

Fraser Valley

Milk Break

1988



DF NEWS

DAIRYLAND FOODS NEWS — VOL. 3, NO. 1 — FEB/MARCH 1988

Industry stability fairly certain

A question of Free Trade

The recent Free Trade Agreement between Canada and the United States has raised a number of pointed questions about the future of the Canadian dairy industry. Until recently, there has been a great deal of uncertainty about where we stand in relation to our American counterparts, and about whether we would be able to compete with them if Free Trade opened the borders to U.S. dairy products.

We're now reasonably certain that the industry will not be seriously affected by Free Trade. When the deal was signed on Jan. 2, 1988, negotiators had already determined that the foundations of the Canadian dairy industry would remain intact. Our supply management programs were retained in accordance with the General Agreement on Tariffs and Trade (GATT), and imports of most American dairy products were

restricted by a document known as the Import Control List.

These restrictions are of particular importance to us because under the terms of the agreement, tariffs on all dairy products are to be phased out over the next 10 years. The Import Control List thus keeps American dairy products out of the Canadian market despite the liberalizing thrust of Free Trade.

Tariffs on all dairy products are to be phased out over the next 10 years.

Initially, however, there was concern that the List overlooked some products, such as ice cream, yogurt, liquid skim and buttermilk, and certain mixes, thereby leaving open the possibility that these product markets would be flooded with lower-priced American goods. Meanwhile, the U.S. enjoyed complete import protection for its dairy products, thus creating a

genuine imbalance in the agreement's access to market provisions.

Recognizing this imbalance as a potential loophole through which American dairy processors could export to Canada, the Canadian dairy industry lobbied vigorously to have the Import Control List changed. Finally, at the Dairy Farmers of Canada Annual Meeting in January, federal Agriculture Minister John Wise announced that the List would be amended to include "ice cream, ice cream novelties and ice cream mix, ice milk and ice milk mix, yogurt, and liquid forms of skim milk, buttermilk, and blends of these products."

Although the Minister's announcement stops short of protecting all dairy products, it does provide us with an assurance that the lion's share of our domestic market will be free

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Wally Walcer enjoys a flight over Kamloops in his ultra light aircraft. An employee with Dairyland Foods for 13 years, he started flying nearly 20 years ago. Walcer's hobby has led to some exciting experiences.

An unlikely hobby is a thrill for Wally

It may seem an unlikely hobby to some, but Wally Walcer enjoys the time he spends flying over Kamloops in his ultra light aircraft.

Walcer's favourite pastime is somewhat removed from his job as holiday relief driver at the Kamloops branch. A Dairyland Foods employee for 13 years, Walcer started flying in 1969. He received his private licence in 1977 and has been enjoying himself in the air ever since. He started out flying four seat aircraft but cost convinced him to switch to the less expensive ultra lights. Walcer bought his ultra light in 1982 and with the experience he has now, says they're strongly built.

"They look flimsy but they're actually a lot stronger than a four seater."

Born in 1948 in Nipawin, Saskatchewan, Walcer and his wife Brenda live with their four daughters on a three acre hobby farm on the outskirts of Kamloops. They raise horses,

chickens and turkeys.

Walcer's daughters seem to take after their Dad — they've all been up in an ultra light plane and have enjoyed the experience. Brenda, however, doesn't much care for it.

Walcer says that although he can't fly as far and as fast as the big planes, the thrill of flying in an ultra light is much greater and can lead to some exciting experiences. Once, when he was flying at 500 feet, Walcer had to make a forced landing on the north side of the North Thompson River when his sediment bowl fell off the fuel pump. Another time, Walcer hit his head on one of the struts. Fortunately he was wearing a helmet so he didn't suffer serious injury and was able to land safely. He's also had experience flying in turbulence.

Walcer says his flying is "just a hobby I guess." But all the same he notes, "I just love flying."

Participating in Dairyland's Quality



EXPO (EXcellence through Planning and Organization) is such a success that four satellite task forces have been formed in order to broaden the area of participation in 1988. And along with these new task forces comes a new name for EXPO — PDQ, standing for Participating in Dairyland's Quality.

The original, or "umbrella" task force, under the banner of EXPO, was created in May 1986 in order to work towards operating Dairyland Foods more efficiently and cost effectively with the goal of making us the least cost dairy supplier in the province.

This task force consists of: Mike Gallagher, controller and task force chairman; General Manager Dave Coe; Roy Moore, chief financial officer; Randy Williamson, distribution manager; Ron Harvey, sales and

marketing manager and Russ Webb, plant operations manager. The group meets once a month to discuss new ideas and any problems that have arisen. Even something that is just a "germ" of an idea is added to the project list, Gallagher noted. All projects are followed up until they are completed or taken off the list.

The satellite groups, which also meet once a month, are chaired by Williamson (distribution), Webb (plants), Harvey (regions and sales) and Gallagher (office).

Gallagher noted that the banner of PDQ was chosen as the new name for the project "to give it both a wider participation and a wider concept. We want to emphasize quality."

He said that eventually, the umbrella group would like the

area of participation to expand to include staff and supervisors as well as management.

"We take the view that pretty well everybody in the organization has ideas on how to do things more effectively."

And the ideas have paid off. Cost savings in 1987 increased over the previous year, largely due to EXPO. Since EXPO was started, about 260 cost saving measures have been identified. Savings have been accomplished in more than half of those measures and in many cases, the savings are ongoing.

The areas of cost savings that EXPO has dealt with include: reduced inventories in some areas, resulting in reduced storage costs; investing in new equipment to speed up processes; using micro computers extensively for office product-

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The children of employees at Dairyland Foods in Vernon enjoy the branch's first annual children's Christmas party. It was organized by the Dairyland Social Club in Vernon. For a run down on this and other holiday events, see pages three and four.

Odds 'n Ends

A new editor for DFN

As the new editor of DF NEWS, I hope I'll eventually get to meet everyone in the company. And since this news-letter is for everyone at Dairyland Foods, I welcome your story ideas and suggestions.



