

Fraser Valley

Milk Break

1989

DF NEWS

DAIRYLAND FOODS NEWS

VOLUME 4, NUMBER 1 -- FEBRUARY/MARCH 1989

A little bit of country



Billy Jay Legere, an Abbotsford tanker driver who recently released a self-financed country music cassette, hit the newsstands January 6 when his photo appeared on the front page of *The Province*. The photograph shows Legere swinging down from one of the new Dairyland Foods tanker tractors. Legere cut

his cassette, *Special Blue*, in November. Thousands of copies have been sold in locations throughout the Lower Mainland and up and down the Fraser Valley. Here, Province photographer John Denniston shoots the photo that appeared in the newspaper.

Home Service starts evening delivery Milk at night

Dairyland Foods Home Service is going after a whole new market with the department's evening delivery service. Catering to customers who work during the day but prefer to be at home when their Dairyland Foods delivery arrives, the number of calls on the route is approaching 200.

This route was started December 17, 1988 in the Forest Grove, Sullivan Heights and Government Road area of Burnaby. The area is served by home service during the day as well. The evening route began with just one side, delivering Tuesdays and Fridays. A second side started on February 2, with deliveries on Mondays and Thursdays.

Home service supervisors Bill Morton and Dave Riley say that although the route is still being considered an experiment, it looks extremely promising.

Warren Tompkins, the home service driver who volunteered to take the route, begins work at 2 p.m. and wraps up around 11:30 p.m. Tompkins says his customers are incredibly "recep-

tive to the idea" of evening home delivery service. "They're so appreciative about the service."

He notes that although it's slower going at night during the



Home service driver Warren Tompkins volunteered to take the new home service evening route.

winter months, the deliveries should take less time to complete as the days get longer. But the extra time is balanced out by the fact that evening customers tend to buy more product, Tompkins says.

He also points out that the night route actually boosts the service level of the entire route. For example, if a day customer needs some extra product in a hurry, it can be delivered that evening instead of the next day, as long as it's phoned in by early afternoon. "Our evening customers can have almost same day service."

Home service manager Martin Minshall notes that recently there have been many articles in industry publications praising home service, which caters to people with busy lives and who appreciate the convenience the service offers.

Minshall points out that today, with so many two income households, a lot of residences are empty during the day. "If we ignore this fact, we will lose customers who are either unaware of see TERRIFIC page 2

PDQ instruction to begin in June

Tom Low, Quality Facilitator, with an update on PDQ

This year, Participating in Dairyland's Quality (PDQ) moves from talk to action. In 1989 we are beginning the process of Quality Improvement with instruction sessions. This process will shape the way we conduct our business in the future.

The word quality is greatly used but is often misunderstood. Before we can achieve Quality Improvement and learn to manage it, we must first have a common understanding of what quality is. Quality must mean the same thing to each of us. However, to be successful in business today, we must learn productivity as well as quality.

Quality products and quality service to our customers can only be achieved through a quality culture. To reach these objectives, an intensive effort will be required by all Dairyland Foods employees. Everyone on staff will have the opportunity to attend training sessions on quality. Achieving this quality culture will not happen overnight, but I believe that through our combined efforts we will create better products, better services and a better working environment.

Quality Improvement is a process that never ends. The Quality Improvement process will become the way we conduct our business. It will become our business culture.

Following training in the Quality Improvement Process, Al Kroeker and I will begin in-house instruction sessions for all office staff. Currently, Kroeker is the fieldman in Vernon. For the remainder of 1989, he will divide his time between his job in Vernon and instructing in Burnaby.

Instruction will begin in June at Burnaby for the head office non-union staff and will continue

Everyone on staff will have the opportunity to attend training sessions on quality.

throughout 1989. Union employees will have a similar opportunity in early 1990. Following this period, training sessions will be held at our branches throughout the province.

Instruction will be offered at two levels. For supervisory staff, a Quality Education System will be presented over 10 two and a half hour sessions. All employees will receive a Quality Awareness Experience, which will take place over four one hour sessions.

For us to achieve our quality objectives, all employees must have a full understanding of their roles in the Quality Improvement process. Quality must become ingrained into our daily lives.

I look forward to sharing this new experience with each of you.

QC Club



All smiles...

Pins and gifts were presented to these new QCC members who also turned 60 in 1988. Left to right: Neil Gray (presenter); John Dewey; Ken Moffat; Ted Harford and Peter Friesen (presenter). New

members who were unable to attend the 1988 QCC dinner were Giovanni Durigon, Gordon Jackson and Jim Weatherby. More QCC news on page two.

Odds 'n Ends

DF memento



Home service drivers (left to right) Lynn Crosby, Darryl McNeil, Len Deviet, Kelly Townsend and home service supervisor Bill Morton examine a Dairyland Foods memento that was presented to home service driver/salesperson Bob Blackwell in December. Blackwell, who retired January 1, used an apron like this one during his rounds. The aprons haven't been available for use by Dairyland Foods drivers for about 15 years so Blackwell's wife Caroline made his. The aprons were used to carry milk tokens, cash and receipt books. Blackwell used his to keep similar items in order during his rounds.

Sno-Freeze bought

Dairyland Foods purchased Sno-Freeze Ice Cream Company Ltd., effective January 16. The Burnaby ice cream distribution company, which was located on Arbroath Street in Burnaby before the purchase, was operated by the Lewarne family for three generations. During those years, Dairyland Foods dealt with Sno-Freeze in supplying them with a variety

of ice cream products.

Mr. David Coe, general manager of Dairyland Foods, says the company welcomes the opportunity to extend the Dairyland line of ice cream products to the many Sno-Freeze customers. Mr. Coe adds that Dairyland Foods will work to continue to provide all Sno-Freeze customers with excellent service and a commitment to meeting their needs.

United Way draw

The Dairyland Foods 1988 United Way Campaign was completed in style with a prize draw, held December 1, 1988 in the Park Room at the Burnaby branch. The names of all Dairyland Foods employees who donated to the campaign were entered in the draw.

The draw was attended by the Dairyland Foods United Way Committee, a number of other employees and two United Way representatives. Each committee member received a certificate from the United Way in appreciation of community service.

General manager Mr. David Coe commended the committee for its work in raising more than \$11,000 during the 11-day-long campaign.

Mr. Coe also praised the generosity of the Dairyland Foods employees who donated to the campaign.

The prize winners were as follows: Jane Hager and Donna Carriere, both of the Burnaby branch, each won a B.C. Dairy Foundation sweatshirt; Barry Ingram, Abbotsford, and Joe Carroll, Burnaby, each won a radio; Kellie Mungin, Burnaby, won an Armstrong jacket; a cheese set, containing a selection of Armstrong Brand cheese, a plaque and a cookbook, was won by Larry Dyble, Burnaby; Robert Kok, Burnaby, won a tennis racket; Roger Ruddy, Burnaby, won a day off with pay; and Leslie Jorden, Burnaby, won a gift certificate.

Divided they stand

Since February 7, the Burnaby Home Service Department has been operating in two divisions -- east and west. Boundary Road is the dividing line. Home service supervisor Bill Morton says one of the main reasons for the split is to create more sales through

competition. Before this change, the approximately 80 home service routes were not divided into groups. Morton and home service supervisor Mike Vinter are responsible for the eastern division, while Dave Riley and Morris Gell head the western division.

Dairyland Foods home service drivers were honoured for their achievements in 1988 at the home service department's first annual meeting, held February 7 at the Coquitlam Best Western.

The top 10 home service drivers for 1988 were presented with awards for their achievements last year. These achievements were a compilation of the number of new calls, the increase in route sales, sales of promotional products and route accountability.

The top drivers for 1988 were:

Drivers honoured

Dave Pysh; Lorne Geddert; Dave Gibbs; Bob Kilvert; Larry Egely; Pat Blashill; Glen Berger; Gary Tibbels; Harvey Murray and Bob Willis. Home service manager Martin Minshall and general manager Mr. David Coe presented the awards.

In addition, 14 drivers were inducted into the 1988 "100 Club." This club is open to all home service drivers who bring in 100 or more new calls in one year. The club was started in 1987. The 1988 club members and the number of calls they brought in are: Dave Pysh (364); Lorne Geddert (321); Larry Egely (144); Glenn Berger (142); Ken Saunders (141); Pat Blashill (141); Mike Rudd (125); Randy Gerbrandt (125); Chris England (109); Alice Beaudet (107); Wade Walker (103); Dave Gibbs (102); Brad Rendall (101) and Tony Swain (100).

200 at QCC dinner

Two hundred people attended the 24th annual dinner meeting of the FVMPCA Quarter Century Club. The dinner was held January 11 at the New World Harbourside Hotel in Vancouver. Originally scheduled for November 21, 1988, this dinner

was postponed until January so as not to conflict with the 1988 federal election.

In 1988, 14 employees reached their 25th anniversary at Dairyland Foods. Each was inducted into the Quarter Century Club and presented with an

FVMPCA pin at the January 11 dinner. Members who turned 60 and new members who were 60 or older in 1988 were presented with QCC commemorative gifts.

Gift recipients choose from a watch, a clock or a silver platter.



QCC members who turned 60 in 1988 were presented with gifts. Left to right: Neil Gray (presenter); Ruth

Morrison; Bert Richardson; Danni Armitage; Doug McLellan; Al Hall; Don Cross; Bob Sibley.



FVMPCA pins were presented to these new QCC members at the club's 1988 dinner. Left to right: Ted Hendy;

Howie Stevenson; Eldy McCuaig; Austin Littler; Max Shepherd; Ron Ratcliffe; Bill Morton; Don Trachsel.



Ninety-year-old Jim Mahood was the oldest Quarter Century Club member in attendance at the club's 1988 dinner.

Terrific response to evening route

continued from page 1

our traditional service or who prefer not to have milk sitting on their doorsteps all day. As our customers change, so must the services that we offer. We have to respond to what the customer wants. If the customer wants something different, we're killing ourselves to ignore it."

Minshall says that initially,

there was concern about disturbing people's evening meals. That concern, however, has turned out not to be a problem. In fact, customer response to the evening route has been tremendous.

