physical counts of inventory agree with Judy's book figures is by no means a rare occurrence, but it guarantees satisfaction when the day and job are done.

Armstrong is more than simply a depot, so there is also a lot of general secretarial work associated with the job. Judy types at a rate of 90 words per minute. Needless to say, then, the Manager's correspondence or the



Mary Porter of Powell River.

production reports are no problem.

Marilu Harris at Courtenay has a similar job which is part secretarial, part reception and part accounting. The typing is periodically on an "a.s.a.p." basis so she has learned to accommodate short lead times. Before a secretary types up a report there are usually a number of people who use up the lead time for whatever assignment or report must be done. It is an occupational hazard of being a secretary that there is sometimes no lead time.



Fran Nicholson of Port Alberni.

Marilu estimates that over her nine years on the job, only 10 percent of her assignments have been of the urgent variety. Otherwise she has been cashing in the drivers, checking the invoices, typing up analysis reports or taking care of the phone.

All of the employees that **Milk Break** spoke to concerning these jobs of "answering the phone and doing the books," had no greater consumption of coffee than normal. As one employee put it, "bells ringing at your desk every ten minutes is enough stimulation."



Judy Ehrlick at the Armstrong office.

— Photo by Ernie Brown



Artists sketch, above, shows silos neatly in place. Photographs below by Greg Osborne give a better indication of the height and span of what the artist drew.

Courtenay On Time And Under Budget

Champagne bottles accompanying the launching of the ship are ready at Courtenay. The estimated completion date for construction is in the vicinity of April 22nd. On or around that date the last piece of equipment will be moved from the old plant to the new one. That date is within two weeks of the estimated completion date that was forecast back in March of 1981. Not only was the project on time but it will come in at approximately \$100,000 under projected costs, according to Vancouver Island Regional Manager **Greg Osborne**.

The silos pictured here each have a capacity for 37,850 litres of pasteurized milk. In the back of the plant there are another two silos each with a capacity of 113,550 litres of raw milk. The installation of the silos in February marked the final phase of the construction work.

Sometime in mid-May there will be an opening for the benefit of FVMPA members while the ribbon cutting ceremonies that will mark the official opening are planned for the first week of June.



New Feature: The Trading Post

Milk Break begins a brand new feature this month. We will be presenting a trading post column for employees who wish to buy, sell, or trade their worldly chattels. The placement of the advertisements is free and we suggest that information be sent into the newsletter through inter-department mail. Address all correspondence to **Milk Break** in Burnaby and the following month your

car, boat or loved one should be listed.

Milk Break will publish as many notices as space permits. Please include a telephone number.

FOR SALE: 1981 CMT 400 Twin Honda, 2,500 km, mag wheels, showroom condition, windshield, 2-tone blue. \$1,750. Phone: 434-8921.

WANTED TO BUY: Native Indian baskets. Phone: Roy Stark at Sardis.

FOR SALE: Boat, 1973 Bayliner, command bridge stand up head, length 27½ ft., depth sounder, anchor winch, new upholstery. \$20,000. Phone: 856-7829 (Aldergrove).

FOR SALE: 1974 Volvo Station Wagon. \$3,500. Phone 530-8886.

FOR SALE: Camaro front end parts 1970-73. \$5 and up. Call Lee after 6:00 p.m. Phone: 939-5554.

Rupert-Kitimat Team Undisputed Champions

The results are now in for the Distribution Department's Energy Conservation Contest, 1981. The contest measured the best group of gas misers along with labour productivity. A combination of the two measures produced a point total each month for each of the 19 groups participating in the contest.

This year's winner was the formidable team of drivers from Prince Rupert/Kitimat area under the direction of **Hugh Robins** in Prince Rupert and **George Thom** in Kitimat. The Prince Rupert/Kitimat team have become to energy conservation what the New York Islanders are to the Stanley Cup — both are repeat winners. Rupert/Kitimat finished first in 1980 as well.

Driving hard to the finish but just missing the roses was the second place team of Penticton/Kelowna/Armstrong. Third place was also a hard fought contest as Williams Lake/Prince George/Mackenzie/Quesnel held off a last month challenge from Victoria/Nanaimo.

The group showing the most improvement since January, 1981 was the Courtenay/Powell River/Sechelt

team. It jumped from eleventh place in 1980 to fifth place in 1981.

The ignominious distinction for last place out of the 19 teams competing went to **Peter Brennan** and **Wayne Brown** of Burnaby Wholesale and Squamish respectively. "Wait 'till next year," was all that Peter and Wayne would tell **Milk Break** when we asked for a candid remark.

Consider that the contest first measured fuel efficiency, or how many litres of gasoline were used per hundred weight of product carried. If the total weight of product carried increased, one would naturally assume that more fuel would be used up in delivering the product. Also, the contest measured productivity, that is how many hundred weights of product there were compared to man hours of delivery. Again if product volume increased one would expect a corresponding increase in the time required to deliver the product.

Some of these assumptions did not hold.

The extraordinary success of the competition was the upsetting of the first assumption. The Distribution Department was able to cut fuel

consumption — even though product weight increased — by 126,503 litres. This phenomenal achievement occurred despite an increase of 132,399 cwt of product, a 3.7% increase, 1980 to 1981. Translate that into dollars and cents and it meant a savings of approximately \$50,000 in fuel costs. This is the fourth year in a row that the Distribution Department has cut fuel costs.

The other remarkable fact was that while volume of product was up 3.7%, the number of man hours was up only 2.6%. While some of this favourable result may be because of truck carrying capacities being better utilized, the hard fact of the matter was an increased productivity per man hour, 1981 compared to 1980.

While the drivers throughout FVMPA deserve accolades and recognition for their achievement, the mechanics who kept the trucks tuned up also deserve praise. A poorly tuned truck drinks up as much gasoline as a poorly driven one. The unsung hero award should therefore go to the team of mechanics and their supervisors who made the trucks run at maximum efficiency.

Stan Resigns

Stan Bagot has been dethroned. The man with the 30 year record of accident-free driving at Dairyland decided last month that he should resign with his performance unblemished. He is the title holder for the longest continuous streak of Safe Driver Awards.

Actually the record did not have as much to do with his decision as did the opportunity of a new career. He and his wife, Geraldine, have moved to Nanaimo to manage the 29 unit Bluebird Motel. Stan says he misses his friends and the customers at Dairyland but he doesn't have to wake up at 5:00 a.m. anymore.

Records are made to be broken so perhaps Stan's legacy will be short lived. Still the pressure will be intense on **Al Sawatsky** of Sardis Wholesale. He has 28 years to his credit. Wayne Gretzky never knew such pressure.



B.C. Lions Players Joe Paopao (l) and Lui Passaglia (r).

Until May 15 of this year, B.C. Lions stars Joe Paopao and Lui Passaglia will be promoting the Dairyland name every weekend at shopping malls throughout the Lower Mainland. Paopao, the quarterback of the B.C. Lions and Passaglia, the club's all time leading scorer, will make 21 appearances in total.

The players are part of an exhibit which consists of a Dairyland — B.C. Lions booth and display. There is film of last season's highlights as well as photographs of both players. The players will be giving out the photos and signing autographs throughout their appearances.

Boardtalk

Boardtalk continues its series on members of the Board of Directors of FVMPA. This is the fourth of a seven part series designed to acquaint readers with the men who make the FVMPA Board decisions.

Melle Pool started off with a herd of one cow. It was 1954 and he was working the graveyard shift at a sawmill on the Fraser River. He would leave his job on the green chain and then go home to milk the family cow before he finally went to bed. Times were tough but stangely enough that's how Melle Pool was eventually able to succeed.

"I hate tough times and yet I like them — I need a challenge," is how he puts it. The early days of dairy farming for him provided plenty of challenge.

As a immigrant from Holland, he had to save for a number of years before he had enough for a down payment on his own farm. By November of 1956 he was ready to start his own dairy operation. He purchased 160 acres, half of which was still brush, 30 cows, and a couple of dilapidated farm buildings outside of Langley. What he didn't know was that he and his family were in for what can only be described as a character builder.

The cows, it turned out, were diseased. They had contacted brucellosis — a disease which results in contagious abortions. It means no calves and no milk. The government was only in the process of setting up an eradication program for halting the spread of brucellosis so it was a matter of Melle Pool acting with a vet to rid the herd of the disease. By the time the government program was in place, Melle had eliminated the disease from all but two of his herd.

That old chestnut — from adversity there is strength — aptly sums up the next 20 years on Melle Pool's farm. The herd grew to its present size of 700 cows, 300 of which are milk producing. The farm expanded. At 400 acres it is now one of the largest dairy farms in the entire Fraser Valley. Seven children have grown up on the farm, two of whom are now part owners. There are even a couple of grandchildren who visit the farm. For some individuals such accomplishments would mean relaxation, perhaps retirement. Not



FVMPA Board member Melle Pool at home in his farm office.

Melle Pool.

"I'd get bored," he says, dismissing the idea with a wave of his hand and his ever present cigarette. He recalls going to Hawaii. The first week was interesting but the following week he was already restless. His wife purchased him the novel "Hawaii" by James Michener and it saved the second week of his vacation.

Lying on the beach is not his idea of fun, nor does he enjoy sitting in a stadium full of people watching someone else kick, run, or skate. His personality is caught up in activity. Farming is a natural.

"Farming is the freest life there is," he says, "Even in the bad times it is enjoyable." He almost complains that there is no more heavy manual work left. He talks about the headaches of farming as if they were a source of stimulation.

Another old adage — if you want something done give it to someone who's busy — explains the time he has available for the FVMPA Board of Directors. He is quick to point out that without his sons Menno, 29, and Raymond, 25, operating the farm in his absence, he would find difficulty meeting his obligations with the Board. He has been a member of the Board for the past five years.

His own Dutch ancestry has gone through a Canadianization process: he says "eh?" at the end of his sentences like the rest of Canada when he wants

to make a point. The family church, the Christian Reform Church, is still a strong tie to the old country, however.

Finally Melle Pool has the gift of most farmers and that is an unpretentious view of himself and the world. When **Milk Break** was attempting to get a picture of him with some of his Holsteins, the cows refused to cooperate. Every time the photographer approached the cows they would turn away from the camera. The result was Melle Pool standing beside the udder of the cow rather than the head. Melle's reply: "you might as well get a photograph of me at this end. The other end produces costs, this end produces revenue."

He keeps his sense of humor about him. It adds to the congenital optimism that pervades his view of the world. He recalls a brief experience he had on the Prairies when he first settled in Canada.

"In the Peace River country, the farmers used to think that one out of every three years would be good. They would fatalistically be prepared for two bad years," he says with a puzzled look on his face.

Had he accepted fate he might still be milking one cow instead of 700.

SAFE DRIVER AWARDS NIGHT



FVMPCA's President Gordon Park (l) presents Rod Neil with General Manager's trophy.



17 Year Award winners (l to r) Hank Reger, Des Vosper (Motor Vehicle Branch), Jack Parker, Al Young, Chuck Linder, Roy Temple, Bob Catterall, Ed Ydenberg.

The Sheraton Villa was the site of the Fifteenth Annual Safe Driver Awards Dinner held on May 13th. There were a number of highlights to this year's presentations.

The 93 drivers who received awards for ten or more years of accident free driving was the highest number of recipients in the 15 year history of the event. Together they represented 1,438 years of accident free driving.

The General Manager's trophy for consecutive days without a preventable accident went to **Rod Neil** as supervisor of the Valley drivers. As high as the Valley total was — 226 accident free days — it still did not match the **Wilf Graham** team of 1970 and 1971. Because the trophy was retired this year, it means that Wilf Graham will keep the record for consecutive days without an accident.

The Banquet was also a first for the presentation of an award to a Cache Creek driver. **Sid Koponyas** with his 10 years of accident free driving became the first driver from the Cache Creek depot to participate in the Awards Night.

In addition to the distribution of awards, there was also an address to the drivers from Des Vosper, the Regional Supervisor of the Motor

Vehicle Branch. He congratulated the drivers for their achievements and asked they return next year.

The following individuals received awards:

10 Year Awards

Wayne Brown (Squamish), Harry Burke (Quesnel), Russ Flanders (Farm Pick-up), Richard Gillespie (Nanaimo), Gerry Guilliford (Burnaby Wholesale), Arnold Hadland (Kamloops), Dick Johnston (Valley Retail), Sid Koponyas (Cache Creek), Brent Middleton (Abbotsford), Robert Morson (Valley Retail), Henry Penner (Abbotsford Retail), Allen Repesse (Nanaimo).