Grace Hahn

Before joining Dairyland Foods, I was a reporter on a couple of weekly B.C. newspapers. Last April, I graduated from the Langara campus of Vancouver Community College with a Diploma of Journalism. For part of my two years there, Nancy Ryder (DF NEWS' former editor) and I were fellow students, often sharing in the frustration of producing a student newspaper with several dozen other novice journalists. But we survived. Nancy has gone on to other work in the communications industry.

So the next time you see me roaming the halls with a camera in one hand and a notebook in the other, or see me shooting off seemingly endless rolls of film at some event, you can be sure it's because I'm hot on the trail of a story for DF News.

Focus on objectives

Human Resources has introduced a new system to guide the job skill development of all non-union office, technical and supervisory staff. The new system, called Performance Management, focuses on objectives and goals. The old Performance Appraisal System examined past events.

The new program should enhance communication at all levels. On an individual basis, employees will discuss their progress, personal career plans and the company during yearly reviews with their supervisors. By mutually establishing and striving for individual objectives, Dairyland Foods will be on the way to achieving the company's corporate objectives.

These objectives include optimizing profitability, increasing productivity and our market share, promoting innovation and leadership, increasing the representation of member interest and promoting corporate citizenship.

Human Resources Manager Grant Mebs said the Performance Management Program is viewed as a commitment from senior management to guide each employee's performance and development in a way that is productive and beneficial for everyone.

You've come a long way



Construction on the Elten Automated Warehouse project in Burnaby has come a long way in the last couple of months. When this photo was taken Jan. 28, the fire wall, which separates the plant from the warehouse, was finished and the warehouse walls were being installed.

The floor of the warehouse storage area will be 1.8 metres below the plant floor level in order to accommodate the engineering of the elevators that will be part of the storage area operation. In addition, the building will blend in better with existing structures.

We meet the challenge

Last year was a challenging one for Dairyland Foods. We experienced the entry and exit of a new dairy to the Lower Mainland market along with the loss of a major customer. As predicted, it was a tough year in the market-place with all dairies aggressively pursuing a larger market share.

Although we experienced some slippage of our market share in the Lower Mainland with the loss of the Woodward's

account, the Interior, Vancouver Island and the North all enjoyed a good year. The successful introduction of several new products helped 1987 to a satisfactory conclusion.

Home service was busy last year increasing sales in that department. The department finished 1987 with a gain of more than 600 customers for the year, as compared to a loss of nearly double that in 1986.

Home Service Manager

Martin Minshall commented that in 1988 his department is placing much greater emphasis on getting new calls. "By far, the majority of new calls are brought in by the home service drivers."

In product sales, several areas have shown healthy growth. For example, yogurt sales have continued to increase steadily while Armstrong Brand cheese continues to be a major contributor to Dairyland Foods.

Leadership covered in training

Dairyland Foods is committed to providing supervisors and mid-managers with sufficient support and training to enable them to perform their jobs as effectively as possible.

As such, Phase I of the Supervisory/Management Training Program was completed last year. This training focused on communication, leadership, motivation and labour relations.

The fifth and final session of Phase I, held in December, was attended by Tom Bastable, Peter Brennan, Stan Harder, Colin

Harris, Graham Matheson, Stan McHann, Ken Ueland, Ed Winter, Ray Korbett, Carol Paulson, John Lougheed, Nancy Baillee, Reuben Thiessen, Elizabeth Browne and Ron Brown.

The group that compiled the best team project was Reuben Thiessen, Stan Harder, Tom Bastable, Elizabeth Browne and Ken Ueland. Stan McHann was named best speaker for his talk on quality.

The results of Phase I are encouraging, with many parti-

cipants realizing their full potential and applying many of the concepts learned in training to their jobs.

All those who participated in Phase I will be given the opportunity to participate in Phase II. The second phase will take place through 1988 and will build on the knowledge and confidence developed in Phase I.

Any staff requiring further information may contact Leslie Merriam, personnel assistant in Human Resources.

Fraser Maid purchased

At the end of last year, Dairyland Foods purchased Fraser Maid Dairy Products Ltd. in Prince George. Dairyland Foods has had a long working relationship with the owners of Fraser Maid, who now wish to retire.

Fraser Maid has been packaging some of Dairyland Foods' requirements for the Central

Interior for many years. Ron Harvey, sales and marketing manager, noted that a major benefit of the purchase is that it allows the producers in the area to have a processing plant they can identify as their own. In addition, Prince George is the third largest city in B.C. and this purchase underlines Dairyland

Foods' commitment to the consumers of the area.

Harvey noted that the purchase was a good business opportunity made possible by the healthy financial position of the Association.

PDQ - success will go on

Continued from page 1

ity and communications, product control and determining optimum ingredient mixtures; reduction of paper costs, done by reducing the number of copies made of computer reports and a reduction in outstanding days on customer accounts.

Sales and Marketing Manager Harvey considers EXPO to be a success for a number of reasons.

It allows everyone to participate in the process and it allows individuals to have an impact on their own job. Since so many people participate, employees are pulled together to work as a team.

EXPO "has played a large role in the success we've had in the last couple of years."

And now, with PDQ, that success is bound to continue in 1988 and beyond.

Is Free Trade a good deal?

Continued from page 1

from U.S. competition, and that supply management, which has operated so well for us over the past decade, will not be sacrificed.

All in all, then, is the Free Trade Agreement a good deal for the Canadian dairy industry?

As it presently stands, the agreement's net effect upon the industry is decidedly neutral. It does not give us greater access to the U.S. market since, by agreement, import restrictions on both sides are to be maintained. It may, however, lead to modest reductions in certain farm and processing plant costs, since some supplies from the United States will have easier access to the Canadian market.

On the plus side, the agreement formally recognizes and sanctions Canada's supply management programs and the various policies that support them. This is important not only in terms of our bilateral trade relations with the United States,

but also in terms of our multi-lateral trade relations under GATT, especially now that the agricultural policies of many countries throughout the world are being subjected to increasingly closer scrutiny.