Evening routes may be started in other areas, but selectively. Such routes are only practical in areas that have a predominance of two income households, Minshall notes.

Senior Management Group

Board of Directors



David Coe

General Manager and CEO

- Senior Operating Committee
- Senior Executive Committee



Roy Moore

Chief Financial Officer



Mike Dios

Business Development and Service Manager



Russ Webb

Plant Operations Manager



Ron Harvey

Sales and Marketing Manager



Mike Gallagher

Controller



Grant Mebs

Human Resources Manager



Howie Stevenson

Information Resources Manager



Austin Bassett

Engineering Services Manager



Tom Low

Communications Manager



Randy Williamson

General Sales Manager



Maheb Nathoo

Treasurer



Peter Brennan

Distribution Manager



Bob Irwin

Lab and Farm Services Manager



Kent Giles

Lab and Farm Services Assistant Manager



George Hrennikoff

Marketing Manager

Thousands go missing

They're used to store goods in houses, on motor cycles for carrying everything from groceries to pets and, before turning metric, they were the perfect size for storing records. Although they're among the hand-

iest items ever invented, dairy cases do belong to the dairy whose name appears on them.

At Dairyland Foods, we lose 150,000 of our bright yellow cases each year. It seems their convenience is tough to resist. Ever since these strong, lightweight

and durable plastic cases were introduced in the mid '70s to replace the old wire cases, they've been removed from circulation by the thousands, even though each one is clearly marked with the slogans, "property of Dairyland, not for sale" and "use by other than registered owner prohibited by law."

To combat the phenomenon of disappearing cases, a case round-up contest took place among wholesale and home service drivers, sales representatives and distribution supervisors in the Lower Mainland and Fraser Valley during December, 1988. The purpose of the contest was to collect cases that had been removed from circulation. Many of the cases collected in the contest were being used to store items other than dairy products. Eleven teams rounded up more than 9,000 cases.

Distribution manager Peter Brennan says that although 9,000 cases doesn't seem like a lot compared to what we have in inventory, it is when you realize that those cases were rounded up, in many instances, one at a time.

"A lot of effort went into rounding up 9,000 cases."

Ice cream route supervisor Wilf Graham says he organized the contest because "It annoys me when I see these cases being used for storing things that aren't dairy products. You see them being used to store property, you see them at the dump. They're actually the property of Dairyland Foods."

As well as collecting uncirculating cases, the contest was also intended to create awareness within Dairyland Foods of the number of cases we lose in a year and how much it costs. Brennan says there are plans to make the contest at least an annual event

perhaps even twice-yearly -- at Christmas and Easter when the cases are in high demand at Dairyland Foods.

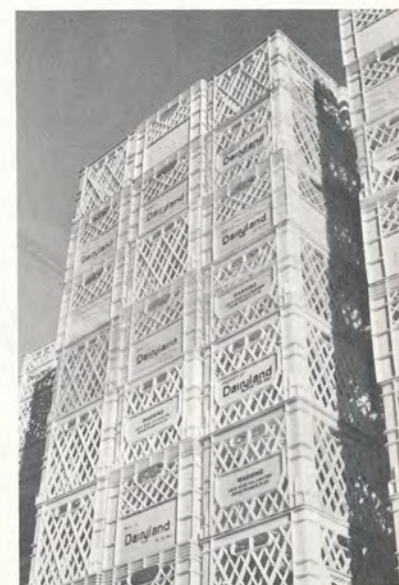
Cases anyone?

Dairy cases are handy, lightweight and durable, and they're the property of the dairy whose name appears on them. So what happens if you could really use one to store paint, books, video cassettes or Fido? Well, don't despair.

These cases can be purchased through the Customer Service Department of Dairyland Foods. You'll have to take your chances on the colour though. Each dairy is

assigned a colour by the company that manufactures the cases so those that are for sale are not, for example, available in the familiar yellow of Dairyland Foods cases.

They are available in two sizes: standard (approximately 30.5 cm x 30.5 cm x 27 cm) or large (approximately 32 cm x 46 cm x 27 cm). Prices are: standard, \$4.62 and large, \$6.59. Taxes are included.



Thousands of our dairy cases were recently rounded up.



Around B.C.

Since this is the first issue of DF NEWS since the Christmas issue, there hasn't yet been an opportunity to print news of Christmas celebrations. Here, then, is a report of events that occurred at some of our branches over the holiday season.

- The Christmas spirit came early to the Lozells plant this year as the last day of ice cream production before Christmas was December 2. Christmas was celebrated with a luncheon at the plant on December 1.
- The annual Dairyland Foods Children's Christmas Party was held December 18 at the Queensborough Community Centre. About 190 people attended the event.

- Hans Fuhrmann, a pasteurizer operator at Fraser Maid, won first prize in the Prince George Christmas Lights contest.
- The Williams Lake staff Christmas party was held December 10. This event was hosted by Ed and Martha Novakowski. The dinner was followed by a gift exchange.
- The Dairyland Foods annual Christmas social and draw was held at the Burnaby branch December 22. Mike Sawka of Lozells production won a gift certificate for Overwaitea Foods; Marjie Peterson of the Burnaby branch won a three-day trip to Reno. The names of all Dairyland Foods employees were included in the draw.

In memory

Ian Strang, a long time employee of Dairyland Foods, died January 28 after a brief illness. He was in his 75th year. Mr. Strang joined the Association in 1948 as an accountant and retired in October, 1978, from his position as manager of the general office. A memorial service was held February 4 at Brighthouse United Church.



New job appointments



Carlo Alberti

Carlo Alberti joined Dairyland Foods in the position of accounting clerk at the Burnaby branch January 3. He has an extensive background in accounting and the food industry.

Carol Bochon has been appointed to the position of lab secretary, Burnaby.

Bob Cryer has assumed the position of wholesale distribution supervisor, effective January 2. Bob is responsible for the supervision of the Burnaby dispatch department.

Debbie Grainger joined Dairyland Foods January 20 as front desk secretary at Burnaby.



Debbie Grainger

Before joining Dairyland Foods, Grainger worked as a sales secretary with a beverage company.

Mike Gross has been appointed to the position of foreman, fluid checking in Burnaby.

Allan Hughes assumed the position of load coordinator in Burnaby January 2.

Jasmine Normandin was appointed to the position of acting accounts payable supervisor, Burnaby, January 3.

David Worsley has joined Dairyland Foods as sales representative for the Courtenay, Powell River, Port Alberni and Campbell River area.



David Worsley

Work anniversaries

Congratulations to employees celebrating their work anniversaries during February and March. Accumulated years include years with dairies that Dairyland Foods has purchased or merged with.

THIRTY YEARS

DELAIR--Dave Ellis, farm pick-up driver.

TWENTY-FIVE YEARS

ABBOTSFORD--Evelyn Johnson, packager.

TWENTY YEARS

ABBOTSFORD--Tony Jon-gedyk, retail driver; Terry

Kroeker, checker/loader; Art Wagner, relief driver. BURNABY--Frank Wilkie, home service driver/salesperson. COURTENAY--Gord Brown,



Dave Ellis

wholesale delivery driver. CRANBROOK--Wayne Brown, branch manager. TERRACE--Melvin Flewin, route foreman.



Evelyn Johnson

FIFTEEN YEARS

ABBOTSFORD--Jim Allison, retail driver; Doug Andress, journeyman machinist; Randy Branch, night foreman. BURNABY--Dan Barrett, buyer; Tom Bastable, credit department manager; Derek Brennan, pure pak operator; Guy Martel, route foreman.

COURTENAY--Gordon Dranchuk, wholesale delivery driver.

DELAIR--Larry Muirhead, farm pick-up driver; George Peck, dairy worker.

POWELL RIVER--Ron Coleman,

route foreman. VERNON--Jaclyn Ryan, customer service clerk.

TEN YEARS

ABBOTSFORD--Dennis Freimark, production clerk; Rolande Watson, packager. BURNABY--Mike Bissell, merchandising manager; Len Deviet, route foreman; Kathy Gwilliams, accounts receivable clerk; John Quon, wholesale driver, holiday relief; Ted Stevenson, checker/loader. CASTLEGAR--Elmer Williams, combination driver. LOZELLS--Guy Ghirardello, ice cream operator-chargehand. VERNON--Barry Littlejohn, holiday relief driver.

OUR MISTAKE

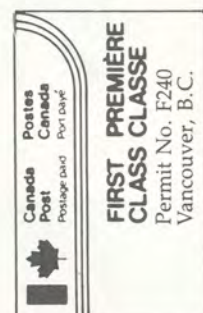
Because of an oversight, three employees were not mentioned in the anniversaries section of the December 1988/January 1989 issue of DF NEWS. Belated congratulations to these employees for celebrating their 10 year work anniversaries in December, 1988.

BURNABY--Christine Chick, home service credit representative; Warren Tompkins, holiday relief driver/salesperson.

VERNON--Robert Scafe, checker/loader.



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



Retirees

Bob Blackwell, retail driver, Burnaby, retired January 1 after 35 years service.

Ed Forrieter, ice cream maker, Lozells, retired January 27 after 33 years service.

Sam Johnson, dairyworker, Vernon, retired January 1 after 33 years service.

John Quiring, dairyworker, Lozells, retired January 1 after 26 years service.

Louise (Thup) Sammartino, office clerk, Vernon, retired November 30, 1988 after 34 years service.

Corny Vogt, wholesale driver, Lozells, retired January 1 after 38 years service.



Bob Blackwell



Ed Forrieter



John Quiring



Sam Johnson



Louise (Thup) Sammartino



Corny Vogt



DAIRYLAND FOODS NEWS

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Dairyland Foods acquires mainland B.C. assets

Palm Dairies Purchased

Dairyland Foods, long known for its leading role in the dairy industry in British Columbia, and, in some areas, in North America, recently took another progressive step by purchasing the mainland B.C. portion of Palm Dairies Ltd.

On April 1, just three months after we became aware of an interest to sell, an agreement was finalized between Dairyland Foods and Palm Dairies Ltd., for Dairyland Foods to purchase all of Palm's assets in mainland B.C.