11 Year Awards

Murray Apps (Abbotsford Retail), Gordon Brown (Courtenay), Alf Edinger (Burnaby Retail), Ron Elliott (Burnaby Retail), Jack Gibson (Burnaby Retail), Ed Hopko (Sardis Retail), Don MacKay (Farm Pick-up), Art Sandstrom (Farm Pick-up), Rudy Zimmerman (Valley Retail).

12 Year Awards

Bill Barnes (Valley Retail), Art Clark (Burnaby Wholesale), Andy Daoust (Burnaby Wholesale), Harold Gross (Valley Retail), Lorne McCallum (Burnaby Wholesale), Lawrence Miller (Burnaby Retail), Abe Neufeld (Farm Pick-up), Ed Novakowski (Burns

Lake), Jim Pummell (Burnaby Wholesale), Joseph Rollheiser (Sardis Retail), Art Wagner (Abbotsford Retail).

13 Year Awards

Jim Boyd (Sardis Wholesale), Sid Comley (Valley Retail), Harvey Hewitt (Valley Retail), Stan Johnson (Burnaby Retail), Larry Kostiuik (Valley Retail), Eldon McCuaig (Burnaby Wholesale), Ally Muglich (Sardis Interplant), Ike Reddecopp (Farm Pick-up), Cliff Russell (Farm Pick-up), Wade Schatz (Burnaby Retail), John Snyder (Burnaby Retail), Frank Storoshenko (Burnaby Retail).

14 Year Awards

Rene Cordonier (Kamloops), Vic Dick (Burnaby Wholesale), George Driediger (Burnaby Wholesale), Mike Lamb (Burnaby Wholesale).

15 Year Awards

Gord Bremner (Williams Lake), Norm Jago (Farm Pick-up), Jim Coleman (Abbotsford Wholesale).

16 Year Awards

Arnold Bellamy (Burnaby Wholesale), Jim Gillis (Sardis Wholesale), Don Hanson (Williams Lake), Bruce Harker (Penticton), John Malm (Burnaby Wholesale), Fred Yeomans (Abbotsford Wholesale).

(Continued on page 2)

Appointments



Dave Coe

Dave Coe has been appointed Manager of Plant Operations. He will be responsible to the General Manager for all plant operations throughout the province including the engineering function of the Association.

Dave Coe brings to this new position an extensive background in the dairy and food industry. Most recently he was responsible for all of Silverwoods' operations west of Thunder Bay. Before that he had worked as a district manager for Fisher Brothers Incorporated, a juice processing company in Ontario and Quebec. He has also had considerable experience in the food packaging industry at plants in both the U.S. and Canada.



Lawrence Lalonde



Ron Pelzer

Lawrence Lalonde has been appointed to the position of Cheesemaker at the Abbotsford plant. For the past 25 years he has been involved in cheese production. Also for the past eight years he has received awards for his cheese at the Royal Winter Fair in Toronto. He also has achieved a second place medal in world class competition for his Cheddar Cheese.

Ron Pelzer has been appointed foreman for both the UHT and Cheese operations of the Abbotsford plant. Before his appointment to Abbotsford last June, he was a member of the laboratory staff in Burnaby.

Safe Driver Awards

17 Year Awards

Emerson Barden (Burnaby Wholesale), Bob Catterall (Burnaby Wholesale), Lionel Clark (Burnaby Retail), Chuck Linder (Farm Pick-up), Ed Mailhoit (Burnaby Wholesale), Jack Parker (Farm Pick-up), Hank Reger (Farm Pick-up), Roy Temple (Farm Pick-up), Ken Wood (Burnaby Retail), Eddie Ydenberg (Burnaby Retail), Al Young (Farm Pick-up).

19 Year Awards

Ron Flash (Burnaby Retail), Jack Fosti (Prince George), Al Hall (Farm Pick-up), Stan Noga (Burnaby Retail), Paul Sapinsky (Burnaby Wholesale).

20 Year Awards

Marshall Currie (Sardis Wholesale).

21 Year Awards

Bill Cunningham (Burnaby Retail), Joe Gray (Burnaby Wholesale), Malcolm Hayton (Sardis Interplant), Gerry Lepinski (Burnaby Wholesale), William Wendland (Kelowna).

22 Year Awards

George Bartels (Farm Pick-up), Don Cross (Valley Retail), Don Green (Farm Pick-up), Bill Hodgins (Farm Pick-up), Pat Mangan (Burnaby Retail), George Penner (Sardis Retail).

23 Year Awards

Walt Olleck (Farm Pick-up).

24 Year Awards

Richie Elvin (Hope), Walt King (Burnaby Wholesale), Stan Wilson (Valley Retail).

26 Year Awards

Bill Woollett (Sardis Wholesale).

27 Year Awards

Vern Scott (Sardis Wholesale).

28 Year Awards

Al Sawatsky (Sardis Wholesale).

30 Year Awards

Stan Bagot (Burnaby Retail).

Disney Promotion Now Available to Employees

Through a promotional arrangement with the Walt Disney organization, FVMPCA employees now have the advantage of various discounts at either Disneyland in California or Disneyworld in Florida.

The Disney promotion, called the Magic Kingdom Club, is available to organizations with 500 or more employees. It provides for reduced rates on such items as the cost of fairground rides and Disney park attractions.

The Club also offers reductions on hotels that are nearby Disneyland in Anaheim, California and Disneyworld in Orlando, Florida. There is also a travel agency in the club which puts together package tours of the Caribbean and the Orient.

In addition, the presentation of a membership card in the Magic Kingdom Club entitles employees to a 10 percent discount at most Howard Johnson's Motor Lodges and to a nine percent discount at most National Car Rentals in the United States. The Magic

Kingdom Club discounts are available to employees and their families.

Upon employees' requests, the Personnel Department at the Burnaby office of FVMPCA will be issuing the membership cards and information kits. Membership cards are necessary to obtain any of the available discount rates. Both permanent and permanent part-time employees may obtain membership cards.

Milk break

Published monthly for the information of the employees of Fraser Valley Milk Producers' Co-operative Association, 6800 Lougheed Highway, Burnaby, B.C.

Editor: Hugh Legg,
P.O. Box 9100,
Vancouver, B.C. V6B 4G4
420-6611

Okanagan BC
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

Increasing Hope for Dairyland

Richie Elvin and his partner **Bob Mitchell** are two reasons why the Dairyland depot in Hope is unique. There are others. Hope, for example, has more restaurants than it has grocery stores. It's the meeting place for three major highways. During the summer, the number of tourists who patronize the area's 45 restaurants exceeds the number of people who live in the town itself.

For that reason Richie and Bob deliver an extraordinary number of 20 litre bags of homogenized milk. The restaurants also have to have cream for coffee. "We deliver tons — absolutely tons — of steri-pak individual cream packages," adds Richie, with only a hint of exaggeration. Tubs of ice cream are another big item for the restaurant trade.

Hope is also a centre for church camps. The largest camp caters to the needs of 7,000 Seventh Day Adventists throughout the summer. The Adventists are vegetarians. That means 7,000 people look to dairy products for their protein. The amount of yogurt, buttermilk, and ice cream that the summer population consumes at the Seventh Day Adventists camps is "mind-boggling," according to Richie and Bob.

The Hope depot is one of five Dairyland depots in the province that has a tape machine as an answering



— photo by Randy Williamson

Hope depot driver Bob Mitchell wheeling in more product.

service. While the tape machine takes care of the phone-in orders, Richie and Bob do the invoicing, banking, and route accounting for each day's deliveries. Every Tuesday, Thursday, and Saturday, Richie phones an order into Burnaby. "They snap to attention when I tell them it's Hope calling," says Richie.

Once the products reach the Hope depot, Richie and Bob distribute them to the various accounts in the Hope area. While the bulk of deliveries take place in the town of Hope, there are also deliveries as far north as Hell's Gate and as far west as Laidlaw. In highway travelling that amounts to almost 75 kilometers.

Richie is the veteran with 28 years at the Hope depot while Bob is considered only a rookie. He has 10 years of service. Because of their work for Dairyland, as well as their personal memberships in various community groups, there are very few residents of Hope who don't know Bob and Richie.

One last reason why the Hope depot is unique is Richie Elvin's one liners. Consider: "the Dairyland Hope depot is the inland empire," or "we're mountain people with a country atmosphere," or "it's the personal touch because we make it that way." And the best one, "The Dairyland Hope depot is like an old girl friend — often thought of but never seen."

Soccer Jamboree Crowded with Kids



The Dairyland Sportsmanship Jamboree held two successful events over the past month. The first was in Port Alberni and the second in West Vancouver. Between the two, over 500 boys and girls competed for the fun of the game and the opportunity of meeting new friends. The Jamborees are for Division 5 youngsters under the age of 13.

Two Dairyland employees were coincidentally involved in the events as coaches. **Glen Stewart**, a Port Alberni Wholesale driver, gave instructions from the side of the field in Port Alberni. **Joe Hansl**, a Burnaby Workshop employee, directed one of the teams in West Vancouver. **Mike Bissell** of the Sales Department also put in some long hours at the West Vancouver event to make it a success.

Continuous Operation — 1



John Kroeker of the Pacific Milk lab.

While the Pacific Milk plant is now part of FVMPCA's Abbotsford operation, a Delair characteristic still remains. That is, the plant still has a solid contingent of long time employees.

Cliff, Les, and Ted Hendy, for instance, have almost 100 years service between the three of them. Cliff is the senior man with 40 years. For the past four decades he has worked not quite within sight but certainly within about 100 metres of his brother, Les. Today, Cliff is an evaporator operator and Les oversees the sterilizing equipment. Their brother Ted has a "mere" 19 years for the Association. Presently he works at the labeling part of the operations.

As an evaporator operator, Cliff is in the hottest part of the plant. The temperature around one of the evaporators climbs as high as 47° Celcius in the summer, which is about 15° hotter than the warmest day of the year in Vancouver. It's not too much cooler in the winter. Cliff is always checking for possible problems with the steam or vacuum pressure that is essential to removing water from the milk. Despite the generally high noise level, he knows immediately if one of the machines is not operating properly.

For him each tank and each pipe emits an identifiable sound. Before he has to consult the various gauges, he can hear where a problem is occurring.

Les Hendy works on the sterilizing equipment. By the time the milk reaches his section of the plant, it has been put in cans. The cans move along spiral conveyor belts within a long rectangular tank. The application of heat during this process sterilizes the milk. It is a continuous operation like everything else in the plant. For Les Hendy that means some really dramatic moments if there's ever a power failure. Otherwise he is checking his control panel to make sure the sterilizing is a 15 minute operation and no more.

Ted Hendy works on the machine that wraps the labels around each can. Along with **Verne Oesch** he oversees the labeling and packing of all the cans of milk. Plant foreman **Bob Reid**, a 35 year employee, explains the hectic activity that usually is associated with the jobs at the labeler. "You can't waste any time at this part of the operation because the cans are coming at 400 per minute," he says. When the machine does not correctly dispense paper or glue, Ted and Verne are on the run.

What's in a Name?

Pacific Evaporated Milk is the granddaddy of all FVMPCA products. The Pacific name actually predates the formation of the Association. At the turn of the century, Pacific Milk was a privately owned operation in Ladner. In 1923, FVMPCA members voted to purchase the Pacific Milk Company and consolidate all operations at Delair. The Delair plant had been built by FVMPCA in 1920 and leased to Pacific.

The name Delair, which to this day is still used by long time employees, was another inheritance. The B.C. Electric Railway had named its station outside of Abbotsford after the Delairs, a pioneer farm family in the area. Though records are somewhat sketchy on this point, 1910 was probably the year that the station was opened. Ten years later when FVMPCA was looking for a construction site close to a good source of water, the Association chose land next to the Delair station.



Maurice Chaput (l) and Bill Lymer (r).

The Slogan at Pacific Milk



Jack Sedgwick on his forklift at the Vedder Warehouse.

Herb Grass works at the can car unloading area and has 30 years service at the plant. He recalls the days when the tin cans used to come in railway boxcars rather than on removable pallets in trucks as they do now. "This is paradise compared to then," he says. He remembers having to hose down the railway cars during the summer because the interior of the car was so hot.