The agreement also confirms our right to restrict imports of U.S. dairy products and thereby discourages retaliatory action and trade "harassment" in the form of countervailing duties, appeals to international trade guidelines and so forth. The experience of Japan, against whom the United States has recently brought legal action through GATT, demonstrates the importance of these provisions to Canada.

On the minus side, the agreement fails to account for the possible importation of imitation products such as non-dairy ice cream, butter, and cream. It does nothing to prevent more and more Canadian consumers from buying their dairy products in the

United States. And it makes no provisions for protecting dairy products not otherwise specified on the Import Control List. Finally, from the producer's perspective, the agreement is unclear on the matter of the consumer subsidy on industrial milk — a particular concern where the primary objective of the agreement with respect to agriculture is to "achieve, on a global basis, the elimination of all subsidies which distort agricultural trade."

Each of these factors is still being assessed. For the time being, it looks as though our day-to-day activities at the dairy will not change as a result of the deal. Still, the issues are complex. Many are explored in greater detail in Butter-Fat Magazine, and further details can be obtained through the Communications Department.

• Tom Low, Manager of Communications and Dan Wong, Communications Co-ordinator.

Senior Management Group

Board of Directors



Dave Coe
General Manager and C.E.O.



Roy Moore
Chief Financial Officer

- Senior Operating Committee
- Senior Executive Committee



Russ Webb
Plant Operations Manager



Ron Harvey
Sales and Marketing Manager



Mike Gallagher
Controller



Bob Irwin
Lab and Farm Services Manager



Tom Low
Communications Manager



Grant Mebs
Human Resources Manager



Howie Stevenson
Information Resources Manager



Austin Bassett
Engineering Services Manager



Randy Williamson
Distribution Manager



Ray Hurry
General Sales Manager



Ian Greenwood
Marketing Manager

Lunches, dinners, parties and festivities over holidays

Lunch in Abbotsford

A buffet luncheon was held in the Abbotsford plant cafeteria for the employees and the staff of the Abbotsford Industrial Milk Complex on Dec. 22. Two sittings were arranged so that the day and afternoon shifts could join in the festivities.

The event was well-attended by people from the Production Department, Lab, Office, Maintenance Department, Steam Plant, Tanker Division and Garage. Guests from Burnaby included Grant Mebs, Lesli Merriam and Kent Giles.

• Rick Nichols

Dinner in Armstrong

Every year in Armstrong the employees get together for a Christmas dinner. We even had

Santa (Ivan Matte) give everyone an extra gift. This year 30 people attended. There was plenty to eat and drink and everyone enjoyed themselves.

Judy Ehrlich spends a great deal of time and energy each year decorating the Armstrong Cheese Store. Due to her efforts the store was very festive looking for the holidays.

• Vera Welch

Burnaby festivities

Holiday festivities in Burnaby included several events. The annual Christmas party was held Dec. 5 at the Legion Hall in New Westminster. About 200 people attended the dinner and dance. At the Dec. 18 afternoon social, Checker/Loader Dave Frilund won first prize in the draw — an Inuit carving. Sales

Representative Kevin Hay won second prize — choice of a Blackcomb ski pass or one night's accommodation at the Delta Mountain Inn in Whistler. He chose the accommodation. The children's Christmas party was a great success. About 160 kids attended the Dec. 20 gathering held at the Burnaby Lake Pavilion. Orest Bochon, home service operation assistant, played Santa.

Cache Creek events

The Cache Creek Christmas party was held Dec. 12 at the Cariboo Lodge in Clinton, where a delicious meal was served. The party then moved on to the R.C. Legion for refreshments, dancing and snacking. A good time was had by all.

One of our employees — Angelo Talerico — went to Mexico in November for a slow pitch tournament with the local RCMP Royals. While there, Angelo was picked for the All Star Team and to participate in a fashion show. The team didn't win any prizes but everyone had a good time.

• Marg Jordan

Courtenay congrats

A dinner and social evening for the Courtenay branch took place Dec. 19 at the Leeward Inn in Comox. About 20 members and spouses attended this enjoyable event.

There is hope that next year a dinner and dance can be arranged for the staff and their spouses in Courtenay.

Congratulations are in order

for Dale and Louise Blackburn on the birth of their second son Jan. 8, 1988.

• Ross Burkinshaw

A Dairyland addition

Born: Nov. 25, 1987 at Cranbrook and District Hospital; Weighing in at 4 lb. 6 1/2 oz; Steven Daniel Knox.

Proud Parents are Claudine and Garry Knox. Claudine is a clerk in the office of the Cranbrook branch.

• Barb Haley

Lozells' lunch

A Christmas luncheon was held at the Lozells plant on Dec. 15. The luncheon was enjoyed by all. Thanks to the Sperling

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Changes in Sales Department

Continuing growth in the grocery area of Dairyland Foods, together with increased competition, has made some changes in the Burnaby Sales Department necessary.

Ray Hurry, general sales manager, recently announced that Lee Alberts, formerly manager, wholesale grocery, has assumed the position of sales manager, grocery division. Elmer Gerbrandt, formerly prairie supervisor living in Edmonton, has moved to Burnaby as field sales supervisor, grocery division. Alberts and Gerbrandt will be responsible for the head office calls of wholesalers and grocery chains.

Sales Reps Alan Hlady,

Wayne Tarlier and Gordon Alefounder will report to the grocery division. In addition, Ted Harford, sales administrator, grocery division, will report directly to Alberts.

A fluid and ice cream division has been formed. Two senior account managers, Bob Cooper and Ken Ueland, will report to Hurry.

Ueland will continue to serve the needs of Overwaitea/Save-on while Cooper will cover I.G.A. and H.Y. Louie. The remaining major accounts will be divided between them.

No change is contemplated in the food service area, but Ed Winter will assume the title of sales manager, food service division.