The final loose end in completing the deal had been tied up the day before, when the acquisition was approved by the Bureau of Competition Policy -- the federal government's competition watchdog.

One other step that had to be taken in the course of the acquisition -- approval by the FVMPCA

members -- was successfully completed on March 3, when the membership voted in favour of it by a large margin at a special general meeting.

While this bid to purchase



Palm was successful, a similar endeavor three years ago was not. On June 12, 1986, a pre-bid agreement was reached between Dairyland Foods and the three

prairie co-ops -- the Northern Alberta Dairy Pool, the Central Alberta Dairy Pool and the Dairy Producers Cooperative (Saskatchewan) -- to purchase all of Palm's assets, which were in the four western provinces and in western Ontario.

This proposal was acceptable to Palm, but the federal government's Bureau of Competition Policy had other ideas. (This Bureau was formed to replace the Combines Investigation Bureau shortly after the Combines Investigation Act was replaced by the Competition Act on June 19, 1986.)

On October 20, 1986, a Competition Tribunal of the Bureau of Competition Policy held its first formal sitting. Just over a month later, the Bureau's first decision was to not allow the purchase of Palm Dairies Ltd. by the four western co-ops. The Bureau was concerned that the purchase, if allowed, would decrease competition on the Prairies.

Sales combined

Our purchase of the mainland B.C. operations of Palm Dairies means that our Sales Department has been busy consolidating accounts and providing all of our customers with the high level of service that Dairyland Foods is known for.

The sales teams of Palm Dairies (mainland B.C.) and Dairyland Foods worked together for several weeks to integrate the Palm Dairies system into the existing Dairyland Foods system, a system that includes administration, invoicing and monthly statements.

Palm accounts that were being handled through Palm's operations in Nelson and Prince George are in the process of being integrated into our Branch Office Service System (BOSS) at Sperling. (The BOSS enables branches to input sales and inventory transactions directly into the computer. The data is then sent to Sperling via telephone.)

One of the key points in the midst of all this change, notes Randy Williamson, general sales manager, has been to make the transition in a way that caused no disruption or inconvenience to our customers.

"It was a team approach to the

work involved in identifying the changes needed to integrate the two systems," Williamson says.

Ron Harvey, sales and marketing manager, notes that a limited line of Palm labelled products

will be retained.

Says Harvey: "We've always identified the needs of our customers in the marketplace and that strategy will not be changed."



In the midst of change, Dairyland Foods continues to provide excellent service to all customers. Randy Williamson, general sales manager (left) Gerry Durant, sales representative (formerly with Palm Dairies), Tim Thompson of G & H Marketing Enterprise Ltd., and

Hank Bostart, president of G & H. G & H is a wholesale food distribution company that also owns a group of nine grocery stores -- G & H Shop & Save and Giant Foods. This company was formerly a Palm customer.

A welcome to new employees at Dairyland Foods

David Coe, Dairyland Foods general manager and CEO, welcomes our new Palm Dairies employees to Dairyland Foods.



David Coe

"We were pleased to be able to invite our new employees and their spouses to an open house at our Sperling operation. It gave us the opportunity to familiarize everyone with Dairyland Foods and to welcome them to our company."

This open house, which was organized by the Human Resources Department, took

place in the Park Room for an hour and a half three evenings in a row, just a few days after the purchase was confirmed.

Our acquisition of the mainland B.C. operations of Palm Dairies, explains the general manager, has many benefits.

"This purchase will be remembered as an exciting time in the history of Dairyland Foods. We now have the opportunity to rationalize our operations. In Prince George, we will be able to amalgamate three operations into one (Fraser Maid, our depot and the Palm Dairies plant) and at Nelson,

Inside this issue: an interview with David Coe (page 3)

raw milk from that area will be processed there and not have to be shipped elsewhere. At Sperling, the plant has become more and more crowded in recent years as our production and product lines have increased.

"This acquisition comes at an ideal time for Dairyland Foods."

PDQ: quality for everyone

Tom Low, Quality Facilitator, with an update on PDQ, Dairyland Foods' Quality Improvement Process that will be implemented over the next few years.

For the PDQ (Participating in Dairyland Quality) program to work effectively, each employee must understand his or her role in causing quality improvement. We must all understand the absolutes of quality management: the definition of quality; the quality system to use; the required performance standard; and how quality is measured.

Quality definition

Because quality means something different to everyone, many people believe that quality is impossible to achieve. It is not. Our definition of quality is "conformance to requirements." We

are simply asking everyone to fill their job requirements correctly. These requirements are that each person do his or her job right the first time.

Our aim, with PDQ, is to have no variation in our hundreds of products or in the service we provide to our thousands of customers. With our definition of quality, our products and service either conform to requirements and therefore meet quality standards; or they do not meet requirements and therefore do not meet quality standards.

Quality systems

People usually think of quality systems as quality control functions such as inspections or tests. These types of systems, however, share a common failing. They are aimed at finding errors and

see PREVENTING page 3

With our purchase of the Palm Dairies mainland B.C. operations, we have acquired three more plants: on Annacis Island in Delta; in Prince George and in Nelson. Here is a glimpse of these plants and what the future holds for each of them.

Our new facilities

Annacis

Palm Annacis, located on Audley Boulevard, Annacis Island, is a thoroughly modern processing plant about half the size of our Sperling operation. It is the largest of the three plants we have acquired. Palm had used the plant since late 1984 to process and package a variety of products, including fluid milk, creams, cottage cheese, sour cream, and UHT juices and drinks.

Since Dairyland Foods has taken over the Annacis plant, it's use has been altered. Juices are still processed and packaged there while cottage cheese production has been moved to Abbotsford and sour cream, fluid milk, cream and yogurt produc-

tion has been moved to Sperling.

Plant operations manager Russ Webb says that although different scenarios are being examined, the thrust so far has been to turn the Annacis Palm plant into a strictly UHT facility. He says the plant has the potential to become the most advanced UHT facility in North America.

Four years ago, the plant was virtually rebuilt. It underwent major renovations (including expansion), turning it into a state-of-the-art, computerized plant. Palm had been operating its juice packaging and ice cream making facilities there since the mid-1960s. Ice cream making was transferred to Palm's Edmonton

plant long before our purchase of Palm. The ice cream that was being shipped to Palm Annacis from Palm Edmonton will now be produced at Lozells.

Construction on the Annacis Island plant started in February 1984. The plant was shut down for seven weeks while the old building was gutted and incorporated into the new floor plan. (Some of the original wooden beams are still visible.) The project included moving a road, laying new foundations, erecting walls and building a new roof.

When the plant began producing after the renovations, nearly all of the equipment was brand-new.



The Annacis facility is thoroughly modern. The plant is about half the size of our Burnaby plant.



In Prince George, we can now merge three facilities into one.

Prince George

Our acquisition of the Palm operations in Prince George means we can now merge three facilities into one. Operations at the Fraser Maid plant and our Prince George depot will be combined at the Palm facility there.

Regional manager George Thom says the consolidation of these three facilities is a "number one priority." This move will

mean that the Palm facility, which will eventually be an exclusively white milk plant, will see an increase in production capacity. "We've got a lot of work ahead of us," Thom says.

Prior to our acquisition of the mainland B.C. operations of Palm, Palm Dairies was using the Prince George facility to produce an extensive line of Palm

products, including milks, juices and milkshake mixes.

He notes that the move will benefit our customers in the Prince George area. While our exemplary service will be maintained, some customers will receive the added benefit of more frequent service.

Says Thom, "We're going to make the operation very efficient."

Nelson

With our purchase of the Palm operations in Nelson, transportation of the raw milk out of the Kootenays and back in as finished product will be reduced.

Prior to our acquisition, Palm was processing and packaging milks and some drinks at the Nelson operation. Regional manager Stan Harder notes that our objective is to continue the operation of the Nelson plant, producing Palm and Dairyland label product using the raw milk from our members' farms in Creston, in four litre, two litre and one litre fluid white milk for the East and West Kootenay area.

The Palm Nelson plant was built in 1967 and is a sister plant to Palm in Prince George (records show that Palm built a new plant

in Nelson in 1936). The plant was expanded in 1982, a project that more than doubled the plant's processing capacity.

The most noticeable alteration to the plant was the installation of a milk storage silo measuring nine metres high and three metres in diameter. The installation of this silo, which was transported by train from Palm Calgary when that plant's silo was replaced with a larger one, more than doubled Palm Nelson's milk storage space.

Inside the plant, the piping was replaced with stainless steel and a new separator with three times the capacity was installed. A homogenizer and a short-time pasteurizer, both with higher capacity, were also installed.



The Nelson facility was built in 1967 as a sister plant to the one in Prince George.

Board of directors



You wanted to know ...

The Board of Directors of the FVMPCA are all dairy farmers and are elected at large by their fellow members of the Association. Front Row (left to right): Jim Waardenburg has been a member of the board for 17 years and currently serves as Vice-President; Harke van der Meulen has been a Director since 1982; Peter Friesen be-

came a director in 1963 and currently serves as President; John van Dongen has been a Director for 10 years. Back row (left to right): Louis Yonkman, Director, has served on the Board since 1983; Barrie Peterson joined the Board in 1971 and is currently Secretary; Melle Pool has been a director for 14 years.

An interview with David Coe

In March, as part of his ongoing commitment to improving communications between management and staff, general manager David Coe spoke to employees at Dairyland Foods' Sperling, Lozells, and Abbotsford plants. While much of the discussion focused on the Palm Dairies acquisition, a surprisingly large number of questions were asked about some of the broader issues that have taken place recently at the industry level. In responding to these questions, Mr. Coe expressed the view that "...the employees are very much spokespeople for our company," and that "the last thing we want is for our people to have to rely on the media for information about their own industry." With this in mind, we asked him to elaborate on some of the more pressing issues facing the B.C. dairy industry in 1989. His answers to three of our queries, each related to fluid milk packaging, are published here.

Q Why are people suddenly concerned about dioxins in milk?

A The dioxin issue really took off last fall when the national news media caught wind of a federal government study in which traces of dioxins were identified in a variety of paper-based consumer goods, including cartoned milk.