Herb Grass regards Pacific Milk as more than a pay cheque. "Oh you bet I drink it — I have it on porridge and in my coffee every day," he says. "No way I'd have homogenized milk at breakfast," he adds.

Jack Sedgwick, an employee with 38 years experience at Pacific Milk, recalls going one step further than Herb Grass. As a former canning room employee, he remembers dreaming about Pacific Milk. During his 15 years in the canning room, he would frequently wake up in the middle of the night wondering whether he'd run out of cans or lids. Not only was Pacific Milk a part of his dreams it was part of his family. Both his mother and his father worked at Pacific Milk. Today he is a forklift operator amidst the stacks of Pacific Milk in the Vedder Warehouse across the street from the plant.

Harold Ens is another employee who began work just after World War II. He remembers the days when a whistle would sound throughout the plant to signal the start of the shift and the end of the day. There was also a preliminary whistle at 7:55 every morning before the 8:00 a.m. shift began. Up the hill from the plant were houses in which employees lived. There was apparently an employee who would jump out of bed when he heard the preliminary whistle and still make it down to the plant to punch in at 8:00 a.m.

After 35 years at various jobs around the plant Harold Ens is now foreman of the canning room. It is easily the noisiest operation in the entire plant. As well as the rattle of thousands of empty tin cans coming into the room, there is also the "thump" every few seconds of a machine sealing each can of milk with a metal lid. Harold and his co-workers **Ray Nakamoto** and **Jack Hodges** wear either ear plugs or ear muffs to lessen the deafening sounds of the various operations.

While the trials and tribulations of the plant employees over the years make the best stories, the Pacific label itself deserves mention. Its early success was due to the isolation of B.C.'s mining, logging, and fishing camps. That is, because evaporated milk can be kept for up to six months, tins of Pacific Milk were mainstays in B.C.'s isolated

resource operations. Today there are very few areas of B.C. that are not accessible by road. Fresh milk is no longer a luxury in the various camps; along with fresh meat, fruit and vegetables it is a minimum requirement of the camp cooks.

Pacific Milk nonetheless survives. There are still consumers who use it as cream for coffee or as an ingredient in baking. In addition there is a large export market. Almost 40 percent of last year's production was for export to Mexico. The plant produces 1000 cases per day now, almost five times the level of production in the late 1930's.



Jack Hodges overcomes the noise of canning room with ear muffs.



Les Hendy measures sample can of evaporated milk.

The Champ

Pacific Milk plant is known for its employees. For example the employee who had accumulated the most years with FVMPCA came out of Pacific Milk plant. From the day he started as a helper washing out milk cans, to the day he retired as plant superintendent, **Frank Forrest** spent 49 years at Pacific Milk. Eight years after his retirement his record as an FVMPCA employee still stands. When it is broken it will probably be by another Pacific Milk plant employee.

Long Distance Information

Gerry Campbell is in sales, **Ken Buss** spends his day with computers, **Al Trent** repairs the machinery at Burnaby, **Tony Jongedyk** is a retail driver at the Valley branch and **Sam Frederick** works as an evaporator dryer operator in Sardis. On Sunday, May 3rd, within a period of about four hours they became members of an exclusive club. How so? They ran. Non-stop.

On Sunday, May 3rd, the fourth International Marathon — a 38 kilometer test of endurance — was held through the streets of Vancouver. An estimated crowd of 45,000 people lined the route and cheered on the 2400 participants. Of the Dairyland employees, three were participating in their first marathon. Tony Jongedyk, on the other hand, was in his tenth marathon while Sam Frederick ran for the second time in the Vancouver event.

All five runners trained extensively for the race, some logging as many as 70 kilometers a week in preparation for the big day. The preparation for Sam Frederick also included carbohydrate loading. This is a diet which starts the Sunday before the race.

From Sunday until Wednesday Sam had a minimum of foods with high carbohydrate content. That means few potatoes, bread, vegetables, pasta and the like. Then from Wednesday through Saturday his meals contained considerable amounts of carbohydrate-rich foods. The night before the race was "beer and spaghetti" night with added rounds of pasta. Providing there has been no strenuous exercise in the two or three days before the race, the runners body will store the extra carbohydrates in muscle tissue. During the race the runner has the extra amount of carbohydrates ready for when blood sugar is low. The diet is not recommended for everyone but Sam Frederick liked it.

"I ate a lot of yogurt — Nature's Treat of course — the night before the race. Yogurt is great for carbohydrate loading," reports Sam.

For the three new marathoners, the race meant coming up against the physiological and psychological stress point referred to endearingly by the runners as "the wall." It occurs around the 30 kilometer mark for most new marathoners. With six to eight kilometers left in the race, the body of



Tony Jongedyk

a beginning marathoner usually asks "for the proceedings to come to a halt," as one runner put it.

"I remember the pain," says Al Trent. Ken Buss felt that if he stopped, his legs might seize up.

The day after the race was a work day for Ken Buss, Sam Frederick, and Tony Jongedyk. While Ken and Tony reported no pain, Sam remembers that Monday as a day he avoided staircases at the Sardis plant. The muscles used in going down a staircase are the same ones put to the test in a marathon. For Al Trent, at home on his day off, it was no problem to go up a set of stairs but it was very painful to come down. Al solved it by going down the stairs backwards.

Tony Jongedyk was the most remarkable. As a holiday relief man he was called in to do a route on Monday. That meant lots of walking: from the truck, up a set of stairs, and back to his truck. "It was the best thing for me," he stated, "because it loosened me up and I was not at all stiff." That's from a man in his early 40's whose time the day earlier would qualify him for entrance in the senior's class of the Boston Marathon.

Because running is somewhat addictive, all the runners were soon back to their road work. Nothing inspires a long distance runner more than a completed marathon.



Gerry Campbell



Ken Buss



Al Trent



Sam Frederick

Retirements

The checking department lost 49 years worth of experience in the course of two weeks in May. **Al Lightbody**, the foreman of the department and his co-worker **John Gray** retired after 32 and 17 years respectively.

Al goes back to the days when the checkers were loading bottled milk rather than cartons or pouch packs. "The cases of bottles were more awkward and a lot heavier," he recalls. For John Gray there was never any risk about broken glass on the warehouse floor. By the time he began work in 1965, the bottles were a thing of the past. However in the 17 years he

has worked around the loading dock, the Data Processing Department has changed all the clerical functions associated with the checkers and loaders.

For Al Lightbody, retirement will mean a chance to improve his curling. He and his wife Ruth are also looking forward to a January Caribbean cruise. John Gray, on the other hand, wants to finish up the projects he has planned for his house and yard. He'd also like to take a computer course at night school, what with all the experience he's had with the Data Processing staff.



John Gray (l) and Al Lightbody (r).

The retirement party for **Marshall Currie** of the Sardis branch took place on May 6th. Marshall spent 36 years with FVMPCA and his fellow employees honored him with a replica of the latest truck he has been driving, a single axle Ford. The miniature-sized model was a tribute to a fellow who chalked up 20 years of accident free driving.



Marshall Currie with replica of truck.

Eric Robertson knew he'd be with Dairyland a long time. In 1957 after seven years on a retail route he was offered a position on the production floor. "I figured when I was older, my legs would appreciate the change." On May 1st when he retired he looked back on that decision as the right one. "I missed the customer contact but I was always glad I took up my supervisor's offer," he said.



Eric Robertson (l), FVMPCA General Manager, Neil Gray (r).

Bowlers Bow Out



Peter Brennan, John Bulger, Noreen Bulger, Bob Bulger, Roger Parnell.

The Dairyland Mixed Ten Pin Bowling League is no more.

The League ended 27 years of bowling on April 26th, 1982. Owners of the Stry Bowling Lanes, where the competition has taken place every Monday night for the past 24 years, sold their building during the Spring. The concrete floors of a warehouse will soon replace the hardwood floors of the bowling lanes.

Another facility could not be found. The 7:00 p.m. to 9:00 p.m. playing time which was essential for early rising Dairyland personnel, is also the most popular booking throughout all Lower Mainland bowling alleys.

League members went out in style. Most of the 88 bowlers who participated in the 1981-82 season attended a wind-up dance on May 1st.

The Dairyland Challenge Trophy which is awarded annually to the League Champions, went again to the team captained by **Peter Brennan**, a wholesale supervisor. **John Bulger**, a relief wholesale driver, and **John Ryan**, a retail driver, were also members of the winning team.

Our Best Post Script

An hour before he usually completed his route, **Bob Willis** had engine trouble with his truck. He first phoned the Burnaby garage for a mechanic. Next thing he did was ask one of his customers for a wheelbarrow. He finished the rest of his route with the wheelbarrow. No customer complaints about late milk. By the time he returned to the truck the mechanic had fixed the engine.

His supervisor, **Bill Morton**, wonders whether the Distribution Department should look into the next logical step: a wheelbarrow in every truck.

Boardtalk

In the late 60's, if a man switched from earning his living in an office to earning his living from a farm, you'd expect some wild testimony about the evils of fluorescent lighting versus the beauty of fresh air. **Jim Waardenburg** was a banker in 1969 when he decided to take up farming. As he looks back on the transition today, he does not regret his experience in the savings and loans business. Far from it.

"If I had to do it all over again . . . Oh sure I'd do the same thing," he says recalling his days at the bank.

He started his banking career in 1953 when he landed a job as a "gopher" with the Royal Bank of Canada. Over the next 16 years he spent time in various cities including Smithers, Chilliwack, Abbotsford, and Vancouver. When he resigned from the bank in 1969, he left as an Assistant Manager.

His wife Phyllis remembers the reaction of friends when Jim decided to join his brother Wayne in a partnership to buy a 203 acre farm in Matsqui. "He hated doing work on vegetable farms when he was a teenager. Everyone was really surprised when he started farming," she recalls.

Phyllis Waardenburg is a source of much of the spontaneity in the family household. She grew up on a dairy farm and points out, "Back then, cows used to have names like Bessie or Molly. These days, they're just number 81 or number 105," she laments. Though a shareholder in FVMPCA, she confesses to deriving as much satisfaction from a dairy barn as Jim used to receive from picking brussel sprouts.

The Waardenburg children are an important part of their parents' lives. The second eldest, Debbie, was born with Down's syndrome. She is mildly retarded. Before Jim became as involved as he is in FVMPCA affairs, he was part of a local organization of parents whose children were mentally handicapped. One of Jim's regrets today is that he does not have enough time to devote to the various projects of the parents' association.

"Debbie was no tougher to raise than the other kids," Phyllis recalls. At age 20, Debbie now attends a workshop for the mentally retarded. After school,



FVMPCA Director Jim Waardenburg at home with his dog Red

she has her usual chores. "I tease her sometimes that she has to feed the calves," says Jim, "but she knows the vacuuming is her chore and the calves are someone else's responsibility."

The three other children are Lawrence age 22, Barry age 17 and Darryl age 13. None have expressed any great desire to take up dairy farming. Lawrence has weekend competitions as a champion trapshooter, Barry is just too busy and Darrell is too concerned with sports.

Since his election to the FVMPCA Board in 1972 Jim has also become involved in three very important bodies. The first is the Dairy Farmers of Canada which lobbies the federal government on all aspects of dairy farm policies. The second is the Canadian Milk Supply Management Committee which advises the Canadian Dairy Commission on matters concerning each province's market share quota (M.S.Q.). The third is the B.C. Market Share Quota Committee which advises the B.C. Milk Board on all matters pertaining to M.S.Q. in B.C.

Needless to say, most of the deliberations of these various committees concern numbers. In that respect, Jim Waardenburg has not really left his banking career.

With all his exposure to provincial and national committee meetings in the last eight years, one would expect Jim Waardenburg to be at ease when he makes a speech. He is and he isn't.

He nods his head in agreement, for example, when he hears that the worst human fear is public speaking. (According to the Book of Lists, researchers found that standing up and giving a speech produces more anxiety in human beings than does loneliness, death, or a dozen or so other common

causes of fear).

Whatever anxiety he has to endure these days, he handles it well. When **Milkbreak** interviewed him, the first occasion was a dinner meeting of Young Co-operators in FVMPCA. At the podium at the front of the room he explained the concepts of Co-op operation in a thorough but a relaxed manner. The last 10 years as a Board member and the numerous presentations to various farm organizations have obviously had their effect.