Some changes in the Burnaby Sales Department have become necessary due to growth in the grocery area of Dairyland Foods and increased competition. Among

those whose positions and responsibilities have been altered are (top to bottom) Bob Cooper, Ed Winter, Ken Ueland, Elmer Gerbrandt, and Lee Alberts.

The People Page

New jobs and faces

John Cooke was appointed Maintenance Foreman, Burnaby, Jan. 4. He replaces **Derek Young**, who has accepted a position as Maintenance Mechanic, Burnaby.

Sherri Forman, started Nov. 30 as Front Desk Secretary, Burnaby, as replacement for Denise Loncarich. Sherri transferred from Squamish, where she was Secretary/Computer Operator.

Maheb Nathoo remains in Burnaby as Treasurer of the company — appointed Jan. 5. Prior to his appointment, Maheb was Internal Auditor.

Ty Pickering was awarded the

newly created position of Senior Computer Operator in the Infor-

mation Systems and Services Department, Burnaby, Jan. 1.



Maheb Nathoo



John Cooke

Employee retirements

Danny Brayfield, Home Service Driver/Salesman, Burnaby, retired Feb. 29 after 36 years service.

Roger McEwan, Wholesale Driver, Burnaby, retired March 7 after 18 years of service.

Bert Richardson, Shipper/Receiver, Burnaby, retired Jan. 30 after 37 years service.

George Tarlier, Specials Driver, Burnaby, retired March 1 after 34 years service.



Roger McEwan enjoyed a trip home by limousine on his last day of work — courtesy of his fellow drivers.



Danny Brayfield

Holiday events popular around B.C.

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Personnel Department for arranging the catering.

• **Donna Jones**

Penticton dinner

The Penticton branch had a staff dinner during the Christmas period. It was well-attended and everyone enjoyed it.

Sid Kopanyas (branch manager) sold his house in Clinton so his family has now joined him in Penticton.

• **June Nabata**

Sardis socials

The Sardis/Abbotsford Retirement and Social Club held their 21st annual dinner, dance and children's Christmas party

Dec. 12. The children's party again proved to be very popular thanks to the efforts of **Trudy and Mike Yusko** and Santa Claus (**Garry Enright**).

The dinner and dance was the highlight of the day. It was complemented by dinner music and tasteful decorations arranged by **Brian Parkes** and his family. Many thanks also to **Bob Toop**, **Gerry Adams**, **Bob Obyrne** and **Keith Miller** for their help with the tables and refreshments. Another Santa (anonymous) made an appearance to present gift certificates to four lucky guests. It would seem, by the number of people staying for the last dance, that the day was a success.

• **Betty Penner**, **Vivien Edwards**

Busy in Vernon

The Dairyland Social Club in Vernon held their Christmas banquet and dance Nov. 28 having 160 people in attendance. The evening started with a happy hour at 6:30 p.m. Ham and turkey dinner followed at 7:30 p.m. and the dance began at 8:30 p.m. The band Shake-wood Annie played to everyone's enjoyment, and the dancing continued until 1 a.m.

Two \$50 door prizes were given out to **Sandy Simpson** of Revelstoke, and **Peanut Simpson** of Vernon (no relation). A make-up kit was given out compliments of Teri's Hairport of Vernon, and the draw for another prize was won by **Peter Buehler** of Kelowna.

The club also organized the branch's first annual children's Christmas party. Thirty-six children came, ranging in age from four months to 17 years. Of course, Santa Claus made an appearance with gifts for each child, and then everyone boarded a horse-drawn wagon for a 40 minute ride through downtown Vernon.

The banquet and children's parties were definite successes and the club's executive are glad all those present participated and had an enjoyable time.

• **Al McDouall**

Victoria vacation

Dairyland Foods Victoria branch had its annual Christmas party the evening of Dec. 12.

Congratulations to employees celebrating their work anniversaries during February and March, 1988.

THIRTY-FIVE YEARS

BURNABY — **Roy Marshall**, Checker/Loader.
DELAIR — **Vern Oesch**, Lineman Operator/Chargehand.



Roy Marshall



Vern Oesch

THIRTY YEARS

BURNABY — **Joe Gray**, Wholesale Foreman; **Dean Mayfield**, Home Service Driver/Salesman.
LOZELLS — **Spencer Morris**, Ice Cream Driver/Salesman.

TWENTY-FIVE YEARS

KAMLOOPS — **Giovanni Durigon**, Driver/Salesman.

TWENTY YEARS

ABBOTSFORD — **Shirley Wiens**, Packager.
BURNABY — **Roger Guicheteau**, General Accounting; **Roy Moore**, Chief Financial Officer; **Roger Ruddy**, Receiver.

Anniversaries

FIFTEEN YEARS

ABBOTSFORD — **Carl Barrett**, Home Service Driver/Salesman.
BURNABY — **Sandra Bertram**, Route Accounting.
COURTENAY — **Chuck Cave**, 2 Litre Pure Pak Operator.
DELAIR — **Allan Chadsey**, Tank Truck Driver.

TEN YEARS

ARMSTRONG — **Fred Bos**, Dairy Worker; **Ralph Hounstow**, Dairy Worker.
BURNABY — **Leslie Ahlsten**, Home Service Driver/Salesman; **Jim Harrington**, Home Service Driver/Salesman; **Mary-Lou Wheeler**, Packager.
LOZELLS — **Charlotte Bradley**, Packager.
PRINCE GEORGE — **Gerry March**, Wholesale Driver.
TERRACE — **Sally Ryan**, Secretary.

In memory

Walter Armitage Sr. began at Dairyland in 1932 on the platform of the 8th Avenue plant in Vancouver. In 1937 he went to work in the cheese room. Walter moved to Sardis in 1944 to work in cottage cheese production as foreman. After his retirement in 1966, he continued to live in Sardis and pursue his hobbies of gardening, fishing and hunting. He died on Jan. 23, 1988.

If not delivered, return to Dairyland Foods, P.O. Box 9100, Vancouver, B.C. V6B 4G4



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Special thanks to the employees who contributed photos or information to this issue of *DF News*.