The researchers attributed the presence of dioxins to the chlorine bleaching processes used to make paper products white in colour. In the case of milk, it was assumed that the dioxins leached into the product from the white paperboard cartons.

The issue of dioxins in the environment, and particularly in the food chain, is a serious concern to the health of all Canadians, one we share wholeheartedly with the public at large. Having said that, I should point out that we have to be cautious about how we interpret the findings of this particular study.

In the first place, milk was just one of many products that tested positive. In fact, a host of other items, from coffee filters to toilet paper to disposable diapers, also showed traces of dioxins.

In the second place, the milk tested was purchased in eastern Ontario and Nova Scotia; no western Canadian milk was in-

volved.

Moreover, the samples had been held in storage -- in the original paper cartons -- for two full years before they were actually tested. They were hardly representative of everyday-use products.

In the third place, the amounts of dioxins detected in the milk were absolutely minuscule. The actual quantity was only .75 parts per trillion -- the equivalent of less than one second in thirty thousand years. Needless to say, this was well within the Department of Health and Welfare's 'safe' guidelines.

Finally, the whole point of the research was to demonstrate the sensitivity of the technology used to detect dioxins at extremely low levels. In other words, they were designed for the sole purpose of finding what was essentially a very small needle in a very large haystack. The fact that they were able to identify such minute quantities says more about the technology itself than about any real hazard to human health.

Nevertheless, the findings were disturbing to a lot of people, and in discussions with the pulp and paper industry, Canadian dairy officials made it clear that even minute traces of dioxins in the paperboards were completely unacceptable.

At the same time, further tests were being conducted in an attempt to verify the findings of the original study, this time using more representative samples.

As a result, in mid-March we learned that the pulp and paper industry was within three months of making significant adjustments to the bleaching processes used in manufacturing paperboards. More importantly, however, we also learned that the production methods of our own paperboard supplier had actually been changed two years previously. That board, tested since the dioxin issue developed, shows absolutely no presence of dioxins. Tests that were done on Dairyland Foods milk, therefore, show no traces of dioxins and have not done so for at least two years.

Moreover, some of our competitors use the same paperboard supplier as us. Their products that are packaged in cartons obtained from the same supplier that we use show no detectable levels of dioxins (also known as furans).

Needless to say, we were pleased with these developments. But the entire issue alerted us to the importance of monitoring the integrity of our products from the farm through the consumer's home.

Q If dioxins are such a big issue, then why don't we go back to packaging milk in glass bottles?

A Many consumers have asked us that question, and the simple answer is that despite their nostalgic appeal, glass bottles are in fact less effective containers than paperboard cartons.

The main problem with glass bottles -- and with all forms of returnable packaging -- is that we don't have full control over the 'integrity' of the containers once they have been used for the first time.

Some of us remember the problems we had in the 1970s with returnable plastic containers. Occasionally, consumers used the containers to store substances like gasoline before returning them to the dairy. When we finally did get them back, it was virtually impossible to remove the gaseous odours, even after washing. This is the

problem with all returnable containers; people can fill them with all kinds of foreign substances before sending them back to us for re-use.

Glass bottles come with their own sets of problems. For one thing, they're fragile; the potential for breakage in the plant creates a hazard for workers and a risk that glass chips could end up in the milk. For another, they're heavy and cumbersome to handle. They also allow light to reach the milk, which tends to accelerate the deterioration of flavour and vitamins, and they lend themselves to tampering more readily than paperboard cartons.

In addition, there would be economic problems associated with a return to glass bottles. It's unlikely that any of the existing glass suppliers could provide us with enough bottles to meet our volume requirements. And even if one of them could, the unit cost of the bottles would undoubtedly be higher than the unit cost of paper cartons. Furthermore, the costs of re-tooling our plants to handle bottles as well as cartons would be extremely high.

Rather than switch back to glass bottles, our preference is to eliminate any question of dioxins in paperboard cartons since, over the years, cartons have proven to be the most consistent, economical, and safe form of fluid milk packaging yet devised. And they still are.

Q Why, then, did we introduce plastic milk jugs?

A As you know, we package fluid milk in several different kinds of containers. Jugs were introduced in 1987 as part of an industry-wide response to consumer demand.

At the time, the use of plastic milk jugs in B.C. was illegal. However, with more and more people bringing jug containers back from Washington State, and with one or two small dairies threatening to sell jugs (then) illegally in the Lower Mainland, it was only a matter of time before the industry felt compelled to respond by urging the provincial

government to enforce its restrictions on the marketing of plastic milk jugs.

The vast majority of B.C. dairies were opposed to legalizing plastic jugs. Above all else, we were very concerned about the jugs' environmental impact in the absence of some sort of deposit or return system since, as you know, the plastic containers currently in use are not biodegradable.

In addition, there was a problem with costs. The change to jug containers required substantial capital investment, since the dairies were forced to purchase new filling equipment. And the jugs themselves proved to be more expensive than other forms of fluid packaging.

Nevertheless, despite the industry's lobbying efforts, the provincial government was not willing to stand behind its own restrictions on milk jugs. This pretty much forced all dairies to add jugs to their fluid milk lines.

Now, two years later, plastic milk jugs are firmly established in the marketplace, and we anticipate staying with them for as long as consumer demand warrants it.

However, we still have some concerns about their use, particularly from an environmental standpoint. While we certainly understand concern over the problems associated with returnable milk packages, we would nevertheless like to see some sort of incentive for people to dispose of the containers in a responsible manner.

With this in mind, I would suggest that anyone wishing to express his or her concern over the disposal of plastic milk jugs write to:

Dr. Lorne Greenaway
Deputy Minister,
Ministry of Agriculture and Fisheries
Legislative Buildings
Victoria, B.C.
V8V 1X4
The Honourable Bruce Strachan
Ministry of Environment
Legislative Buildings
Victoria, B.C.
V8V 1X4

Preventing errors a realistic goal

continued from page 1

fixing them. Such systems do not provide quality. The only system that can really cause quality is prevention, since such a system prevents errors from happening in the first place.

A comparison between management by appraisal, which means inspection, some rejection and rework; and management by prevention, where the only cost is the prevention process, shows that prevention is more efficient

and more cost effective. Once the prevention process is established, the costs are minimal.

Our personal lives, for example, are oriented towards prevention. We make sure that our cars are serviced and that our homes are looked after. Yet at work, it is generally considered illogical to spend time on problems that haven't occurred. Problems are anticipated, found and fixed, usually at great and unnecessary expense.

At Dairyland Foods, our performance standard under PDQ is zero defects. Zero defects or "doing it right the first time" is a job requirement. Preventing error is a realistic possibility if everyone does his or her part.

In our personal lives, we demand zero defects. We expect our bank statements to balance exactly and our prescriptions to be filled correctly. We don't tolerate mistakes. If we develop the same attitude at work, we will

take a giant step towards eliminating the rework and repair that increases costs and decreases efficiency.

The best way to measure quality is to calculate what it costs to do things wrong. The combined costs of reworking and scrapping, plus repeated service, inspections and tests may be referred to as the "cost of quality." This cost can be divided into two areas: the "price of non-conformance," which is the cost

of fixing things that were done incorrectly; and the "price of conformance," which is the cost related to doing things right the first time, such as training, education and other error prevention efforts.

If we do things right the first time, quality costs are kept down and employees and customers benefit; employees don't need to redo work and customers don't have to spend time requesting replacement products or extra service.



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

Work anniversaries

Congratulations to employees celebrating their work anniversaries during April and May. Accumulated years include years with dairies that Dairyland Foods has purchased or merged with.

THIRTY-FIVE YEARS

BURNABY--George McKillop, home service driver/salesperson.
SARDIS--Ritchie Elvin, wholesale fluid driver.

THIRTY YEARS

KAMLOOPS--Mario Comazetto, sales representative.
WILLIAMS LAKE--Gordon Bremner, combination driver.

TWENTY-FIVE YEARS

BURNABY--Sam Chin, wholesale driver; Royal Kear, lead hand/trade helper; Wayne

Rogers, checker/loader.
DELAIR--Charles Linder, semi-trailer driver; Isaac Reddecopp, train driver; Allan Young, semi-trailer driver.
LOZELLS--John Goertzen, ice cream driver/salesperson; Don Hein, process control systems clerk.

TWENTY YEARS

BURNABY--Michael Johnson, journeyman charge hand; Kurt Krentz, journeyman mechanic.
DELAIR--Donald Mackay, train driver.
LOZELLS--Ron Brown, plant manager.
NANAIMO--Lloyd Bates, relief driver/salesperson.
VERNON--Don Dunn, checker/loader.

FIFTEEN YEARS

ABBOTSFORD--Garth Green,

industrial milk utilization and cheese inventory.

ARMSTRONG--Judy McCord, dairy worker; Brian Young, cheese maker.

BURNABY--Sue Carlson, customer service supervisor; Kent Giles, assistant lab manager; Karen Klassen, packager; Leonard Mander, semi-trailer driver; Jim Masterman, holiday relief driver/salesperson; Peter Millbank, tetra brik operator; Bruce Norgren, checker/loader; Wayne Springett, checker/loader.

CACHE CREEK--Ken Miller, combination driver/salesperson.
DELAIR--Jack Friesen, train driver; Harry Willms, train driver.

LOZELLS--Jack Ziefflie, ice cream checker.

PRINCE GEORGE--Ralph Moon, route foreman; John Pearce, branch manager.

SMITHERS--Leo Paranych, wholesale driver.

VERNON--William Copeland, checker/loader; Vera Marston, customer service clerk.

TEN YEARS

ABBOTSFORD--Brian Myers, shift engineer.

BURNABY--Nino Di Giacinto, pure pak operator; Darrell Lawres, checker/loader; Frank Ling, pasteurizer; Alan Watson, maintenance mechanic.

CRANBROOK--Dale McMullin, combination semi-trailer driver.

COURTENAY--Dale Blackburn, pure pak operator.

DELAIR--Phillip Boorman, CIP operator/tank truck washer.

LOZELLS--Sharon Brandt, packager.