After his summertime search for salmon, he lists Hockey Night in Canada as an enjoyable pastime. However, the salmon fishing and the hockey are sideline enjoyments. What he genuinely likes is his work, and all aspects of it. Most farmers, for example, do not look forward to the bookwork that is necessary in running a small business like a farm. For Jim Waardenburg, on the other hand, because of his banking background as well as his natural ability with numbers, accounting is something he thrives on.

In addition to the financial decisions associated with dairy farming, he also enjoys the milking. The three hours of work before breakfast is something that passes quickly for him. Time goes fast when you're having fun.

He says the day he gave up his Royal Bank office for his Matsqui barn was a reference point. "You don't get many opportunities like that," he states. It's an arguable point who's better off because of that once in a lifetime opportunity: the Waardenburgs or the B.C. dairy industry. Considering his sense of humor, Jim Waardenburg would suggest that the bank was the greatest benefactor.

New Plant Draws Praise, Comparisons

The opening of the new Courtenay plant took place on June 18th. Two long-time employees brought unique perspectives to the transition from the old plant to the new.

Pat Murphy started work six months after the Comox Creamery opened its new plant in 1946. "It was a really fine building," he recalls, "because it fitted the size of our operation then." That building housed the production equipment for such dairy products as homogenized milk, butter, and ice cream.

"But the building wasn't constructed for the big tractor trailers that bring product over from the Mainland," Pat adds. The old plant was stretched to its capacity over the 36 years that it operated as a dairy.

The location of the new plant away from downtown Courtenay is "excellent," according to Pat. It does away with all the traffic problems that had grown up over the years at the old plant. For the tractor trailers, for example, the task of dropping off or



Pat Murphy cleans up in the spacious new plant.



Officiating at ribbon-cutting ceremonies (l to r) Mayor Bill Moncrief of Cumberland, Deputy Minister of Agriculture Sig Peterson, General Manager Neil Gray, Board Member Ed Smith, Mayor Bill Moore of Courtenay, Board President Gordon Park, Regional Manager Greg Osborne, and Comox Municipal Representative Clara Ensom.

picking up product would always mean drivers had to flag down traffic in order to back up.

Today, Pat Murphy works on the one litre machine in the production area of the new plant. He remarks on how spacious the new facility is compared to its predecessor. "You could never get up too much of a head of steam before you bumped into someone," he recalls.

Sam Megaw is a relative rookie as far as the Courtenay operation. He has been there five years. However, his days with Dairyland date back thirty-two years. His first couple of weeks at Courtenay reminded him of his early days in Vancouver at the old 8th Avenue plant.

"It was all bull labor just like we had at 8th Avenue," he says. There was no conveyor system in the old plant. That meant the unloading of a 40 foot trailer was all done with a hand truck.

"What amazed me about the loading dock personnel was how efficient they were," he points out. "There was very little space but there was no double handling of the product," he recalls.

"Going from the old plant to the new was exactly like going from 8th Avenue to Burnaby, with one exception," he says. "The Courtenay crew is still small like the old 8th Avenue plant.

Everyone knows everyone else. They trade the usual lies about how big a fish

(See Courtenay — page 2)

Smooth Transition

Vancouver Island Regional Manager, **Greg Osborne**, complimented the effort of employees who made the transition from the old plant to the new plant as smooth as possible.

"We phased out operations at the old plant in mid April and gradually ironed out the wrinkles in the new plant during the next two months of start-up. The official opening on June 18th was successful because of the cooperation of the Courtenay employees throughout the start-up

period," remarked Osborne.

The cleanliness and excellent appearance of the building and equipment was of note to the local press as well as the 150 other guests who attended the ceremonies. The following Saturday a Community Open House was held to give the food buying public a chance to see how milk gets from the cow to the consumer. Again the response was favorable. About 270 people viewed the workings of the plant.



Sam Megaw oversees the two litre machine.

Courtenay

they caught. It's a real family spirit," Sam adds.

A part of the plant that will maintain that kind of employee morale is the new lunch room. It is a brightly lit facility which will accommodate up to 40 people. Its predecessor had a maximum capacity of six and tended to heat up in the summer and become cold in the winter. As part of the office area, the new lunch room will be a comfortable facility all year round.

Burnaby Appointments



June Burgess



Rod Neil

June Burgess has been appointed Supervisor of Accounts Receivable. For the past seven years, June has worked in the Retail Billing department.

Rod Neil has been appointed head of the Checking Department. He formerly worked as a supervisor at Silverwoods.

Big Bucks for Biker

Mark Davison usually drives a truck to make money but on a Saturday in June he rode a bike. He collected a lot more money for his hour of cycling than he did that same day for driving a truck for nine hours.

Mark is an interdepot truck driver working out of Abbotsford. He participated in the fourth annual Canadian Diabetes Association Bike-a-thon. The event was along a 25 kilometer route through the Fraser Valley. He collected



Cyclist Mark Davison

\$466.00 for the Diabetic Association which puts the funds towards research and education.

The \$466.00 was significant for other reasons. First of all, it was the most collected by anyone who participated in the event. Secondly, a lot of that money came out of the pockets of Abbotsford employees. Finally, a part of that \$466.00 came from the editor of **Milkbreak**.

Cheque book journalism? Only if it's for a good cause.

A Note from the Credit Union

By Gordie Aasen, Credit Union Manager

Last year when the interest rate crunch was upon us we were forced to renew mortgages at 19½ per cent but as interest rates eased we reduced all mortgage rates to 18 per cent effective December 1, 1981. Then on June 1, 1982 we further reduced rates to 17 per cent. This meant that the payments on a \$40,000 mortgage amortized over 25 years would be reduced from \$655.21 per month to \$575.12 per month, a saving of \$80.00 per month. An interesting fact is that if the member chose to leave his payment at the higher amount his 25 year mortgage would be fully paid in under 12 years.

Don't Forget

Burnaby employees should circle Sunday, August 8th, on their calendars. That's the day of the annual Staff Picnic. The day will feature foot races and egg tosses, mostly for the benefit of kids.

John Gatto of the Ice Cream Department is in need of a few more volunteers, both for the day itself and some of the organization before the event. If you have a little extra time, give him a call at local 304 in Burnaby.

Finally, if you are planning to attend, pre-register your kids for the bike draw. **Harold Hughes** of the Retail Department will be taking names for the next two weeks.

Milk break

Published monthly for the information of the employees of Fraser Valley Milk Producers' Co-operative Association, 6800 Lougheed Highway, Burnaby, B.C.

Editor: Hugh Legg,
P.O. Box 9100,
Vancouver, B.C. V6B 4G4
420-6611



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

Producing Good Bodies and Fine Art

Truck painting and bodywork at the Burnaby garage has been yet another department that the recent amalgamation with Noca Dairies has affected. Just when **Frank Poppy**, **Dan Fakeley**, and **Al Liddle** thought they had caught up with the backlog of Silverwood trucks, the first Noca truck arrived in the third week of June.

It takes about a week to prepare and paint each truck. The most important task is the body work because the smoother the finish, the less time it takes to complete the paint work. The body work is also critical to the distribution of dairy products. If, for example, a door on an ice cream truck does not close with a tight seal, cold air leaks out the opening, ice forms, and the truck door will freeze shut.

Once the body work is complete, the painter can apply the approximately 22 litres of paint that each truck requires. Only 10 per cent of the paint job involves work with a brush. The rest of the paint is applied with spray cans.

The reason for a paint job is not simply appearance, though that enters into the decision to re-paint. What the public doesn't appreciate when it sees the lustre of the Dairyland logo on the side of a truck is that the chassis, springs, wheels, and floors of the truck also have five coats of protective paint. The paint protects the all-steel body of the truck from rust.



Frank Poppy is the chargehand for the three man operation in the bodyshop.

About 15 of the Silverwood trucks have been restored and repainted since the beginning of the year. There are still five or so to go. There are 11 trucks, however, that were not worth repairing. The body shop crew simply painted out the Silverwood logo and the trucks are up for sale. Some are real antiques as they date back to pre-1966 days when they were Jersey Farms vehicles.



Dan Fakeley uses a welder's torch to repair a damaged fender.

Frank Poppy actually remembers some of the trucks that came over from Silverwoods. He has been involved with re-building dairy trucks for forty years. In 1970 he became a Dairyland employee when Silverwoods sold its home service operations to the Association. "No amount of paint could restore these 11 trucks to profitable condition," says Frank. If anyone should know, he should.

The approximately 20 Silverwood trucks that will have the glossy new look will not need re-painting for another five years. Previously a new paint job was every three years.



Al Liddle removes the old truck colors before applying the Dairyland colors.

However, the new component paint that the body shop crew uses resists stone chips far better than its predecessors.

Al Liddle centres the decals and logos carefully on the side of the doors of the newly painted trucks. They are the last items of work for the body shop and are necessary from a legal point of view. The truck must have its gross vehicle weight and head office "clearly visible" according to the Motor Vehicle Act.

So while the body shop paints and repairs the regular fleet, it finishes up the Silverwood trucks and prepares for a new batch of Noca trucks. A body shop's work is never done.

Increasing Enrolment at Dairyland



Greg Dewing is apprenticing at the Burnaby Garage.

Everyone talks about the weather, but no one ever does anything about it. For years it was the same story as far as the absence of skilled trades people in British Columbia. Two employees in the Burnaby Garage and two others at the Burnaby Workshop are examples of how a supply of new trades people is starting.



Ron Murdoch (r) receives instructions from Earl Gamblin at the vertical milling machine.

The four employees are on the Apprenticeship Training Program which is jointly sponsored by the government and the participating organizations. Through the program, apprenticing students of a particular trade receive on-the-job experience. They are paid a proportion of the skilled tradesperson's wage depending upon how far along they are in the four year program.

Rod Whidden and Rob Murdoch work as millwright apprentices in the machine shop. Rob Murdoch has four months in the program. He first came to Dairyland two years ago as a part of his industrial education program at one of the local Burnaby high schools. He spent a week working around the plant and the experience impressed him enough to keep in touch for openings in the apprenticeship program.

Rod Whidden has been working in the workshop for two and a half years. In that time he has twice attended the month-long apprenticeship classes at the Pacific Vocational Institute. The classes take place every January and attendance is compulsory. The subjects covered include everything from math to metal tolerances. At the end of each week there is an exam. The month of classes is therefore a pressure-filled month for an apprentice.

Mike Siu has spent a year and a half at the Burnaby Garage in pursuit of his trade papers. Should he successfully complete the program, he will receive the trade title of Commercial Transport Mechanic. This is a relatively new trade designation because it denotes a specialty in commercial transport. (The previous designation was that of heavy duty mechanic).

Greg Dewing is the fourth apprentice at Dairyland and he too works out of the Burnaby Garage. Like his fellow apprentices, he signed an agreement when he started, which for him was December of last year. It lays out the duties and obligations of the employer and the apprentice over the four years of the agreement.

Who benefits from the program? Obviously the apprentices themselves. They have the equivalent of four years of post secondary education and they are paid for their time. The Association also benefits. When the skilled trades shortage was really acute some years



Rod Whidden (r) works on the lathe as Max Shepard looks on.

ago, Personnel Manager **Omer Tupper** remembers having to advertise across the country and even overseas.

In the end, of course, the community benefits. Finally someone has done something more about a problem than simply talk about it. The outlook, as the weather forecaster would say, is good.



Mike Siu (r) gets shown the ropes by Al Chesney.

The 29th annual B.C. Truck Rodeo took place over the weekend of June 5th and 6th. The team of 10 drivers included Abbotsford's **Harry Willms** of Farm Pick-up and **Hank Stobbe** and **Doug Parker** of Inter-depot Hauling. From Burnaby, **Ron Bush** and **Ed Turmel** of the Wholesale Department competed in various events. **John Chase**, **Jim Masterman**, **Kelly Ingram**, **Rod Deakove**, and **John Lundgren** of Home Delivery also carried the Dairyland colors. In the Truck Rodeo Queen Pageant **Janis Dougherty** of the Burnaby Mail Room represented the Association.

The Rodeo has always been a test of the best and this year's competition was no different. Each event consists of nine parts, seven of which have to do with actually driving through the obstacles on the course layout. The other two parts are the written test and the pre-trip inspection.

The pre-trip is a set of questions all its own as the driver is given five minutes to find five items that are not correct on a parked truck. It can be anything from faulty brakes to a missing registration card. As for the written test, the people who draw up the questions are from the Motor Vehicle Branch.