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DF NEWS

DAIRYLAND FOODS NEWS

VOLUME 3, NUMBER 6 — DECEMBER 1988/JANUARY 1989

Consumers, producers and customers visit Sperling

Tours play an important role

Information sessions at the Sperling branch for consumers, customers and people who work in the dairy industry continue to play an important role at Dairyland Foods. These sessions have been a part of our operations since the Association's beginnings 75 years ago.

Charlene Foxcroft, consumer services assistant, says these sessions, or tours, are an integral part of our public relations and advertising. Foxcroft conducts a maximum of four one-hour tours a week in the Park Room. Each group has at least 10 adults or children. The tour includes viewing the corporate slide show and sampling some of our product. Visitors are usually also given something to take home, such as a recipe book, sewing kit and, for kids, a balloon or colouring book.

Although these visits are

often referred to as tours, most people who visit the plant are not taken onto the plant floor because of the increased concern for the safety of our guests and the sanitation of our plants. Instead, most visitors are invited to view the production floor from the observation deck just off the Park Room.

Foxcroft says that requests for consumer tours come from consumers, teachers, community groups and Dairyland Foods product managers.

Russ Webb, plant operations manager, says that major Dairyland Foods customers sometimes request visits to our Sperling plant. Occasionally, these tours will include a visit to the plant floor.

Says Webb, these customer visits are "reassurance on their part that they're getting something that they can believe in—that they're getting a quality

product."

Other visits are of a technological nature, with people who work in the dairy industry coming in to view our plant. Webb notes that these visits are reciprocal. Now too, with the Elten warehouse underway, those involved in the project visit similar projects that are already in use elsewhere. All of these visits, says Webb, are a way of keeping in touch with other people in the dairy industry and with what's going on internationally.

Carol Paulson, manager of member relations, conducts many tours for dairy farmers. In addition to our open door policy for members of the Fraser Valley Milk Producers Cooperative Association, we also receive visits by dairy farmers and processors from other countries. She says that our reputation for good

see VISITORS page 2



Lorne Vallee, plant manager, Sperling, addresses a group of visitors.

A Christmas message

The Christmas season is a time of celebration, joy and fellowship. It is a time for family and friends to unite in the spirit of the season.

At the close of a challenging year for Dairyland Foods and during this special time, I extend my best wishes to you and your family. It is my hope that the new year will bring you cherished memories and many joys.

The world today is changing faster than ever before. Coping with this change, in either your home or work life, can often be difficult. It is my aim to ensure that technological and organizational changes at Dairyland Foods do not cause undue unease for employees. As such, we are constantly examining ways to make changes as comfortable as possible for all concerned. In keeping with this philosophy, Dairyland Foods recently offered an early retirement package to qualified employees. A number of people have taken advantage of this offer and I wish them success and happiness in their retirements.

During this past year, Dairyland Foods has experienced many changes. Competition in the marketplace has continued and we have maintained our policy of making the changes necessary to maintain our competitive edge. We have begun the process of upgrading our fleet with the introduction of new leased equipment. Our new trucks, trailers and tractors are easily recognized by their colour scheme of yellow and blue decals on a white background, which was a suggestion by our employees. Construction on one of our most recent technological innovations, the Elten automated warehouse, is nearing completion as we look forward to another exciting year.

We have been successful in adapting to these changes because of the assistance and dedication of Dairyland Foods employees. Thank you all for your efforts over this past year and for ensuring the continued success of Dairyland Foods.

I wish you a Merry Christmas and all the best for 1989.

David Coe
General Manager and
Chief Executive Officer

Brand new code increases safety

A new safety code being put into effect across Canada on January 1 will result in an increase in the safety levels of commercial vehicles, says Peter Brennan, distribution manager.

Brennan noted, however, that even though the National Safety Code for Motor Carriers (NSC) brings a few changes to commercial vehicle safety standards in Canada, it will not have much of an effect on the Dairyland Foods fleet because preventative maintenance is standard practice.

"We've always kept our vehicles well above safety standards," Brennan said. The NSC will also ensure that those responsible for commercial vehicles will receive equal treatment wherever they operate in Canada.

One of the biggest changes to affect commercial vehicles under the NSC is that a commercial vehicle is defined as "a truck, tractor or trailer, or combination thereof, exceeding a registered gross vehicle weight of 5,000 kg."

Prior to the NSC, commercial vehicles were defined as those with a GVW of more than 17,300 kg. Commercial vehicle safety regulations were previously part of the Motor Vehicle Act, which is administered by the provincial government. The NSC will also fall under provincial

administration.

Commercial vehicles under the NSC also include buses licenced to carry 10 or more people and any vehicle operating under a Motor Carrier Licence, such as a taxi or delivery vehicle. Road building machines and vehicles used for pleasure are not included in the code.

Of the 363 vehicles in the Dairyland Foods fleet, 292 exceed 5,000 kg and must therefore meet the criteria of the NSC. Prior to the NSC, 116 vehicles in our fleet were defined as commercial.

Ed Walmsley, fleet manager, said that vehicles in the Dairyland Foods fleet that fall under the NSC but were excluded from the regulations under the Motor Vehicle Act are ice cream, wholesale milk and home delivery trucks. "At least (now) there is some formal condition that the trucks are supposed to be kept in," Walmsley said.

Probably the biggest difference the NSC makes to the Dairyland Foods fleet is that as of January 1, a Safety Certificate bearing an NSC number must have been obtained for every commercial vehicle.

Most of the NSC standards are already in place in B.C. but, as Walmsley pointed out, prior to the code, "there weren't any rigid guidelines."

A Courtenay visit



General manager David Coe addresses employees at the Courtenay branch. Mr. Coe visited the plant November 15 as part of his walkabout program. He goes on walkabouts at various times throughout the year as part of his commitment to increase communication throughout the company.

Trucks redesigned

Home delivery trucks are currently being redesigned — but not without some input from the New Truck Committee.

Bill Morton, a member of the committee, said the committee's purpose is to design "safe, easy-to-work-with trucks."