SARDIS--Mike Yusko, member services representative.

New appointments



Ron Bergen

Ron Bergen has assumed the duties of warehouse supervisor, Burnaby.

Pat Dill has joined the Sales and Marketing Department as Sales Secretary.

Dianne Heard has been appointed to the position of marketing services secretary.

George Hrennikoff has been appointed to the position of marketing manager.

Denise Loncarich has been appointed administrative assis-



George Hrennikoff

tant for the Sales and Marketing Department.

Warren Tompkins has been appointed to the position of traffic coordinator.

Ken Waldman has joined Dairyland Foods as coordinator of health and safety. Ken brings to us extensive health and safety knowledge, has been certified as a Canadian Registered Safety Professional and holds an Industrial First Aid Ticket.



Denise Loncarich



Warren Tompkins



Ken Waldman

Retirees

Roy Dawes, traffic supervisor, Burnaby, retired March 31 after 34 years service.

Bob Gretzinger, machine operator, Burnaby, retired March 17 after 32 years service.

Joe Jessup, supervisor, Burnaby stockroom, retired March 31 after 32 years service.

Ken Moffatt, wholesale driver, Burnaby, retired March 31 after 26 years service.

Bill Mohoruck, shipper, Vernon, retired March 31 after 30 years service.

Rod Neil Sr., home service supervisor, Burnaby, retired March 31 after 31 years service.

Larry Norman, checker/loader, Lozells, retired April 3 after 40 years service.

Hector Vallee, tetra pak operator, retired March 31 after 32 years service.



Rod Neil Sr.



Roy Dawes



Larry Norman



Ken Moffatt



Left to right: Bob Gretzinger; Joe Jessup; Hector Vallee.

In memory

Moffat P. Goepel, Dairyland Foods' comptroller from 1946 to October, 1979, died February 5. As comptroller, he managed the finances of the Association. During his 33 years with the company, the FVMPCA (then the FVMFA) grew from a Vancouver-based dairy to a major provincial processing and marketing organization. For several months before his retirement, he was part of the team that planned the development of the cheese and then UHT facilities at Abbotsford. A memorial service was held February 9 in the Boal Chapel at First Memorial Funeral Services in North Vancouver.



Moffat Goepel

Moved!

Our purchase of Palm Dairies means we have rearranged some offices. As a result, the Communications Department is now located at Dairyland Annacis (formerly Palm), 511 Audley Boulevard, Annacis Island, Delta. The department may be contacted through the Burnaby switchboard. Tom Low, Communications manager, remains at the Burnaby office.



DAIRYLAND FOODS NEWS

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Transitions

Plenty of new faces are being seen around Dairyland Foods' operations. They are former Palm Dairies employees who have been transferred to a new location and/or moved into a new job. To find out how this transition is working out, we talked with Dairyland Foods employees whose work has been affected by the transition.

KATHIE BRYNJOLFSON is a Purepak machine operator at the Sperling plant who formerly worked at the Palm Annacis plant. "Feeling like a rookie" is how she describes the process of re-training on the Sperling production equipment. "The plant is much bigger, but I'm adjusting well." She adds that the experience becomes one of "learning new names and matching them with new faces." In addition, she says "the people are great; everybody's been great in helping me learn."



Kathie Brynjolfson

TERRY JEFFERY, checker/loader assistant foreman at Sperling, has been a Dairyland Foods employee for 15 years. "Our volume is incredibly high," he says. "It's higher than it's ever been." Terry says that although the former Palm employees who are working in his department seem to be "a little overwhelmed by the amount of product we're putting out," they're fitting in at Sperling "just fine." As Terry notes, "they've been around dairies, they know the operation."

GARY BUNKE is a yogurt machine operator, formerly with Palm Annacis. He says that his training on the equipment has caused him "no problems to date whatsoever. People are quite helpful to me, making a real effort to get to know me," al-

though, as he points out above the noise of the production equipment, "there's not a lot of time to socialize!"

CHUCK MCLELLAN, a charge hand at Sperling, has been



Terry Jeffery

with Dairyland Foods for 38 years. He says that the increase in production means that "we really have to hustle things out there to keep things moving. You have to depend on everything going perfectly." But that hasn't really been a problem, he says. Thanks to the equipment at Sperling, much of which is state-of-the-art, there are few maintenance problems. Another plus is that the product goes through the system faster than it would on older equipment. As for former Palm employees who are now working with Dairyland Foods, "they're all doing a great job. They've brought experience with them to Dairyland Foods."

JOHN GILDROY has been working at Lozells. He previously worked as a holiday relief milk pasteurizer at Palm Annacis and says that even

though he already knows some of the people at Lozells, "everyone makes an effort to get to know you." Working at the ice cream division gives John the opportunity to "enjoy a different part of the dairy industry. It's quite an interesting change."

CHUCK WHITTLE has been with the Dairyland Foods production crew for close to 15 years. Noting that "the new Palm employees are working into the crowd just great," he adds that they're all "anxious to learn and are feeling very much a part of the group."

GLEN BOE, a former Palm Annacis pasteurizer, has been re-training at Lozells. "They're all pretty great people here," he says, "I always get hellos and a smile when I come onto my shift."

NORM FOWLER, currently a machine operator at Lozells, previously worked at the Palm Annacis facility. He notes that "everyone here gets along well, and is very friendly. Things are pretty much the same here as they were at Annacis; it's just a question of new names and people."

FRANK WATERS, Nelson branch manager, has seen a lot of change. A 27 year Palm employee, he now faces the challenge of getting to know a whole new company. "Things are coming together really well. Dairyland Foods strikes me as a very people-oriented organization."

MURRAY MOONEY of the Dairyland Foods Prince George facility was with Palm Dairies for 10 years. Murray is watching the Prince George integration process with close interest and is enjoying the challenge of adapting to the changes around him. "Things are going fairly well."



Larry Flynn (left), ice cream machine operator and Norm Fowler at Lozells.

Interview with David Coe

A major source of discussion at the general manager's recent walkabouts was the Palm Dairies acquisition. Here, David Coe discusses how this purchase has affected Dairyland Foods.



David Coe

Q: What changes are occurring at Dairyland Foods as a result of the Palm acquisition?

A: In terms of existing Dairyland Foods facilities, the most immediate and obvious impact we've seen has been on production. Production at Sperling and Lozells has increased dramatically as former Palm accounts have been assumed and more product is processed through the two plants. Prior to our acquisition, Palm ice cream was produced at Palm Edmonton. That volume is now being handled through Lozells. Our cottage cheese sales have also increased, meaning that there is now a heavier production schedule in that area at Abbotsford. We are effectively handling this increase in production by adapting our facilities where necessary.

The first example of this adaptation that comes to mind is the refrigeration we've had installed on the central loading dock at Sperling. We had already anticipated an increase in production before the Palm purchase. Although the refrigeration units had been ordered months before the Palm acquisition, there was a three week period after the transition before it was operational. The refrigeration on that dock is now in place and fully operational.

Cold storage space came into critically short supply, but the forward-thinking on the part of management means that difficulties as far as refrigeration requirements are concerned have been minimized.

In Prince George, we are merging three facilities into one. The Dairyland Foods depot, the Fraser Maid plant and the Palm production facilities are being combined into one operation. When completed, our Prince George facility will operate out of the former Palm production facilities (see article on page 2).

For the most part, the Palm operations are now completely integrated with our own. Although we did experience two to three weeks of painful "teething" problems, they were overcome through the cooperation and extra effort of employees.

I'm also pleased to note that we haven't lost any customers during this transition period. Those that were Palm customers before the purchase are now Dairyland Foods customers.

Classes start

Quality training is now underway at Sperling. This Quality Education System (QES), which is part of the PDQ (Participating in Dairyland's Quality) process, began in mid-June at the mid-management and supervisory levels.

The training, which is being provided by Tom Low, communications manager and quality facilitator, and Al Kroeker of the communications department, takes place over 10 weeks with one two-and-a-half hour session each week. The ses-

sions are being held in the Park Room at Sperling.

Training sessions will provide the students with an understanding of the Quality Improvement Process, the company's commitment to the process and an explanation of the support systems being developed.

All employees will eventually have an opportunity for quality training. The current sessions are being held at Burnaby and will move into the branch areas next year.

Odds 'n Ends

Go-cart go



Lozells plant manager Ron Brown sits behind the wheel of the Popsicle Powerstix (TM) go-cart. "The car is to be won this summer by whoever finds the winning stick in their Popsicle brand ice cream novelty" explains Brown. One car is to be won in each province. The B.C. prize, shown here, will be on display at major retail stores carrying Popsicle brand products. The go-cart is powered by a five horsepower gasoline engine.

Truck Rodeo



Route foremen Ron Bjarnason (left) and Dennis Arychuk pose alongside a Dairyland Foods tanker truck at the 36th annual B.C. Truck Rodeo. The two were part of the Dairyland Foods team. The Rodeo, which was held in Cloverdale June 3 and 4, attracted teams from around the province. Results will be announced in the next issue of DF NEWS.

Inside Elten



Work continues on the Elten automated warehouse. The programmable logic controls (PLCs) are currently being tested to check the mechanical capabilities of the system. Karl Ferguson of engineering services notes that tie-ins should be complete between the new and existing conveyors sometime in July. By that time, most of the computer requirements will be fulfilled. The system's "go date" is set for October.

WHMIS on track

Dairyland Foods is committed to providing all employees with safe and healthy work environments. In accordance with federal and provincial legislation, a full Workplace Hazardous Material Information System (WHMIS) program is being delivered.

Ken Waldman, a Canadian Registered Safety Professional who is the coordinator of health and safety at Dairyland Foods, says WHMIS represents each employee's right to be informed about controlled products (that is, a hazardous substance as defined under WHMIS) that he or she works with and how to safely handle these products.

This program consists of: developing and evaluating a complete list of substances under WHMIS at each work location; maintaining a file of Material Safety Data Sheets (MSDSs); placing cautionary labels or placards on all containers of controlled products; and training employees about WHMIS, labels, MSDSs and the handling procedures required.