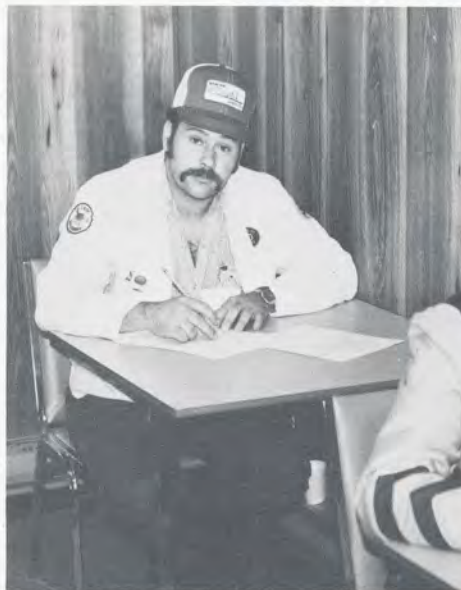
Consequently, before the competitor even steps into the truck for the driving skills part of the event, he or she has had to demonstrate a thorough mechanical aptitude as well as a firm grasp of the laws and statutes governing truck driving in B.C.

Once on the course the driver faces a series of obstacles which measure judgment and co-ordination. The room for error is centimeters. The course this year was particularly tight and narrow. In the slalom part of the course, for example, the distance between the pylons was the absolute least amount necessary for the drivers to successfully negotiate each turn.

Throughout the various obstacles on the course, the competitors have to demonstrate "smooth" driving. That is, there can be no abrupt use of the brakes or the judges will deduct points. However, in the event of a tie the driver who finishes with the fastest time earns the higher placing.

The psychology that is at work is a real test of endurance. First of all the entrants are usually competing in vehicles that have a completely different touch and sometimes shape from those they regularly drive. Secondly, there are always mistakes made throughout the course. In fact,

High Achievers and Over Drivers at Truck Rodeo



Ron Bush at the written exam.



John Chase (r) during the pre-trip inspection.



Janis Dougherty at the Queen Pageant.



Trophy winners (l to r) Jim Masterman, Hank Stobbe, and Rod Deakove.

the winner of each event is usually the driver who can keep the mistakes to a minimum. That means negotiating each obstacle as if it was the first one. While that is easy to say, the tendency is to have each mistake affect the next part of the course. It only takes between five and ten minutes to complete a course, but each mistake magnifies itself in the mind of the driver who can't handle the psychology of competition.

For the drivers who are able to overcome their own nerves and better the performances of the other competitors, there is some impressive silverware. At the presentation banquet

held June 12th this year, Jim Masterman received the first place trophy for his performance in the Walk-in Van category. Rod Deakove took away the third place trophy in the same event. Hank Stobbe was the trophy holder for his first place finish in the A train category while Harry Willms came in second.

For all the drivers who compete, no matter where they place, there is the reward of professional recognition. The fleet supervisors who choose the participants, as well as the 4000 or so spectators that turn out for the Rodeos, recognize the drivers as the best on the road.



The purple cow from the Dairyland milk cartons is the logo for a new service award. Displaying their awards of Dairyland jackets and purple cow badges are Prince Rupert staffers (back row, l to r) Maurino Ruperto, Jeno Portonay, Jim Carlson, Steve Phillipson, Mark Russell, (front row l to r) Bill Ingles, Brenda Galenzoski, Hugh Robbins, Ray Sebastian, Garry Hornsberger and Distribution Manager Bill Hawes. (Photo courtesy of the Prince Rupert Daily News.)

New Award to Recognize Purple People

Inductees to the Loyal Order of the Purple Cow are listed in the accompanying charter. The award is for special service within the Distribution Department. The first Purple Cow members were employees at the Kitimat and Prince Rupert branches who won the awards for their first place performance in the province-wide fuel conservation and efficiency competition.

The rights and privileges referred to in the charter are as follows:

- the privilege of vigorously promoting .01653 per cent purple milk to those consumers wanting a little color in their life.
- the right not to.

Honourable Purple Cow members are **Bill Hawes**, Manager of the Distribution Department and **Bill Ingles**, Northern District Manager.

Charter Members



Dairyland Dist. Dept. (GREAT WHITE NORTH BRANCHES)

BE IT KNOWN THROUGHOUT THE LAND THAT THE ILLUSTRIOUS SIGNATORS TO THIS DOCUMENT HAVE EARNED THEIR BADGES OF DISTINCTION FOR OUTSTANDING SERVICE.

BE IT FURTHER KNOWN, THIS CHARTER GRANTS ALL RIGHTS AND PRIVILEGES AS LISTED.

Alden Anderson	PR. RUPERT	Jeno Potornay	PR. RUPERT
Jim Carlson	PR. RUPERT	Hugh Robins	PR. RUPERT
Mike Farrar	KITIMAT	Maurino Ruperto	PR. RUPERT
Brenda Galenzoski	PR. RUPERT	Mark Russell	PR. RUPERT
Myrna Gris	PR. RUPERT	Ray Sebastian	PR. RUPERT
Gary Hornsberger	PR. RUPERT	John Simons	KITIMAT
Steve Phillipson	PR. RUPERT	Joan Tasker	KITIMAT
Giesle Mortimer	KITIMAT	George Thom	KITIMAT
Darry Thompson	KITIMAT		

Calligraphy by Charlette Conley.



Jim Masterman

After almost 35 years on the job, **Jim Watson** of the Burnaby Production Department retired on June 25th. A few weeks earlier, the Staff and Welfare people held a farewell gathering. Jim, who has a penchant for haggis, Robbie Burns, and tartan colors received a bottle of vintage brew direct from Scotland. The Gaelic translation for the product was "Water of Life" though it has little more punch than water, or Super Socco for that matter. His retirement will allow Jim to plan a special vacation. He and his wife Jessie will visit the land of the heather this Christmas.



Don McQueen

Don McQueen, the Manager of the Engineering Services Department, took early retirement on July 1st, 1982. As befits someone who is always dealing with precision and measurement, the date was exactly 34 years after the day he was hired.

Don was responsible for the engineering, design, and maintenance of the Association's facilities throughout the province. He will be especially remembered for his work on the Burnaby plant.

After a summer vacation, Don plans to resume his engineering as a consultant in private practise.

Can You Help?

The Meals on Wheels organization has put in a call for volunteers. This community-minded group of people combines friendly visiting with the delivery of a meal. From Monday to Friday, members of the organization deliver a hot, nutritious meal to senior citizens, the handicapped, or those temporarily incapacitated.

The number of available volunteers determines the number of recipients that the organization can serve. With that in mind, Tricia Triska, the Meals on Wheel Recruitment Co-ordinator asked **Milkbreak** to spread the word about the program's urgent need for volunteers. If you can spare one day a week or one day every two weeks delivering a meal between the hours of 11:00 a.m. and 1:00 p.m., give her a call. She is with the Victorian Order of Nurses in Vancouver. Her phone number is 732-7638.

Stress Test Predicts Your Next Two Years

In keeping with Dr. Hans Selye's theories about stress related illnesses, Thomas Holmes, M.D., attempted to quantify the stress that a person might be subjected to over a period of time.

The general idea is that almost all events even slightly outside of one's ordinary routine will produce stress. The amount of stress produced is related directly to the perceived seriousness of the event.

What does this all mean?

Holmes believed, and with quite a degree of accuracy, that your chances of becoming seriously ill over the next two years can be predicted from the amount of stress you have been subjected to over the past 12 months.

Try it for yourself. Simply recall any stressful event over the past 12 months and add up the scores.

If your "stress score" is below 150, your chance of becoming ill is only 37 percent.

If it is between 150 and 300, your chance of suffering from illness is 51 percent.

However, if you are unfortunate enough to have a score in excess of 300, your chance of serious illness over

the next two years is a whopping 90 percent.

Not only does the probability of illness increase but the seriousness of the illness also increases in relation to the stress score.

It is interesting to note that even a vacation or Christmas causes stress. Remember though, a very high score is not a guarantee that you will become ill, but your chances are pretty good!

Social Readjustment Rating Scale

Event	Value	Your Score
Death of spouse	100	_____
Divorce	73	_____
Marital separation	65	_____
Jail term	63	_____
Death of close family member	63	_____
Personal injury of illness	53	_____
Marriage	50	_____
Fired from work	47	_____
Marital reconciliation	45	_____
Retirement	45	_____
Change in family member's health	44	_____
Pregnancy	40	_____
Sex difficulties	39	_____
Addition to family	39	_____
Business readjustment	39	_____
Change in financial status	38	_____
Death of close friend	37	_____
Change to different line of work	36	_____

Event	Value	Your Score
Change in number of marital arguments	35	_____
Mortgage or loan over \$10,000	31	_____
Foreclosure of mortgage or loan	30	_____
Change in work responsibilities	29	_____
Son or daughter leaving home	29	_____
Trouble with in-laws	29	_____
Outstanding personal achievement	28	_____
Spouse begins or stops work	26	_____
Starting or finishing school	26	_____
Change in living conditions	25	_____
Revision of personal habits	24	_____
Trouble with boss	23	_____
Change in work hours, conditions	20	_____
Change in residence	20	_____
Change in schools	20	_____
Change in recreational habits	19	_____
Change in church activities	19	_____
Change in social activities	18	_____
Mortgage or loan under \$10,000	17	_____
Change in sleeping habits	16	_____
Change in number of family gatherings	15	_____
Change in eating habits	15	_____
Vacation	13	_____
Christmas season	12	_____
Minor violation of the law	11	_____
TOTAL		_____

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Boardtalk



Association President Gordon Park reflects on his career during an interview on his farm.

Boardtalk continues its series on members of the board of Directors of FVMPCA. This is the sixth of a seven part series designed to acquaint readers with the men who make the FVMPCA Board decisions.

It's difficult to know where to begin with an article about **Gordon Park**. As a member of the Association's Board of Directors, he has served continuously since 1955. He has been President of the Association for the past decade. Furthermore, his success has not been limited to the Association.

He has also been the President of the B.C. Federation of Agriculture. Outside of agriculture, he has also held public office. For 18 years, the voters of Pitt Meadows elected him to the position of alderman.

What kind of background explains such a string of electoral victories? "Like my father before me," could well be Gordon Park's motto. His father was William James Park, one of the founders of the Association. "W.J.," as he was known to his colleagues, was the first member of the Board of Directors to ever serve as both President and General Manager of the Association. The struggles of the Coop were points of discussion around the Park's kitchen table as farmers throughout the Valley would come to talk with W.J.

Gordon Park also picked up an early ability to adapt to change. Maybe it has something to do with the Lougheed Highway that was built by his father's farm in 1929. Before that, the 130 acre farm was a genuinely rural dairy operation. However, the extension of the highway to Haney changed things slowly but surely.

"People ask if the cars bother me," he says pointing to the now four lanes of traffic that border the front of his property. "Except when I can't turn left into my driveway, I guess I'm used to it," he laughs.

His matter-of-fact ways were also evident in his aldermanic career. He recalls proposing a zoning system for Pitt Meadows in which land would be either residential, industrial, or agricultural. The outcry from one particular group was loud and long. The group wanted nothing to do with zoning. No land should have restrictions, the group argued.

Gordon wondered at the time if his proposal, which he thought of as common sense, was really so provocative. He maintained his convictions though, despite the opposition. When the voters subsequently went to the polls, he received his largest margin of victory. His zoning proposal is now an accepted part of life in Pitt Meadows.

While he adapts, it takes others a

few years to catch up. That's also the probable explanation for the absence of messages on his telephone answering machine. He shakes his head as he recalls the number of occasions people call and refuse to leave messages. "I think the machine annoys or intimidates them, but it's the only way I can do work on the farm and still keep up with the calls," he points out.

The phone calls should decrease next year. His term of office expires next March and he isn't planning to run again.

He'll still put in his hours on the farm. When you've been waking up at 5:00 a.m. or 6:00 a.m. for forty years, it's habit forming. His son Bill will be assuming more and more of the operation of the farm, however. That will leave time for Gordon's hobbies.

Based on decorations in the house, travelling is probably his favorite leisure pastime. The walls of various rooms throughout the house contain mementos from three continents and dozens of countries. A gold pan from Alaska is on one side of the room, a wall hanging from Brazil on the other.

His other hobby is trap shooting. While he's no threat to the members of Canada's Olympic team, he does outshoot competitors half his age. "Trap shooting is one of the few sports where age is no deterrent," he says. The proof of that statement is his accumulation of trophies, the most recent at a shoot this past Spring.