The group has come up with a list of design modifications which were recently sent to the truck manufacturer for a feasibility study.

The ideas put forward by the committee include: yogurt racks; an extra step for leaving and entering the truck; a rack for literature; a taller bulkhead door and a new refrigeration system.

"The old trucks are obsolete," Morton said. "When these trucks were built, we didn't have the variety of

products we have today."

Ed Walmsley, fleet supervisor and also a committee member, noted that the home service trucks are "the most intensely-worked vehicles" in the Association's fleet. Drivers spend six to seven hours of their work day inside the truck and about two hours driving.

"There are not a lot of big changes happening, but we're modifying the existing design," Walmsley said. Many of the home service trucks will be replaced in about a year as part of the Association's plan to upgrade the entire fleet.

The other committee members are Doug Goldney, Len Deviet, Guy Martell, Vic Warner, John Lundgren and Daryl McNeill.

Inside Elten



Work continues on the Elten Warehouse. The mechanical work is almost complete while work continues on computer installation, says Karl Ferguson, project manager, engineering services. Some testing on the project has already begun.

Early retirements

Dairyland Foods offered a formal Early Retirement Program to all regular full time employees over the age of 60. This program, which was offered in August, was designed by the Human Resources Department with the co-operation and assistance of the Teamsters' Union.

For 1988, 20 employees will retire between Jan. 1, 1989 and March 31, 1989. Successful applicants to the program were selected using the cri-

teria of retirement credits, that is, the combination of the number of years of continuous service added to the employee's age.

To assist all retirees and their spouses in the transition from employment to retirement, the company is pleased that it was able to sponsor a full day Retirement Planning Seminar in early December. All aspects of retirement, including financial management and taxation planning, were discussed.

Looking at backs

Be nice to your back — it's the only one you've got.

That was the message presented to a group of about a dozen supervisors at Sperling during a seminar on back care. The seminar was presented by Gerry Vowles, a lifting instructor with the Worker's Compensation Board.

Vowles completes about 500 of these presentations each year and has been doing them for about nine years. He works in the industrial rehabilitation section for material handlers and hospital care employees.

The purpose of these presentations, Vowles said, is "to make people more aware of how to look after their backs. If we can prevent (back injuries) we're sure going to save ourselves a lot of problems."

He noted that overall, about 25 per cent of work-related injuries are back problems. And about 90 per cent of back problems occur in the lower back, which is prone to injury and is subject to greater mechanical stress than any other part of the body. In addition, Vowles said, it's three times easier to re-injure a back because injured muscles and tendons are repaired with scar tissue, which is not as strong as undamaged tissue. However, with some care and attention, a large number of back problems could be avoided.

"The biggest problem with people and their backs is that they have no idea what their back is — the stresses and strains they put on it."

Vowles said that the major problem with lifting is that many people don't bend at the knee, but bend at the waist instead. "Whenever possible," bend your knees, he noted. By bending at the waist to lift, greater stress is placed upon the lower back than if the knees are bent. He noted that since 70 per cent of an individual's body weight is from the hips up, each time a person bends at the waist and then stands up, he is effectively lifting that much weight. But by lifting with the legs, that stress is put on the thigh muscles and not on the lower back.

"One thing to remember and one thing to convince all employees of is they've only got one back," Vowles told the supervisors.

He also noted that lack of exercise can lead to back problems, since stronger muscles make it easier to lift and to maintain good posture — an important aspect in keeping a healthy back.

Vowles said that one of the worst things you can do to your back is to twist it while holding something. If it is necessary to turn while lifting, Vowles said, then the lifter should move his feet and not twist his back.

He pointed out that preventative maintenance, such as exercise, will go a long way towards keeping your back healthy. "Any kind of exercise is super — you don't have to join a health club."

Vowles also suggested warming up before beginning the day,

such as doing sit ups or taking a brisk walk before going to work, regardless of whether you're preparing for a desk job or a job that involves lifting.

When it comes to actually lifting, Vowles suggests lifting everything twice, that is, size the load up, make sure it's stable and plan your route if the load is to be moved any distance. He also suggested using mechanical help, where possible, or enlisting another employee's help to lift a load if necessary.

Vowles stressed again, however, that the worst offender for creating back injuries is bending from the waist. He stressed several times during the 45 minute seminar the importance of bending the knees to lift.

If nothing else, Vowles said, people should keep three things in mind when lifting: don't bend at the waist; don't twist but move the feet instead and finally, always hold loads as close to your body as possible since weight is always easier to carry when it's held in that manner.

Anyone requiring more information on back care may contact the Human Resources Department for a copy of Back Talk — an Owner's Manual for Backs. This booklet was produced by the Workers' Compensation Board and includes information on how the back works, posture, safe bending, lifting and carrying, and exercise.



Roger Ruddy, shipper/receiver, demonstrates the correct way to lift. Ruddy attended a WCB seminar on back care.

Armstrong Fair

Armstrong Brand cheeses were featured again this year at the Interior Provincial Exhibition, or Armstrong Fair, held each year in September during the week following Labour Day. Dairyland Foods participates in the fair by setting up a booth to display Armstrong Brand cheese, which is made in our Armstrong branch just a couple of blocks from the fair site. This cheese is also produced at the Abbotsford branch.

Ray Korbett, regional sales manager, notes that throughout the four day fair, this booth is

one of the most popular at the show, with people seeking it out to try our famous Armstrong Brand cheese. Korbett and his wife Marie, consumer services manager Wendy Neale, and Richard Comazetto, Okanagan sales representative and his wife Marsha, operated the booth at the 1988 fair.

This old-fashioned country fair, held in Armstrong annually, attracts about 40,000 people from B.C. and Alberta. The first Armstrong fair was held in 1900 and today is one of the oldest fairs in B.C.

Visitors interested in supply management

continued from page 1

quality and advanced technology often brings inquiries. For example, a group of dairy farmers from Washington State recently visited the Sperling plant. They were specifically interested in UHT products and the Elten warehouse. Many visitors, Paulson says, are interested in our system of supply management and the sizes of

dairy farms in British Columbia.