Says Waldman, "The success of our WHMIS program depends on every employee. Our training begins soon and I encourage all

employees to attend and participate in a session."

WHMIS was the subject of this year's Canadian Occupational Safety and Health Week, which took place in June. As part of our participation in COSH week, we recognized three areas of Dairyland Foods that had accident free records in 1988. The Armstrong plant, the Smithers branch and the Sperling Lab each received a letter of congratulations from

general manager David Coe. Each area also received a plaque.

COSH week, says Waldman, is meant as a focus on safety awareness. "This awareness must continue daily to reduce workplace accidents, injury and the associated lost time of Dairyland Foods employees."

He notes that a safe and healthy attitude at work means better quality of life on the job and at home.



Ken Waldman (left), coordinator of health and safety, presents plaque for Sperling lab's safety record to assistant lab manager Kent Giles.

P.G. work continues

The integration of former Palm production facilities with existing Dairyland Foods facilities is proceeding quickly and on schedule. The conversion and modification of the former Palm facility in Prince George is particularly noteworthy, as our two other facilities there will soon be merged with it.

Originally, the Dairyland Foods area depot was our only facility in that city. With the purchase of Fraser Maid Dairy in December, 1987, we added a processing plant to our operations.

After purchasing the mainland B.C. operations of Palm Dairies in April this year, we had three facilities in Prince George.

To make our operations more efficient, Dairyland Foods is in

the process of integrating our three Prince George locations into one.

Engineering supervisor Tom Bennett notes that the conversion is proceeding on schedule and "will result in an efficient, smooth running, dedicated white milk facility by the end of July."

He explains that the process involves three phases. The modification and conversion of the former Palm plant makes up the first two stages, a task scheduled to be completed by the end of June. The plant was shut down at the end of May to modify existing equipment and facilities. Most of the equipment from the depot and the Fraser Maid plant was taken to the Palm plant in June.

The third phase involves shut-

ting down the Fraser Maid plant completely by early September. During this final phase, the rest of the equipment will be moved to the former Palm facility and will be incorporated into operations there, completing the move.

Quality Improvement Team formed

A Quality Improvement Team has been formed at Dairyland Foods as part of the PDQ (Participating in Dairyland's Quality) process. The purpose of this team, which was formed in May, is to plan, provide awareness and coordinate the implementation and maintenance of the Quality Improvement Process (QIP).

The team is made up of: Ron Brown, Lozells plant manager; Tom Bastable, manager, credit department; Don McLellan of general accounting; Reuben Thiessen, purchasing manager; Kent Giles, assistant lab manager; Warren Tompkins, traffic coordinator; Maheb Nathoo, treasurer; Lorne Vallee, plant manager, Sperling; Tom Low, communications manager and quality facilitator; and Mike Dios, manager of business and development services.



All three of our facilities in Prince George are being merged with the former Palm facility there.

22nd Annual Safe Driving Awards

Safety record "remarkable"

Last year's driver safety record is "truly remarkable," said plant operations manager Russ Webb at the 22nd Annual Safe Driving Awards Dinner. The dinner, held in April at the Coquitlam Motor Inn, honoured Dairyland Foods drivers for their excellent safety record.

This year's dinner was attended by approximately 60 drivers, a number of distribution supervisors, guests from the Motor Vehicle Branch and FVMPCA president Peter Friesen. Distribution manager Peter Brennan hosted the event. Although not all award recipients were able to attend, 120 awards for 10 to 30 years of safe driving were awarded at the dinner. In total, for 1988, 344 drivers were given awards for one to 30 years of accident-free driving.

"I sincerely want to congratulate you on the job you're doing" Sheldon Nickel of the Motor Vehicle Branch told the gathering. He presented awards to drivers with 17, 18, and 19 years of safe driving.

In 1988, the Dairyland Foods fleet logged approximately eight million kilometres, with just 139 preventable accidents. This low preventable accident record continues a record of increased performance. Careful attention to standard safety procedures makes these commendable statistics possible.

Distribution manager Peter Brennan pointed out that the preventable accident rate for 1988 decreased from last year. "The record has improved each year over the last several," he noted.

In 1987 there was one preventable accident for every 57,000 kilometres of safe driving, while in 1988 the record was one preventable accident in 57,500 kilometres.

Special honours went out to Bob Blackwell and Ron Flash, who were the 1988 recipients of the prestigious "Million Mile Club" award. The award, sponsored by the Canadian Association of Fleet Supervisors and Good Year Canada, is given to drivers who have driven one mil-

lion miles (equivalent to 25 years of driving) with no preventable accidents.

FVMPCA President Peter Friesen presented the 20, 21, 22, 23 and 24 year safe service awards. Calling the 1988 record "en-viable," he commended the drivers for their diligence in adhering to safe driving practices.

Distribution manager Brennan notes that each time a Dairyland Foods truck safely arrives at its destination, our reputation for careful and diligent driving prac-

tices arrives with it. "Dairyland Foods drivers have shown a consistent increase in their overall safety record and in their concern for upholding this reputation."

Says Brennan, "Their year-round commitment to safe and responsible driving has resulted in a continuous decrease in the number of preventable accidents over the past four years. Dairyland Foods drivers have earned an unparalleled reputation — a result of their dedication and commitment."



Thirteen, 14, 15 and 16 year award recipients and presenter (left to right): Ted Moore (16); Keith Jackman, superintendent of motor vehicles; Kevin Price (14); Reg Long (15); Don Mackay (16); Bob Burden (13); Dave Gibbs (13); Les Dewey (14). Not Shown: (13 years) Lloyd Bates, Ron Burr, Jake Dyck, Dave Ellis, John McColl, Harvey Murray, Jeno Potornay, Joe Sampson, John Simons, Randy Smith, Sandra Smith, Lorne Walkey, Harry Willms, Rick Worsley; (14 years) Jim Armstrong, Joe Bisschop, Tony Jongeddyk, Gunter Manke, Robert Mitchell, Dave Moore, Greg Singleton; (15 years) Mike Dickson, Wayne Jackson, Pete Karsten, Bob Lawes, John Osterberg; (16 years) John Chase, Victor Dick, Gus Gillespie, Tom Greer, Ed Hopko, Jim Janson, Dick Johnston, Brent Middleton, Pat Warwick, Rudy Zimmerman.



Ten, 11 and 12 year award presenter and recipients (left to right): Plant Operations Manager Russ Webb; Norm George (11); Richard Redding (12); Mike Rudd (11); Stan Parker (12); Doug Parker (12); Bob Rooney (11); Jim Masterman (12); Guy Martel (12); Ben Christiansen (10); Brian Hilleren (10). Not shown: (10 years) Dean Mayfield, Harry Neufeld; (11 years) Ron Coleman, Robert Kennedy, Wayne Kerr, Larry Muirhead; (12 years) Sam Chin, Garry Doerksen, Mike Fowler, Gary Lawrence, Ken Miller, Dave Mitchell, John Morton, Gord Plastow, Karl Springer, James Thompson.

Tractors good value

The Dairyland Foods fleet upgrading program continues with the arrival of several Kenworth T-800 tractors — the first Kenworths in the fleet. This model is "the Cadillac of tractors," says fleet manager Ed Walmsley. "They're considered the best tractor and they have the best resale value of any tractor on the market."

"These tractors," says Walmsley, "are also known for having low maintenance because they're very well built." In addition, they have better fuel economy than the tractors they're replacing.

Each tractor is equipped with a 400 horsepower Cummins en-

gine and a nine speed Fuller transmission.

Distribution manager Peter Brennan says the fact that Kenworth guarantees the resale value in five years makes these the most cost effective tractors



New Kenworths arrive.

available to Dairyland Foods.

These Kenworth tractors decrease in value relatively slowly compared to other makes. When they are replaced after five years in the Dairyland Foods fleet, they will have a higher resale value than a comparable truck of a different make.

Eight Kenworths were delivered in May and June. They are being used throughout our distribution network, some as inter-branch haulers. Under the fleet upgrading program, now in its second year, the entire fleet will be replaced over a five year period. A variety of new equipment is scheduled for delivery throughout the summer and fall.



Twenty-six, 27, 28, 29 and 30 year awards presenter and recipients (left to right): Grant Tyndall, deputy superintendent of motor vehicles; Jack Scott (27); Doug McLellan (29); Don Cross (26); Gord Johnston (29); Malcolm Hayton (27). Not shown: Joe Gray (26); George Bartels (28); Richie Elvin (29); Vern Scott (30).



Keith Jackman, superintendent of motor vehicles (centre), presents million mile (25 year) awards to Ron Flash (left) and Bob Blackwell.



Twenty, 21, 22, 23 and 24 year awards recipients and presenter (left to right): Henry Reger (24); FVMPCA president, Peter Friesen; Ron Carmichael (24); Walt Harnett (23); Les Barnard (21); Al Hall (24); and Wade Schatz (20). Not shown: (20 years) Frank Storoshenko; (21 years) Jim Coleman, George Driediger, John Malm; (22 years) Gord Bremner, Norm Jago; (23 years) Ford Burrows, Don Hanson, Bruce Harker, Allan Young; (24 years) Dan Brayfield.



Seventeen, 18 and 19 year awards presenter and recipients (left to right): Sheldon Nickel of the Motor Vehicle Branch; Joe Rollheiser (18); Jack Gibson (18); Gerry Gulliford (17); Art Wagner (18); Andy Daoust (18); Ike Reddecopp (18); Art Clark (19); Larry Kostniuk (19); Ron Elliott (18). Not shown: (17 years) Gordon Brown, Harry Burke, John Grant, Lorne McCalum, Henry Penner, Jim Pummell, Tony Swain; (18 years) Murray Apps; (19 years) Bill Barnes, Jim Boyd, Harold Gross, Harvey Hewitt, Eldy McCuaig, Ed Novakowski.



Congratulations to Dairyland Foods employees celebrating their work anniversaries in June and July. Accumulated years include those with dairies that Dairyland Foods has purchased or merged with.

THIRTY YEARS

BURNABY — Art Jones, ice cream driver/salesman.

SARDIS — Don Hobbs, branch manager.

TWENTY-FIVE YEARS

BURNABY — Lyman Burton, shipper/receiver.