It is evident that, while others may have some difficulty in not having Gordon Park on the Board of Directors, it will cause no problems to Gordon. He'll make the transition smoothly like he's done with most things in life. Perhaps it's part of living within sight of the house you were born in. You're sure about the ground beneath your feet.

Gordon Park has more than the satisfaction of a job well done when he looks back on his career. During his early term as a member of the Board of Directors he was instrumental in the move from 8th Avenue to the new head office in Burnaby. When he became president, he oversaw the expansion of the Association to every corner of the province. How best to sum it up? His father would have been proud.

The Sunny Okanagan Addition



Checker Bill Mohoruk (l) with Shipping Supervisor Ross Simpson.



Noca-Dairyland Personnel Manager Janet Lawrence.



Irv Brown, Vernon Branch Manager (l) and driver Vern Baird.

Big things come in small packages. So it is with the response at various depots throughout the province. "Good morning, Noca-Dairyland," has more significance than simply four words. Those words involve a separate management concept as well as the addition of a considerable number of employees to the Association.

The Okanagan and Kootenay branches are now part of a new structure within the Association. "The reporting office for those branches is Vernon rather than Burnaby," says **Dave Coe**, the Manager for the Association's Plant Operations.

The plan has been in place since the appointment of **Howie Stevenson** to the position of Regional Manager at Vernon in July. The branches that report to Vernon are Armstrong, Cranbrook, Castlegar, Golden, Kelowna, Kamloops, Penticton, and Revelstoke. There is now a regional personnel and sales staff based in Vernon as well as a regional reporting system for the distribution staff in the area. While Burnaby will supply the vehicles for the distribution staff, decisions about routes, loading times, and personnel will emanate from Vernon.

Approximately 20 per cent of the

product that Noca-Dairyland sells in the area is from the Lower Mainland. The rest is all from local production at Vernon. That includes such unique products as specialty cheeses as well as milk, cottage cheese, ice cream, and various novelties. Vernon processes approximately one quarter the volume of Burnaby, about 100,000 litres of milk a day.

Among the 220 or so Noca-Dairyland employees there are a few that go back many years. **Erna Funk** of the ice cream production department in Vernon started work at the plant 22 years ago. She recalls that the machinery of 1960 was not nearly as advanced as the equipment she works on today. Erna remembers having to fill Dixie cups by hand with a spoon in 1960.

In the office area, Louise "Thup" Sammartino is another example of the continuity of service from employees. Thup started work in 1944 as Secretary to the General Manager, Everard Clarke. Since that time, the office staff at Vernon has grown from the one person that Thup represented to the 1982 figure of 23 office employees.

George Borstal, now an assistant superintendent of the Vernon plant, started his career at the dairy as a milk

delivery driver in 1944. He arrived just after Noca had bought out Royal Dairy, an ice cream production and milk distribution business in Vernon. That purchase marked the end of Noca as solely a butter operation and the start of milk and ice cream production. George remembers the hand-cut and hand-wrapped ice cream that the Vernon plant began to produce in 1944.

The accounts that Vernon now services include a variety of customers. Probably the longest running major account is the Vernon Army Camp which dates back to World War II. Today the sales for the camp are mostly in the summer when it operates as a militia camp for young boys and girls from around the province. There are also a number of fast food restaurants, including McDonald's, that receive their product from Vernon. Noca-Dairyland also has a frozen food business that services hotels and restaurants as well as some mining camps in the southeast corner of the Kootenays.

The most unusual aspect of production and sales in Vernon and throughout the Okanagan area is the effect of tourism. The employees in the

(Continued on page 2)



For those employees who are planning a fall or winter vacation to California, there are now four other admission discounts to add to the Magic Kingdom Club of Disneyland. Universal Studios, the San Diego Zoo, Seaworld of San Diego, and Marriott's Great Americlub have all made cards available to Association employees.

The tourist attractions for the first three are apparent from their titles. Marriott's Great Americlub bills itself as "Northern California's largest family entertainment centre." It is 50 minutes on the highway south of San Francisco and combines live entertainment and fairground rides for children. There is also a tie-in for a 10% discount at any Marriott hotel in California as well as a number of hotels in the Santa Clara area.

Those employees who wish to take advantage of these cards should contact the Personnel Department at Burnaby.

Appointments



Howie Stevenson

Howie Stevenson has been appointed to the position of Regional Manager for the Okanagan. Howie was the former Manager of Corporate Development for the Association. He will be based at Vernon and will be responsible for all the Association's functions within the Okanagan and Kootenay area.



Bob Toop

Bob Toop has been appointed Supervisor of Farm and Inter-Plant Hauling at Abbotsford. Bob has been with the Association since 1962 both as a tank milk receiver and a route foreman.

Noca-Dairyland *(Continued from page 1)*



Packager Erma Gering and Pasteurizer Joel Fox at the creamer.



Cheesemaker Ben Anderson supervises the making of cottage cheese.

Customer Accounts or Wholesale Service area brace themselves for the phone calls that mark the tourist events. This summer in late August, for example, Vernon was host of the B.C. Summer Games. Every winter there is the Vernon Winter Carnival. Penticton has the Peach Festival. Each community throughout the area has a special weekend at some time during the year. For the production and sales staff at Vernon it means a lot of peak

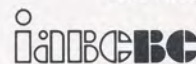
periods of activity.

For all those employees who now answer the phone, "Good morning, Noca-Dairyland," the question arises: how was the transition? Was there any garbling or confusion as employees who for years had been answering "Noca" were now saying "Noca-Dairyland"? Apparently not. All the customer service people had to do was add "land" to their usual response of "Noca Dairy."

Milk break

Published monthly for the information of the employees of Fraser Valley Milk Producers' Co-operative Association, 6800 Lougheed Highway, Burnaby, B.C.

Editor: Hugh Legg,
P.O. Box 9100,
Vancouver, B.C. V6B 4G4
420-6611



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

A Million Milk Drinkers and a Herd of Cows

For **Kenny Kerr** and **Wayne Cosh** the last 10 days of August and the first six days of September mean their routes condense dramatically. Instead of routes that cross half the city of Vancouver, the two wholesale drivers are only covering one city block. Two drivers to cover one block?

Yes, because the block in question is the site of the Pacific National Exhibition.

Every day at 5:00 a.m. throughout the PNE, the drivers arrive at the plant in Burnaby. They check for any phone messages from the previous day. Because they checked out at 1:30 p.m. of the previous day, there are usually a few special phone orders that have to be loaded. Only Kenny and Wayne are responsible for the loading of their trucks. They also have to make sure they have a supply of garbage bags for picking up the used ice cream tubs. Finally they load their estimate of the number of boxes of ice cream cones they'll need. The boxes go on last because overnight refrigeration will make the cones moist later in the day when the concession stand owners use them.

By 5:30 a.m. they should be ready to leave Burnaby. The next four and a half hours are critical to the daily



Kenny Kerr (l) and Wayne Cosh (r) stock the PNE concessions with product.

deliveries. Once the PNE opens at 10:00 a.m. no trucks are allowed on the fairgrounds.

Kenny and Wayne rarely meet a concession owner during their deliveries. The owners have usually worked until midnight of the previous day and they are sound asleep while Kenny and Wayne go about stocking their depleted refrigerators.

Because the PNE attendance varies with the amount of sunshine, Kenny and Wayne are always aware of the weather report for the day. A hot day means a run on ice cream novelties. If it also is a special day like "Kids Day" or "Senior Citizens Day," they will increase the stocks accordingly.

There's a lot of predictability to the supplies. However, **Al Hughes**, a supervisor in Wholesale Services and a long time veteran of supplying the PNE admits, "Those guys do a lot of praying that the weather doesn't change."

After 10:00 a.m. Kenny and Wayne switch over to servicing the main buildings. Those include the Showmart, the Food Building, and the Coliseum. The drivers can use hand trucks for their deliveries to these various sites.

Now what about numbers? To stock the Dairyland Ice Cream Emporium takes about 200 tubs a day. If that figure doesn't impress, consider that it took only twelve tubs of ice cream to supply the 400 people that attended the Dairyland picnic.

The supplies of milk and cream have similar comparisons. On a typical day at the cafeteria at the Burnaby plant,

the 400 or so employees consume about four Schowle bags of milk and two boxes of ice cream cups. The Schowle bags are the 20 litre bags that go into milk dispensing machines. At the PNE Kenny and Wayne supply an average of 100 Schowle bags of milk and 200 boxes of creamers. In addition to the Schowle bags and the cream cups, the drivers deliver almost 2,000 of the 250 ml cartons of milk to the various concessions.

By 1:00 p.m. both drivers are on their way back to the Burnaby plant. They re-stock their trucks before punching out at 1:30 p.m.

Besides the Burnaby-based drivers who service the PNE there is also the case of **Allan Young** and **Doug Parker**. These two farm pick-up drivers will be battling the busiest square block of traffic in British Columbia during the last week of the PNE. The corner of Hastings and Renfrew streets is not a typical farm but the drivers have to go where the cows are. Because Association shippers enter their stock in the various competitions, the farm tank pick-up drivers become city truckers for a week.

Needless to say, there is certainly a Dairyland presence at this year's PNE. It is evident in such high profile attractions as the Dairyland Petting Zoo and the Ice Cream Emporium. However there are also four employees whose presence is less apparent but just as significant. They assure the delivery of whatever dairy products the PNE is producing or consuming.



Two scoop cones make the Ice Cream Emporium a popular PNE attraction.

Eggs Tossed Races Won, Picnic a Success

The Dairyland annual staff picnic took place on the second Sunday in August. Following 1981's downpour everyone was grateful for this year's cloudy skies and relatively little rain. Next year there is to be no dancing the evening before the picnic. We've got to get a dry day.

The Hardest Workers Award went to **Jim Defries** of the Burnaby Stockroom and his wife Sheleigh. This is not particularly unusual as Jim and Sheleigh have contributed generously many many times before to the success of the picnic. This year, however, Jim came in during his holidays for the committee meetings leading up to the picnic. He also helped load the truck and trailer in preparation for the big day. Finally, on the Sunday of the event, he and Sheleigh scooped ice cream cones for six hours.

Numerous other employees helped out. The winners of the Ultimate Nerve Award went to Production's **Daryl Palmer** and Payroll's **Gail Sutherland**. Both of these staff members volunteered their spouses and not themselves to do some work on the day of the picnic. Nancy Palmer and Randy Sutherland worked very hard throughout the day. Daryl Palmer, on the other hand, had a golf tournament. At least Gail Sutherland showed up to take care of the Sutherland kids.

The highlight of the day was the world famous egg toss (w.f.e.t.) with Home Service's **Ralph Ruddy** acting as umpire. Each team, consisting of a man and a woman, attempted to toss an egg at distances that grew further and further apart. The trick in the w.f.e.t. is to catch the egg but pull back just as the egg touches your hand. Sounds easy.

The catch — no pun intended — is that at distances of 10 metres and more the egg is hurtling through the air with quite a bit of force. Only very skilled competitors can catch such an egg. It was fitting then that **Steve Halleck** of the Burnaby Workshop and his wife Trish were the best in the w.f.e.t. Steve used his mechanical experience and skills to counter the acceleration of the egg in flight. Because Steve was also a hard-working member of the Picnic



The Wholesale crew during the tug-o-war.



Hard worker Jim Defries.



The three-legged race requires teamwork.



Winners of the horseshoe toss ham it up.



Jill Sutherland giggles after her mother lost the egg toss.



The Retail Drivers Team smiles after winning the tug-o-war trophy.



The youngest wheelbarrow racers.

Committee, cries of "It was hard boiled" echoed throughout the park when Steve and Trish picked up their first place prize.

The day ended with a draw for three children's bikes and various prizes for the Staff Raffle. General Manager **Neil Gray** was one of the winners for the gift certificate at a restaurant in downtown Vancouver. Also **Keith Miller**, Manager at Abbotsford of Inter Plant Hauling and Farm Pick-up, won another major restaurant gift certificate, again in downtown Vancouver. **Mary Taylor**, on the other hand, who works at the Credit Department in Burnaby and lives in North Vancouver won the gift certificate for a restaurant in Langley.