In the past five years, some of the visitors that Paulson has spoken with have come from as far away as Japan, China, Thailand and Singapore.

Paulson notes that it is not only our visitors who learn about the dairy industry and Dairyland Foods' role in it. She says we also learn a great deal from the people who visit. "The visits are definitely a dialogue."

Framed airshow print awarded



Wilf Graham displays the framed print awarded to him by the Abbotsford International Airshow Society for 25 years of service.

Recognition of a different sort was recently in the air at Lozells. Wilf Graham, ice cream distribution supervisor, received a framed print from the Abbotsford International Airshow Society in recognition of 25 years service. Debbie Nielsen, the society's operations secretary, said the award is "just our way of saying thank you."

Graham has been a part of the airshow, today the largest flying airshow in the world, since 1963, when FVMPCA members requested that Dairyland Foods become more involved with the event. Over the years, Graham has become involved with the airshow to the point that Dairyland Foods is its sole supplier of dairy products (we have been since 1974). He also provides suggestions, at the society's request, as to where concessions and parking should be located,

and handles equipment rentals for the various concessions. The airshow takes place each year on a Friday, Saturday and Sunday in August.

At the 1988 Abbotsford International Airshow, Dairyland Foods supplied 12 of the 18 concessions, which are all op-

Dairyland Foods is the airshow's sole dairy supplier.

erated by non-profit organizations. The six we didn't supply didn't use or sell dairy products. In 1988, that meant providing enough dairy product to satisfy 253,000 airshow visitors.

During his many years of being on hand to ensure that everyone has enough product, Graham has seen just about everything the airshow has to

offer, from stunt pilots and skydivers to wing-walkers and Canada's Snowbirds. Even so, says Graham, "I'm not interested in airplanes. If I was really interested in planes, I'd probably be the wrong guy for the job. The only thing that interests me there is the business and to keep everybody happy."

That means co-ordinating deliveries of product and equipment and ensuring that once the show is over, all the equipment is removed from the airport before Monday morning, when the airport must be back in service.

"There's a lot of work involved," says Graham, who wasn't expecting to receive an award. "It's not just jumping into a truck and going to serve them." Graham also co-ordinates many other special events, such as the Cloverdale Rodeo.

Dairyland Foods weathers controversy

Dairyland Foods, thanks largely to teamwork, recently weathered two storms of controversy that swept through the media in British Columbia.

Dioxins and Somatotropin received extensive media coverage in recent weeks. To deal with the flood of inquiries, members of the Crisis Management Team and the other Association employees worked together to handle the situation. Letters were answered and phone inquiries were calmly dealt with.

Due to the Association's immediate response, frank discussion and the accessibility of experts at Dairyland Foods, the effect on the company name has been minimal.

Wendy Neale, who is a member of Dairyland Foods' Crisis Management Team, said that Consumer Services made sure that all departments had the same information for answering consumer inquiries. The Home Service Department, sales representatives, Customer Service, drivers and many of our branches received inquiries.

The furor began when a report of trace levels of dioxins being found in 20 samples of milk led to a flood of media reports in late October. The source of the dioxins was the packaging. Studies have found traces of dioxins in coffee filters, tea bags, facial tissues, paper plates and writing paper. The 20 samples of milk had been purchased in Eastern Canada in 1986, frozen and used in 1988 as part of the testing trials for a new laboratory technique developed to find minute amounts of dioxins.

Although the levels of dioxins found in the milk were extremely low (parts per trillion—one trillionth is one second in 87 years) the National Dairy Council is working with Health and Welfare and the pulp and paper industry to test milk from all the dairies across Canada. The NDC is monitoring these levels to al-

leviate the problem as quickly as possible.

By early November, Canadian pulp and paper companies had come up with an alternative bleaching process and had announced a plan to convert all Canadian pulp and paper mills where bleaching takes place within a year and a half at a total cost of \$500 million.

On the heels of this controversy came reports that Dairyland Foods had entered an agreement with the University of British Columbia to take the milk from cows being used in a research project. At the Oyster River Farm on Vancouver Island, the researchers were injecting cows with a milk-stimulating hormone called Somatotropin. This hormone is produced naturally by cows and is found in all milk.

However, even though Dairyland Foods still considers this milk to be absolutely safe, and even though the project had been reported on the radio and in the papers at least three times since it started nearly two years ago, we stopped accepting milk from the project November 7 because of our customers' concerns.

Communications manager Tom Low, in a letter to a concerned consumer, said that B.C. consumers are much more environmentally aware and active than in other parts of Canada. He noted that in Quebec and Ontario, where this research is also being conducted, the consumer attitude towards the project is entirely different.

"However," he wrote, "as a B.C. company, it is part of our job to know and serve our consumer and that played the most important role in our decision to withdraw from the project."

All of this publicity meant that the Association was deluged with calls. Consumer Services manager Wendy Neale said that in one week, her department received more than 200 calls over and above the

average. She said that many callers inquired about Somatotropin and dioxins in the same call.

"We basically answered the

The Dairyland Foods 1988 United Way Campaign has been a success. The two-week-long campaign, which ran from November 14 to November 25, resulted in pledges, cash donations and donations by cheque worth a total of more than \$11,500 from Dairyland Foods employees. The campaign was planned and carried out by the Dairyland Foods United Way Campaign Committee.

"The success of our campaign



Charlotte Demoskoff

was partly a result of the awareness the committee created through the distribution of United Way information. Of course this success would not have been possible without the generous donations from Dairyland Foods employees. In 1989, when we will again conduct a United Way campaign, we are looking forward to even greater success and a higher rate of participation," said Charlotte Demoskoff, committee chairperson. The other 1988 committee members were Charlene Foxcroft, Ron Bergen, Doug Karlson, Laurie Johannson, Donna Jones, Jim Defries,

same questions all the time," Neale said. She noted that the number of inquiries was so large and the publicity so great because the two events occurred

one after the other.