TWENTY YEARS

ABBOTSFORD — Bill Bush, separator operator.

BURNABY — Stan Parker, holiday relief driver; Dave Riley, home service supervisor; Nester Slywka, general accounting supervisor.

NANAIMO — Peter Bateman, branch supervisor.

PRINCE RUPERT — Jeno Portornay, driver.

Anniversaries



Don Hobbs



Lyman Burton



Art Jones

SMITHERS — Ed Novakowski, driver.

VERNON — Phil Vallee, dairy worker.

VICTORIA — Ernie Sankney, night shipper.

FIFTEEN YEARS

ABBOTSFORD — Merv Skalicky, pasteurizer.

BURNABY — Ken Arturs, wholesale driver/salesman;

Dennis Arychuk, route foreman; Ray Davis, machine operator; Gene Filiatrault, wholesale driver/salesman; John Genereux, wholesale driver/salesman; Norm George, driver; Dave Gibbs, driver; Kevin Hay, sales representative; Judy Kralj, packager; Byron Mitchell, wholesale driver/salesman; Don Picklyk, Purepak machine operator; Ron Weir, relief driver; Jamie White, wholesale driver/salesman;

Rick Worsley, driver; CAMPBELL RIVER — Randy Smith, route foreman.

SARDIS — Murray Leggatt, driver/salesman.

SMITHERS — Paul Contumelias, production worker.

VERNON — Pauline Cummings, general clerk.

TEN YEARS

ARMSTRONG — Preston Davis, dairy worker.

BURNABY — Bill Heath, driver; Daryl McNeill, relief driver; Mike Montgomery, driver salesman; Bob Neilsen, checker/loader; Bob Poirier, wholesale driver/salesman; Kurt Praxl, mechanic; Wayne Sartain, checker/loader.

CRANBROOK — Greg Ryter, driver/salesman.

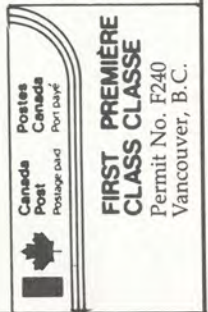
PENTICTON — John Becker, driver/salesman.

VERNON — Ken James, shipper.

VICTORIA — Mike King, driver/salesman.



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Condenser installed at Lozells

Our acquisition of the mainland B.C. operations of Palm Dairies has resulted in a number of changes in Dairyland Foods' operations.

One such change was the installation of a brand new ammonia condenser at Lozells. This condenser, which was installed in mid-April, replaced two older

condensers which were already used when they were installed at Lozells about 12 years ago. The two condensers that are now in place at Lozells — the brand new one and one that was not replaced — complete the refrigeration cycle.

Before the old condensers could be removed and the new one installed, the entire plant had to be systematically shut down two weeks before installation of the new condenser. The ammonia lines had to be purged before the welder could connect new pipes to the existing system. This controlled purge required three engineers and lasted for eight hours the night of March 30. Then, the new condenser valves were welded into place.

This job was done two weeks before the new condenser arrived to avoid production down time. The freezers remained cold enough to keep product frozen until the system was back up and running 24 hours after this portion of the job was complete.

Paul McLain, chief engineer (Sperling/Lozells), notes that ammonia is traditionally used for industrial refrigeration needs because it's less expensive than freon, which is used in household refrigeration systems.

As well as being more economical to use than freon, ammonia refrigeration systems also freeze product harder — a boon where ice cream is concerned. Another bonus is that this quick freeze produces minute ice crystals, resulting in a creamy-smooth product.

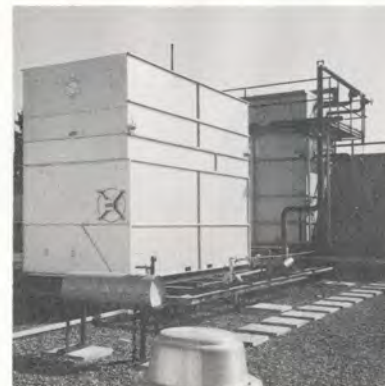
McLain notes that the net result of the new condenser "is that the overall operation requires less electrical energy and makes

the whole plant more efficient."

Prior to our purchase of Palm, Palm ice cream had been shipped from the Palm Edmonton plant, where it was produced, to the Palm Annacis operation for distribution. As a result of the purchase, the ice cream that had been produced in Edmonton for distribution in mainland B.C. is now being produced at Lozells.



Out with the old condenser...



... and in with the new.

New appointments

Mike Bissell has been appointed product manager, Armstrong Cheese, effective May 15.

Dick Huggett has assumed the position of product manager, UHT, effective May 15. He continues in the capacity of marketing manager, Armstrong Foods Ltd., a joint venture involving the four western cooperatives manufacturing and marketing process cheese in western Canada.

Colin Harris has been named project manager for the Elten warehouse, effective June 2.



Dick Huggett



Mike Bissell

Lalonde wins derby



Lawrence Lalonde (left), cheesemaker at Abbotsford, receives the 1989 FVMPA Steelhead Derby Trophy from last year's winner, Chris Price. Lalonde won the trophy with a catch weighing 6.98 kilograms. Price took second place with a catch of 5.63 kg and John Kinisky took third place with a 5.61 kg catch.



DAIRYLAND FOODS NEWS

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Publications Assistant: Judy Schlachter
Contributing Writer: James Glave

Special thanks to everyone who contributed to this issue of DF NEWS.

B.C. stays in national plan

Dairy industry says no to opt-out

On July 27, the Government of British Columbia announced that it would not be pulling this province out of the National Milk Marketing Plan.

In a carefully-worded statement, provincial agriculture minister John Savage announced that Cabinet had accepted the recommendations of a specially-appointed Task Force on the B.C. Milk Industry. Specifically, Cabinet had agreed to stay in the national plan, to accept a Canadian Milk Supply Management Committee (CMSMC) proposal to increase B.C.'s industrial milk quota by 5.9 per cent, and to consider ways of improving the existing system.

The announcement was a landmark for the B.C. dairy industry, for had we chosen to opt out it is likely that the system of supply management under which we currently operate

would have become unravelled.

The status of B.C.'s dairy industry has been a political issue for several years. At the root of the problem is our share of the

"The status of B.C.'s dairy industry has been a political issue for several years."

national quota for industrial milk, or market share quota (MSQ). Industrial milk is the milk used to manufacture non-fluid products such as yogurt, ice cream, cottage cheese, cheddar cheese, butter and powder.

Since re-entering the National Milk Marketing Plan in 1984, B.C. has held less than four per cent of the national MSQ, even though our share of the national population is now approximately 12 per

cent. (We did opt out in 1983 but re-entered the following year when we were given an opportunity to increase our quota.)

It is generally agreed that B.C. should have access to more MSQ. The problem, however, is that as it is currently structured (i.e., in Canada we produce only as much milk as we consume), the Canadian dairy industry cannot increase one province's MSQ without imposing a decrease on one or several other provinces. This simple fact, along with an array of factors — some technical and some political — has made the industrial milk issue a hot potato in Victoria.

Repeated efforts to negotiate a more equitable deal for British Columbia have invariably resulted in small gains. Frustrated by this slow progress, the provincial government announced al-

most two years ago that unless a suitable arrangement could be worked out, B.C. intended to leave the National Milk Marketing Plan.

After a couple of deadline postponements, the province finally tabled a formal opt-out proposal and an alternate industrial milk marketing plan on June 12. Producer representatives imme-

"It is generally agreed that B.C. should have access to more MSQ."

diately rejected the proposal. Faced with this reception, the government appointed the Milk Industry Task Force to consider the most appropriate course of action.

Throughout most of July, the Task Force heard some 150 sub-

missions from producers, processors, consumers and related industries. The overwhelming message was that B.C. should stay in the national plan to preserve and build upon the stability that has been attained over the last three decades. Given the choice, the industry preferred to continue to participate in a national scheme.

The government's decision to accept the Task Force recommendation was welcomed at Dairyland Foods. Many FVMPCA producer-members made presentations to the Task Force to persuade the government to abandon its opt-out proposal.

As for the additional milk that becomes available to Dairyland Foods from our member farms under the CMSMC offer, virtually all of it will be directed to our cheesemaking operations in Armstrong and Abbotsford.

Palm progress addressed at walkabout

Employees showed a keen interest in progress with the Palm acquisition during general manager David Coe's recent walkabouts. He addressed numerous employee enquiries made at the walkabouts at the Sperling, Luzzell and Abbotsford branches during June and July.

Comparing the challenges of the Prince George merging operation to "putting 11 pounds of flour into a 10 pound sack," the

general manager emphasized that "we all got through the Palm acquisition with flying colours."

Two senior managers accompanied Coe on his walkabouts — plant operations manager Russ Webb and business development and services manager, Mike Dios. The pair offered additional insight and comments, answering questions about Dairyland Foods' operations.

The general manager de-

veloped the walkabout program several years ago, responding to a need for open and direct communication within Dairyland Foods.

Coe's agenda for this most recent set of walkabouts included the Dairyland Foods Quality College. He explained that the major phase of education is well underway. Calling the Quality Improvement Process a "key effort to position Dairyland Foods for the world ahead," Coe stressed that "it's great to see so many people involved in the process. There's a good sense of enthusiasm about it."

He also responded to questions concerning the Dairyland Automated Warehouse System (DAWS, formerly known as Elten).

"The software that will run the warehouse is being tested at Sperling," he said. Also underway is a subsequent computer simulation of the warehouse which will help to determine how the DAWS can be organized most efficiently to optimize the system as our business grows.

Mike Dios explained that the warehouse will be used as a bulk fluid storage area over the Thanksgiving weekend.

"It will take the holiday weekend strain off our regular storage and distribution channels," he explained.

Russ Webb responded to questions concerning progress at our new Annacis Island plant. "Although we're concentrating on the automated warehouse and on the Prince George integration, we may see all of our UHT equip-

ment moved to the Annacis plant by the end of this year or the beginning of 1990."

The Annacis Island plant is slated to become a dedicated UHT facility (see story page 2).