A final postscript of thanks goes to the Teamsters and Operating Engineers who chipped in with donations for the bikes. Kathy Marston, whose father **Len** is a driver working out of Burnaby, won the tricycle. Shannon Trent, whose father **Al** works as a machinist at Burnaby and Daryl Palmer, the "junior" of **Daryl Palmer** of Burnaby Production, won 10 speed bikes.



Shannon Trent and Daryl Palmer show off the bikes they won.



Tricycle winner Kathy Marston poses with her dad in her Dairyland uniform.

Logging Time for Dairyland



Jack Osterberg at barbeque.



The axe toss competition.



The Chokerman's race.

Squamish Loggers' Days celebrated its 25th anniversary over the B.C. day Weekend in early August. Dairyland has been directly or indirectly involved since the beginning of Loggers' Days and this year was no exception.

Squamish Branch Supervisor **Wayne Brown** and driver **Jack Osterberg** worked tirelessly to supply the Loggers' Days activities with Dairyland products. They also supervised the running of a barbeque pit in conjunction with the Squamish Rotary Club. "We sold \$7,200 worth of barbequed baron of beef," states Wayne with justifiable pride. The money all goes to offset the cost of running the show each year.

The sponsorship of Dairyland and the logging sports themselves is evident from the pictures of the events. All the competitors at the Novice events wore Dairyland T-shirts. That kind of advertising goes a long way. C.B.C. Sports was busy filming the competitors for its program, Sportsweekend, to be shown late in September of this year. That will be carried right across Canada.

Wayne Brown is already pleased

with the local and provincial coverage. Not only were there Dairyland T-shirts throughout the photos in Squamish's local newspaper but there was also a front page photo on the Vancouver Sun. (The cost of a front page advertisement on the Vancouver Sun has yet to be calculated. Needless to say it costs more than the same thing on the front page of **Milkbreak**.)

The weekend also marked the return of **Don Hobbs**, formerly Squamish Branch Manager, to his old stomping grounds. Don presently manages the Sardis Branch but he was invited back to Squamish as an honored guest for the weekend's activities. While he managed to relax and watch most of the events, he was put to work on the last day of the festivities. Don provided the colour commentary and announcing for the Logging Truck Rodeo. It was the fourth consecutive year that Don has been the "Voice of the Truck Rodeo."

Whether it was personnel or product, however, Dairyland continued its vital contribution to the highlight of the summer in Squamish.



— Photo by Ernie Brown

Susan Lemaire (l) outside the Armstrong plant with tour guests.

Saying Cheese for the Tourists

Summertime in the Okanagan means tourists. Over the past few years the Armstrong plant has accommodated the various groups of visitors who come both to purchase cheese and also to see how the product is made. This past summer **Suzanne Lemaire** was the tour guide at the Armstrong plant.

"I'm from Armstrong but I had no idea how many tourists there are," says Susan. She spent four months on the job and will be going back to university later in September. Her tour groups included people from around the province as well as those from around the world.

Susan met a number of people from Britain, France, Australia, Japan, West Germany as well as the United States. One particular American couple gave her the greatest surprise. They were from Hawaii.

"I couldn't believe it when this fellow said he was from Honolulu. He

purchased a 10 pound block of cheese to take home," she recalls. Hawaii now has sun, surf, coconuts, and Armstrong aged.

The most common question asked was about the colouring in the cheddar cheese. People were apparently surprised that cheddar cheese was naturally white. Like most customers they preferred their cheddar cheese to be orange and therefore the news that the colouring agent was a naturally derived product always brought approval. (The colouring is derived from the annatto seed bean imported from Chile.)

After four months of visitors, Susan says she can now give the tour in her sleep. "I had to watch out that I didn't have a tour guide's voice which is flat and monotone," she points out. "The questions from the tour guests livened things up, though, so that broke up the routine."

While she was able to handle most of the questions easily, the two bus loads of tourists from Quebec was too much by a half. Susan took the people who could understand English and **Yvette Rechoux** from the Armstrong office staff took the Francophones through the tour.

Susan kept her explanations in a language that was as non-technical as possible. That produced some confusion with the West Germans. On the advice of a previous tour guest, she left out the word "bacteria" when she was explaining the action of bacteria in the aging process. Instead she used the word "culture." The visitors from Bavaria blinked a couple of times as they evidently felt it was the local "cultural atmosphere" of Armstrong that was important to the aging. Susan corrected that mistake.

Each tour took between 20 minutes and half an hour, depending upon the questions. May and June were the slow months and the heavy traffic began in July. For Susan that meant over 150 people a day as all the tour buses stop by the Armstrong plant. The traffic continues to be heavy.

As a result of the tours, the retail outlet for the sale of cheese at the plant is phenomenal. It's a marketing person's dream. After watching how the product is made and sampling a piece of mild, medium, or aged, the visitors inevitably want to buy the real thing. For some it means an extra 10 pounds on the plane back to Hawaii. Apparently that is no problem.

Retirement



Art Patterson

by Vivien Edwards

After 29 years of making butter at Sardis **Art Patterson** is retiring a few years before his "due date." Art has been making butter for most of his working life, first in Manitoba, and then continuing with Dairyland which he joined in 1943.

Art and his wife Anne are looking forward to more camping, more golfing, seeing some more of B.C., and possibly moving to the Okanagan area at some future time.

Obituary



Les Hendy 1925-1982

Les Hendy, a long time Pacific Milk employee who was featured in May's **Milkbreak** died of a heart attack this past summer. He worked for 40 years at Pacific Milk. He is survived by both his brothers Cliff and Ted who work at the Pacific Milk plant and his wife and two children.



Creamer hurler Shawn Sisson.



Barb Pattison, Creamers' ace third baseman.

Creamers Hope to Finish Season

The World Series is only a couple of months away so the Dairyland Creamers Baseball team seems to have hit its stride just in time.

The Creamers consist of some incredible athletes from various departments at Burnaby's head office. **Shaun Sisson** of the Patrons

Department, for example, played almost errorless baseball in the team's 23-16 win over Eacom Timber in early August. **Mary Taylor** of the Credit Department patrolled second base for the Creamers. No matter what problem the Expos have with their fielding at second base, Mary will finish the season with the Creamers.

The team is looking forward to the end of their four or five game season which should take place around mid-September. There are dark hints that **Lee** "Play-me-or-trade-me" **Alberts** will complete the season without a contract. The Creamers have yet to sign the flashly centre fielder and UHT/Pacific Sales Manager.

Barb Pattison who plays the hot corner at third base is also rumoured to be looking at the free agent market. She says she'll stay in Sales Accounting for the moment.

The Creamers Manager, **Paul Cook**, would like to extend his thanks to the fans who supported the team throughout the season. Those would be the Dairyland employees and the neighbourhood dogs who turned out to all the Creamers games.

Ali's Friends

Recent events have changed the address of the stars from Hollywood and Vine in Los Angeles to Lougheed and Sperling in Burnaby.

The recent events concern both a nation-wide television show and a major urban newspaper. First the television.

Retail's **John Snyder** will have to be fending off the autograph seekers this fall when he and a number of other Burnaby employees appear on the show *Zig-Zag*. For those readers not aware of blockbuster, big time television, *Zig-Zag* is a Saturday morning children's show on the CTV network. A crew from the show came to Burnaby and filmed the story of how milk goes from farm tank pick-up trucks through the plant and out to the consumer. The segment will be on television screens from Montreal through to Victoria some time in October.

The Burnaby stars may appear on

the same show as Mohammed Ali who was also in Vancouver for taping this summer.

The other piece of media exposure happened to **Bob Blackwell**, another driver in the Home Delivery department. The Vancouver Sun featured Bob on the front page of its second section late in July. Under the headline "Milk for the multitude", the

story detailed a day in the life of the archetypal milkman, Bob Blackwell. There was also a photo of Bob dropping off milk at one of his customer's doorsteps.

How did Bob react to fame? He kept his perspective about it and only winced a bit when fellow employees quoted from the article. Jealousy will get them nowhere.



Television host Marilyn Smith interviews Production's Guy Ghiridello (l) and Checking's John Niemi on how milk moves through the Burnaby plant.



Boardtalk

Boardtalk continues its series on members of the board of Directors of FVMPCA. This is the seventh of an eight part series designed to acquaint readers with the men who make the FVMPCA Board decisions.

Peter Friesen, the new President of the Board of Directors, was coming to the end of the interview. "Yes, I do enjoy some sports, I golf a little." Before he could go any further, however, his youngest son, 17 year old Allan, was chuckling on the other side of the room. "Hey, don't laugh, I'm not that bad a golfer," said Peter. More objections from Allan with further laughter from daughter Loretta.

Such was the scene during an interview for **Milkbreak** with Peter Friesen. The importance of his family was evident throughout the conversation. Children and grandchildren troop in and out of the kitchen and two or three other conversations compete at various times for Peter's attention. Everyone injects a few comments into father's interview.

Responding to a request for a map of Langley for a visiting daughter-in-law, Peter lifts a pencil from his shirt pocket. "Every farmer must have a pencil and knife," he says. "Copy that down, that's a good quote," jokes oldest son Ron for the benefit of **Milkbreak** readers.

Peter Friesen started with not much more than a pencil and a knife in 1946. He purchased 40 acres of scrub land out by the Abbotsford airport. Clearing the land meant cutting timber and blowing up the stumps. His wife Betty recalls the first year of their marriage vividly.

"Peter had hauled the logs to a nearby sawmill and brought back the cut lumber to build our house and barns. I remember putting a sling around bundles of shingles and watching Peter haul them up to finish the roof. We lived in the garage when he was building the house," she laughs.

The Friesens started shipping milk in 1947 and a month later they began their chicken operation as well. By 1948, the first of five children had arrived and the family farm was well underway. As the acreage, herd, and egg-laying stock grew in numbers, the



FVMPCA's new President Peter Friesen is also an egg producer.

Friesen children each made their contribution to the daily routine around the farm. "A farm lends itself to a family operation," notes Peter.

Thirty-five years after the 40 acre stump farm, the accomplishments on the now 140 acre dairy and chicken operation are impressive. The number of chickens, for example, is mind boggling to those who are used to the figures in dairy farming. There are 13,000 chickens laying eggs in the two warehouse type barns on the Friesen farm. That compares to the 125 or so milking cows that make up the Friesen herd.

Of course the two operations tend to complement each other. The manure from the chickens is used as fertilizer around the farm. The 35 acres of corn grows to Paul Bunyan sized proportions as a result of that manure. Peter also says that the combined operations improve his labour efficiency.

His concerns in both areas of agriculture have led to Peter's wide experience on various dairy and egg marketing bodies. He was one of the charter members of the B.C. Egg Marketing Board and served as Treasurer of that Board for five years. He has been on the Fraser Valley Board of Directors for 19 years and served as Secretary and then Vice President before his election to President last July. He also continues to serve, as he has for many years, on the Board of Directors of the B.C. Federation of Agriculture.

Except for Allan, the Friesen children have all "flown the coop", though only

Ron, the eldest, has left Abbotsford. He is now a Mennonite minister with a congregation in Phoenix, Arizona. Loretta, along with her two younger sisters, Dorothy and Evelyn, have all displayed the Friesen talent for numbers and organization. Dorothy works at a local credit union as a loans officer. Evelyn, a former employee of the Clearbrook Credit Union, now divides her time between her children and her work on the books of the Friesen farm. Loretta works as an office manager for the B.C. Assessment Authority.

On a more domestic note, Peter's hobbies also include gardening and tennis. Both activities are apparent when you come in the Friesen driveway. Roses stand tall around the perimeter of the garden. There is also a tennis court next to the driveway. Peter does not admit to a cannon ball serve or top spin on his backhand. Perhaps wary of his son Allan's comments, he simply smiles and says, "Yes, I play tennis."

As for reading he recently completed the book "God, the Jews and History." Though he is a member of the Mennonite Church, he enjoys reading about other faiths and religions.

What about T.V. programs? Peter lists Country Canada and Hymn Sing as favourites. The interview concludes, however, with various comments from the sons and daughters who have wandered back into the room and the conversation. "What about the news? You watch the Canucks, too . . ." His family is always there to give him suggestions and support.

Milk break

Volume 7 No. 7

November 17, 1982

Milkbreak Revamped

With this issue, the Payroll Department will be including Milkbreak as an insert in employees pay envelopes throughout the year.

However, the method of distribution and the reduced frequency are not the only changes that Milkbreak has undergone. As readers will no doubt be aware this issue marks a change in Milkbreak's format as well.