Anyone requiring further information may call Wendy Neale at the Sperling branch at local 363.

Campaign a success

Chuck McLellan and Grace Hahn.

The United Way, which has been in operation since the

HR roundup

Career planning

In response to concerns raised in the Employee Attitude Survey, which was completed by office, technical and supervisory staff, the Human Resources Department is developing a career planning workshop to take place beginning in 1989. The workshop will be offered on an optional basis to all office and technical employees and will take the form of two half-day sessions. This workshop will emphasize and identify career planning as a responsibility of each employee and will provide each employee who attends assistance in defining strengths, weaknesses and interests. The sessions will also provide information on how an employee can get to where he or she would like to be—both with Dairyland Foods and outside the company. For more information contact Lesli Merriam in the Human Resources Department.

Government funding

The Human Resources Department has entered into two agreements with the federal government which will provide partial funding for Human Resources programs. Programs which may be partially funded include: Managing Human Performance, Employee Orientation, Participating in Dairyland's

1930s, is an umbrella organization which includes agencies such as the Alzheimer Society of B.C., B.C.'s Children's Hospital and the Cancer Research Centre.

Quality (PDQ) and various training programs (e.g., Supervisory/Management and Elten).

Performance Review

As we move into the final weeks of 1988, Performance Review time approaches. This review is part of the Managing Human Performance (MHP) process. Familiarization sessions for all office, technical, supervisory and management employees were recently completed. This familiarization, which started in mid-October, followed-up previous MHP information sessions, provided feedback on how the process is working, and explained how Performance Review works. After Performance Reviews are completed by December 16, employees will begin establishing individual and departmental objectives for 1989.

Policies and Procedures Manual

A Policies and Procedures manual has been developed to ensure that all Human Resources policies and procedures are applied consistently throughout Dairyland Foods. The manual is now being distributed to department managers and policies will take effect as of Jan. 1, 1989.



Hallowe'en a howl at Sperling



No ... this isn't a display of the latest fashions. Employees at the Sperling branch celebrated Hallowe'en by dressing up. Dairy maids, clowns and

witches, among others, came to work at Sperling on October 31.

Retiring employees

Danni Armitage, cottage cheese packager, Abbotsford, retired



Danni Armitage



Bruce Harker

November 10 after 27 years service.



Ron Mottershead

Bruce Harker, route foreman, Castlegar, retired January 1, 1989, after nearly 25 years service.

Ron Mottershead, sales representative, Courtenay, retired September 23 after 23 years service. Mottershead was known by many customers and residents as "Mr. Dairyland." About 100 people, including many out-of-town guests, attended his retirement dinner.

New appointments

Peter Brennan has assumed the full position of distribution manager and will also participate in the Senior Executive Group.

Mike Cain has taken a full time job as checker loader at the Prince Rupert branch. He previously worked as a part time checker loader in Terrace.

Bob Cooper, in addition to his role as senior chain accounts manager, has assumed the additional responsibilities of



Peter Brennan



Bob Cooper



Mike Dios



Kent Giles



Maheb Nathoo

sales development manager.

Mike Dios has joined Dairyland Foods in the newly-created position of manager of business development and services. He has a degree in biological sciences from Kansas State University and an extensive dairy background in North America. Dios also has a strong background in administration and product development and has been instrumental in developing the DASI

system. In addition to the duties already outlined, Dios will chair the New Product Co-ordinating Committee, will sit on the Information Systems and Services Steering Committee and the EXPO-PDQ Steering Committee and will be a member of the Senior Operating Group.

Cal Duthie recently joined the staff at the Terrace branch as checker loader. Previously, he worked part time at the Prince

George branch.

Kent Giles, in addition to his position as assistant lab manager, has been appointed to the Senior Executive Group.

Bob Kosterman has assumed the position of field sales supervisor. **Maheb Nathoo**, treasurer, is now also a member of the Senior Executive Group.

Les Sansome has been appointed to the position of senior foreman, fluid checking at Sperling.

Ken Ueland, senior accounts manager, has assumed managerial responsibility for the Lower Mainland sales representatives.

Anniversaries



Ken Lowe

Congratulations to employees celebrating their work anniversaries during December, 1988 and January, 1989. Accumulated years include years with dairies that Dairyland Foods has purchased or merged with.

THIRTY-FIVE YEARS

BURNABY—**Ken Lowe**, wholesale driver.

THIRTY YEARS

ARMSTRONG—**Ben Anderson**, cheesemaker.
DELAIR—**Malcolm Hayton**, inter-plant tanker driver.

TWENTY YEARS

BURNABY—**Don Modequillo**, holiday relief driver; **Ernie Schafmeister**, journeyman mechanic.
DELAIR—**Rod Nickel**, holiday relief tanker driver.
PENTICTON—**Richard Harris**, sales representative.
SARDIS—**Murray Apps**, route foreman.

FIFTEEN YEARS

BURNABY—**Orest Bochon**, home service operations assistant; **Chris England**, holiday relief driver; **Frank Grey**, maintenance mechanic; **Trevor Thomas**, holiday relief pasteurizer; **Ross Thompson**, home

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Malcolm Hayton

service driver/salesperson; **Steve Wood**, home service driver/salesperson.
CAMPBELL RIVER—**Terry Rohne**, wholesale driver.

TEN YEARS

BURNABY—**Joe Bazowski**, home service driver/salesperson; **Derek Young**, maintenance mechanic.
CACHE CREEK—**Marg Jordon**, office clerk.
COURTENAY—**Howie Wilson**, pure pak operator.
LOZELLS—**Wendy McFadyen**, ice cream packager.
TERRACE—**Steve McIsack**, holiday relief driver.

QCC dinner rescheduled

The Quarter Century Club's 1988 dinner has been rescheduled from November 21, 1988 to January 11, 1989. The November date was changed because it fell on the same day as the federal election. That date had been arranged before the federal election was called.

This club was formed in 1964, and the first dinner was in 1965. Today, there are more than 300 members. The club recognizes 25 years of employment with the Association.



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