This new format is not simply for reasons of economy. It also reflects a change in purpose. Milkbreak will now serve as a newsletter that complements ButterFat Magazine. As the Association's major publication, ButterFat will promote and feature the contributions to the Association of both employees and producers.

Kid's Christmas

Stalwarts from the Staff and Welfare Committee are holding the second annual children's Christmas party on Sunday, December 5. The festivities will begin at 11:00 a.m.

The party will include hot dogs and drinks for the kids. Clowns will be distributing hats and novelties. A magician will also put on a show for the children and their parents.

The afternoon is open to the children of all employees. In order to best enjoy the show, children should be somewhere between the ages of three and twelve.

This year's location is the same as last year's: the New Westminster branch of the Royal Canadian Legion at 40 Begbie Street, New Westminster.

Retirements



Bill Sedar



Cliff Cope

For Bill Sedar, a tanker driver at Abbotsford and Cliff Cope, a fluid checker at Sardis, the first week of October was the last time their names appeared on the list of Association Employees. It was back in 1946 when Bill Sedar began work as a dairyworker at Sardis. Five years later he was joined by Cliff Cope. Though Bill transferred to the old 8th Avenue plant and eventually took up trucking, Cliff chose to remain at the Sardis plant.

continued...



Bill Schober

Quarter Century Club



In addition to the two employees from the Valley, there was a retirement of a long time employee from Burnaby as well. Bill Schober ended a career that started with Fraser Valley's New Westminster branch in 1954. He held a number of positions in the Fluid Checking Department during his 28 years with the Association.

The Quarter Century Club will be inducting 16 new members at its annual dinner on November 30th. The Club meets once a year to honor those employees who have completed 25 or more years of service with the Association.

The list of inductees is as follows:

- Les Apps, Sardis Production
- Gerry Bennison, Penticton Branch Mgr.
- Sig Braathen, Burnaby Ice Cream Div.
- Pat Mangan, Burnaby Home Service Driver
- Bob Gretzinger, Burnaby Production
- Bill Tai, Burnaby Ice Cream Driver
- Gordon Triffitt, Burnaby Stockroom
- Ed Ydenberg, Burnaby Home Serv. Driver
- George Penner, Sardis Wholesale Driver
- George Bartels, Abbotsford Semi-Tr. Dr.
- Bill Cunningham, Burnaby Garage
- Len Nicol, recently retired, Burnaby Production
- Frank Wittman, Delair Production
- John Rodger, Burnaby Production
- Arnold Bellany, Burnaby Wholesale Driver
- Doris Holmes, Sardis Office

In addition to the ceremonies for the inductees, the evening is also an occasion for gift presentation to those members of the Club who are 60 years of age or over and presently working for the Association. This year eight employees will receive the pre-retirement gift. Their names are:

- Arnold Hargrove, Burnaby Stockroom
- Jim Kerr, Coordinator, Frozen Foods
- Steve List, Sardis Production
- Paul Sapinsky, Burnaby Whsle. Driver
- Bill Sedar, recently retired, Abbotsford Driver
- Norm Tupper, Assistant General Manager
- Ted Walker, Sardis Production
- Bill Woollett, Sardis Ice Cream Driver

The last six names on the list of inductees will have the distinction of also receiving their pre-retirement gift as well.

A Date for Dancing

Ginger Rogers and Fred Astaire won't be able to make it but some hot-footing FVMPCA staff members

Dancing continued

will. The event that Ginger and Fred will be missing is the Christmas dinner and dance on November 19th. (The date is perfect for those who like to have their Christmas shopping done early.)

This highlight of the year's social calendar is open to all Association employees. Shawn Sisson of the Burnaby Patrons Department and Barb Patterson of Sales Accounting have tickets available at the ridiculously inexpensive price of \$16.00 each. For this nominal amount of money, lucky patrons will enjoy a smorgasboard dinner, dancing music, and the opportunity to win some really incredible door prizes.

Drinks will be available at \$1.50 each. The festivities start at 6:30 p.m. at the New Westminster branch of the Royal Canadian Legion. Anyone wishing to attend should note: tickets must be purchased in advance.

Appointments



Kent Giles has been appointed the new Manager of Home Service Distribution. Kent formerly worked as Manager of the Sardis Plant.



Garth Green has been appointed Production Control Services Coordinator for Burnaby. Previously Garth was part of the Member Relations Department.



Tom Bennett is now in charge of the maintenance and utility services at Burnaby. He comes to the Association from Belkin Packaging where he worked as an engineer.

Retail Promotion



Doug Dixon, Retail's top driver-salesman

In the Halloween promotion of 1981, Doug Dixon's sales of grape, orange and flavoured drinks gave him a standing of thirty-sixth out of a total of 89 routes. Two months later at Christmas he had moved up to seventeenth place. In the Spring sales event of 1982, an apple juice promotion, he wracked up a third place finish.

When the June promotion of Super Socco was over, Doug Dixon's route topped all others in the Retail Department. He added another first place finish at the end of October. Doug and his holiday relief man, Ken Saunders sold 14,978 cartons of Halloween product. They edged out Valley retail driver, Dave Dixon, and his relief man Harvey Hewitt who sold 14,703 of the 250 ml. cartons of drink.

continued ...

Retail Promotion continued

Though Doug Dixon's performance is the most unusual aspect of the Retail product promotion story in the last year, the entire Home Distribution Department can take a bow for its results in October. In the middle of the recession, the Department boosted its sales by approximately 3000 cartons. That meant a new sales record for Halloween drinks of 647,755 cartons of product sold.

The Senior Set



Tony Jongedyk (r)
on the run

Two senior athletes within the Association's ranks of employees chalked up another set of personal milestones during the month of October.

Tony Jongedyk, a Valley branch retail driver, whose exploits in the Vancouver International Marathon last Spring were chronicled in a previous edition of Milkbreak, continues to win recognition with his running. On October 17th the day before his forty-first birthday, Tony took part in the Greater Vancouver Road Relay.

As the name of the event implies, the competition was a relay for long distance runners. A total of 22 teams participated with six runners to a team. The first runners started at Queen's Park in New Westminster and the last member of each team crossed the finish line at Stanley Park in Vancouver.

Competing against runners 15 years his junior, Tony contributed to a sixth place finish for his team.

A similar demonstration of maturing athletic skill took place on the rugby fields of Japan.

Grant Larkin, Manager of the Burnaby plant operations, was a member of the Evergreen over 40 rugby team that toured Japan in October. The Evergreens played eight games in 18 days - no mean feat for any rugby team.



Grant Larkin (r)
in the scrum

The Evergreens chalked up a six win, two loss record. However, as Grant was quick to add, the point of international rugby is the camaraderie and friendship the tours engender. The players receive entry into the society and culture of the host nation in a way no tourist could ever hope to experience.

If you've hung up your cleats, runners, or fencing foil because of too many birthdays, take heart from Tony and Grant. Life begins at 40.

Milkbreak is published for the information of the employees of the Fraser Valley Milk Producers Cooperative Association, 6800 Lougheed Highway, Burnaby, B.C. For information contact Hugh Legg, 420-6611, Local 225.



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

Milk break

Children's Christmas Party

Over 150 children showed up for the second annual Kids Christmas Party held December 5th. The highlight of the day's festivities was the appearance of Burnaby Production employee Mike Sawka. (Mike was this year's Santa Claus.) Special recognition for organizing the party goes again to Daryl Palmer of Burnaby Production, who undertook the task of co-ordinating food, gifts, and entertainment for the second year in a row.



Helium filled balloons and milk drinkers T-Shirts were part of the children's gifts at the party.



Pictured above and at the left are some of the people who made the Children's Christmas Party a success. Above (l to r) are:

"The Jelly Bean Man" (Jan Trousdale of Burnaby Production) Santa Claus (see above for identity), Karen the Klonow (Karen Klassen of Burnaby Production), Santa's Helper (Ann Marmont of Burnaby Production) and Raggedy-Ann (Lori Christie of Burnaby Production).

Also pictured at left, Al Wheatley of the Burnaby Garage tells Kevin Morton to look at the camera.

Quarter Century Club

The Quarter Century Club held its 18th meeting on November 30th at the Holiday Inn on Broadway. The Club inducted 16 new members. The oldest former employee, Bruce Noble, age 93, was on hand to greet many of his friends. Mr. Noble goes back to the days of blacksmiths in the garage at the 8th Avenue Plant.

The loudest applause was saved for former General Manager, Lyle Atkinson. He thanked the employees for their contributions when he was General Manager. He instructed the crowd of approximately 150 members to be sure to return next year.



Quarter Century Club New Members: Back Row (l to r) George Penner, Gerry Bennison, Pat Mangan, Les Apps, George Bartels. Front Row (l to r) Gordon Triffitt, Bob Gretzinger and Bill Tai.



Luigi Bastone (l) and Ron Carmichael (r) pose before the dinner.



Quarter Century Club New Members Who Also Received Their Pre-Retirement Gift: Frank Wittman, Bill Cunningham, Doris Holmes, Arnold Bellamy and Len Nicol.



Quarter Century Club Gift Recipients (l to r) Standing: Paul Sapinsky, Ted Walker, Steve List, Bill Sedar, Arnold Hargrove, FVMPCA Vice President Jim Waardenburg Kneeling (l to r) Bill Woollett, Eddy Ydenberg and Jim Kerr.



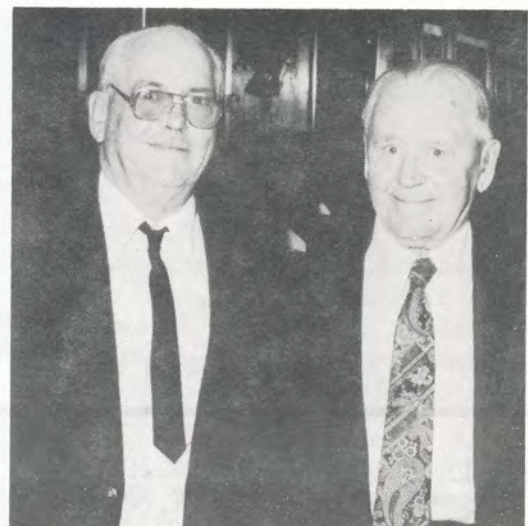
Ruth Schafer accepts the head table flower arrangement presented to her by Association President, Peter Friesen.



The Sardis table at the Quarter Century Club.



Bud Thompson, retired Inter-plant Hauling, gave the response of the members for the evening.



The Clubs oldest member, Bruce Noble (r) with Morrison Forbes.

Big Foot & Big Times
In Armstrong

World famous for cheese, Armstrong, B.C. will soon be able to add to its international status for another reason. The commodity this time will not be cheese but snow.

Residents of Armstrong are meeting on December 16th to plan the construction of the world's tallest snowman. Architects, engineers, and a number of Association employees have volunteered their expertise and labour to build the king-sized Frosty. They're hoping for a height somewhere between 50 and 100 feet.

"He'll be holding a carton with the biggest Armstrong label imaginable in one hand and probably a broomstick in the other," says Armstrong Plant Manager, Ernie Brown. Ernie, CIP operator Bill Manifold and production employee, Bob Cherry are part of the Armstrong work force that will be rolling the giant snow balls around the end of January. That date will coincide with the preparations for the Vernon Winter Carnival scheduled for February.

Already the project has received some media attention. In early December, the national edition of CBC Radio news featured an extensive description on the proposed construction.

Sam Brown Scholarship Fund

Sam Brown made a number of contributions to the dairy industry before his presumed drowning last spring in a boating mishap. Sam had joined Dairyland in 1951 as a retail driver. While with the Association he served as Shop Steward for Teamsters Local 464. In 1957 he was elected Business Agent of the Local. Seven years later he established the Research Department of the Teamsters Joint Council No. 36. In 1977 he was appointed a Commission of Workman's Compensation Board. He worked the next four years at the WCB until he retired in 1981.

Sam Brown was an Honorary Member of the Association's Quarter Century Club and had many friends throughout the industry. They have decided to honor his memory with a scholarship fund at the British Columbia Institute of Technology. Those interested in contributing to the tax deductible fund should phone or write Mr. Duncan MacPherson, the Vice President of Administration at BCIT. His address is 3700 Willingdon Ave., Burnaby, B.C., V5G 3H2. Cheques should be made to the Sam Brown Scholarship Fund. Receipts are available upon request.

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