General manager David Coe (right) illustrates a point at the Sperling offices during a June walkabout as plant operations manager Russ Webb looks on.

Campaign the United Way

The annual Dairyland Foods United Way campaign begins October 16. For two weeks, until October 27, the United Way Campaign Committee, made up of Dairyland Foods employees, will be working to generate awareness of the United Way and to raise money for this charity.

The United Way has been in operation since the 1930s. It is an umbrella organization which includes dozens of agencies, such as the Alzheimer Society of B.C., B.C.'s Children's Hospital and the Cancer Research Centre. The Canadian Red Cross Society is the United Way's campaign partner.

Last year, Dairyland Foods employees contributed more than \$12,000 to the United Way. In addition, the company made a corporate donation.

This year's committee members are Jim Defries, Annette Funk, Brian Halverson,

Evelyn Hortobagyi, Pam Moorside, Maheb Nathoo, Tom Greer, Grace Hahn, Daryl McNeil, Dianne Miolla, Ruth Morrison and Charlotte Demoskoff.

Loretta Law, a pro-



United Way

grammer/analyst at Sperling, is the chairperson for this year's committee.

Says Law: "We're looking forward to another successful campaign this year."

Information about the United Way and the Dairyland Foods campaign will be distributed to all employees.

Odds 'n Ends

CSB time again

Canada Savings Bonds time is fast approaching. Employees will have the opportunity to purchase compound interest CSBs again this year through payroll deductions — the only way to buy CSBs in instalments. Watch the bulletin boards in your area for more information.

And once you've purchased a CSB, make a habit of checking it every October. This year, Series 37, issued in 1982 and worth some \$4 billion in principal, comes due November 1. These bonds will not be earning any interest after that date. You can keep

that money working for you by reinvesting it in this year's issue.

As in 1988, November 1 will be the last day Canada Savings Bonds can be bought for cash without having to pay accrued interest. CSB purchases made on the Payroll Savings Plan will not be affected by the November 1 deadline, however. Employees have until November 15 at the latest to make a decision to buy through payroll deductions. Interest on CSBs purchased through payroll deductions is earned on the full face value of the bond right from November 1.

Factory fresh



Fresh from the factory, a new shipment of 24 foot dual temperature, dual tandem trucks arrives at Dairyland Foods as part of the fleet upgrading program. The six trucks are the first of their type in the Lower Mainland. The truck shown here was the first arrival. It is based in Sechelt.

PDQ newsletter

A new newsletter, designed to create awareness about the PDQ process at Dairyland Foods, is being produced on a bi-weekly basis.

Warren Tompkins, traffic coordinator and a member of the Quality Awareness Committee, is coordinating the publication, which is called *doing it right*. "We want everybody to be aware of what's

going on with the PDQ process. PDQ is something that all employees are going to be a part of."

The first issue, completed in mid-July, was distributed to all employees at Sperling. Subsequent issues are for distribution to employees who are participating in or who have completed QES (Quality Education System) training.

WHMIS in classroom



Ken Waldman, coordinator of health and safety, instructs a class of Dairyland Foods employees in the role of WHMIS (Workplace Hazardous Materials Information System) at Dairyland Foods. Waldman taught seven, three hour classes in July — a total of 170 students, mainly employees who work in the Sperling and Annacis plants. He will continue teaching in the fall, with classes at Sperling, Lozells, Smithers, Prince George, Courtenay, Abbotsford and Vernon.

Annacis, Sperling to change dramatically

The Annacis and Sperling production facilities are in for some dramatic changes in the months ahead.

"Our new Annacis Island plant is the focus of one of the most ambitious projects ever undertaken by Dairyland



Earl Jones, a dairy worker/packager, loads one litre cartons of apple juice onto a pallet at the Annacis Island plant.

Foods," explains plant operations manager Russ Webb. The plant will be converted into a dedicated Ultra High Temperature (UHT) production facility by next year.

The operation will involve moving all the UHT equipment from Sperling to Annacis Island and upgrading existing Annacis production facilities in the process. New channels of distribution based around the Annacis plant are also being considered.

Webb notes the enormous challenges of the moving and conversion process. "The equipment will be trucked out one piece at a time — a lengthy operation requiring months of preparation and coordination."

Two UHT fillers, purchased as part of the Palm acquisition, are currently in operation at the Annacis plant while the details of the project are being developed.

Webb explains that the equipment-moving process will begin early in 1990 and continue for several months. He adds that before the move is complete, the two UHT fillers at Annacis are to be replaced by one faster machine.

"We'll likely find ourselves with a surplus of production floor space at Annacis even after the move," says Webb. "This allows us the opportunity for even further future projects and developments at the plant."

One such project under consideration is developing new specialty UHT products. As Webb explains, "we could be seeing a multitude of new UHT products coming out of the Annacis plant."

Dairyland Foods marketing manager George Hrennikoff is enthusiastic about the possibilities. "We have the expertise and advantages over other companies in UHT equipment," he notes. "There are certainly new

products and new opportunities in this area."

The floorspace at Sperling that will be available once the UHT equipment is relocated to Annacis will allow us the opportunity to re-assess our cultured products lines. Equipment used for producing and packaging cultured products, such as yogurt, sour cream and cream cheese, is scheduled to be repositioned within the Sperling production area to improve efficiency.

"Our cultured products area is currently a little on the cramped side," explains Sperling plant manager Lorne Vallee. "With the UHT equipment moved to Annacis, we could conceivably redesign our cultured products area,

which would enable us to reduce product losses."

Vallee added that the move will mean "taking a completely new look at the cultured product requirements we have now and will have in the future. The prospects are really exciting."

Distribution channels may also be affected by the development of the Annacis plant. "A rail spur passes just outside the plant fence," explains Webb. "There are tremendous opportunities for using that rail access." For example, juice concentrates could be shipped in to the plant by rail from around North America. Once processed and packaged, product could be shipped out.



Holiday relief dairy worker/packager Terry Bunke splices paper rolls together on the one litre filler at the Annacis plant.

Truck Roadeo

Dairyland Foods made an impressive showing at this summer's B.C. Professional Truck Driving Championships, also known as the B.C. Truck Roadeo, which was held in Cloverdale.

Despite the heat, five Dairyland Foods competitors placed in the top three in their categories. This year's team was made up of Ron Bjarnason, Jim Masterman, Dennis Arychuk, John Chase, Terry Hughes, Guy Martel and Bob Day. All are home service drivers, with the exception of Bob Day, who is a UHT forklift operator.

Our team achieved two first place wins this year with Ron Bjarnason capturing the Walk-in-Van title and Bob Day winning the forklift competition.

Three third place wins were

also brought home. These were achieved by Jim Masterman in Walk-in-Van, Terry Hughes in Straight Truck and John Chase in the Straight Tandem competition.

Sperling safety supervisor Doug Wilson assisted with organizing and judging the Truck Roadeo again this year, as he has since 1972. Despite falling short of the team trophy, Wilson is pleased with the team. "It was a really good showing; the team did really well in the face of some tight competition."

Sponsored by the Canadian Association of Fleet supervisors, the Truck Roadeo is designed to give professional truck drivers a chance to compete against each other on a standard, pre-determined course.

Annual picnic a hit

Hundreds of Dairyland Foods employees enjoyed the warm weather at Hume Park in New Westminster July 23 at the annual employee picnic. Kids' races, face painting, baseball, prize draws, plenty of food and the incredibly popular dunk tank made the event a success. The good turnout and the well-organized events were the culmination of weeks of planning by a special employee committee that organized the picnic. The committee was made up of Tracy Vogel, Chris Strange, Ursula Cempel, Betty Peevers, Sue Carlson, James Glave and Ruth Morrison. In addition, dozens of employees helped out with events at the picnic. But perhaps a letter from a young guest sums up the general feelings towards the picnic better than anything else:

To the people that did the Dairyland Picnic:

Thank you for the bike. I like riding it with my friends. Your picnics are always fun. The dunk-tank was great.

From: Kathy Marston (winner of a BMX bike in the kids' prize draw).



(Left) Programmer/analyst Loretta Law helps a friend hand out balloons. (Centre) Patrick Conley is presented with a ribbon by customer service clerk Pat Diel after a successful race. (Right) Patrick Zeller enjoys getting his knee painted by volunteer face painter Casey Cempel.



Going ...



Going ...



Gone!

Splash down! Human resources manager Grant Mebs becomes another dunk tank victim. Other victims were Randy Williamson, general sales manager; Colin Harris, DAWS project manager; Doug Wilson, safety supervisor; Ed Kwan, employee/industrial relations coordinator; Denise Loncarich, administrative assistant and Sue Carlson, customer service supervisor.



Electricity costs are down by up to 65 per cent at the Sperling offices, thanks to a new energy efficiency program. The program centres around fluorescent light reflectors and multiple-use high efficiency motors (HEMs).

"It boils down to more money in the bank" observes Dairyland Foods maintenance supervisor Lui Farina, who heads the program.

The advanced design of the new Silverlux (TM) fluorescent reflectors concentrates light downward. Previous fixtures lost much of their light through absorption at the ceiling level.

As a result of this reflection, fewer and less powerful fluorescent tubes can achieve the same as or better light levels than before. Some areas of the Sperling offices are now lit with 34 watt tubes instead of the previous 40. In addition, only half as many tubes are needed to do the job.

"When you think of how many fixtures we've got running around the clock, we're saving a fortune," Farina says.

Cooler-running ballasts were installed at the same time as the new reflectors, saving even more

Reflectors save

dollars by lowering air conditioning costs.

Farina began the program in February, when he experimented with the reflectors and high effi-

ciency Watt Miser (TM) fluorescent tubes in the Sperling garage and workshop areas. After observing drastic reductions in energy expenditures, he began the

upgrade program.

"We're not only reducing our energy costs dramatically," adds Farina, "but the employees seem happier with the softer, brighter light as well."

Accounts receivable supervisor June Burgess works under the new lighting. "The new lights did make a big difference," she says. "They're much easier to work with."

Angie Taverna, a cash poster in accounts receivable, agrees. "Previously there were areas where the glare made working difficult. But the new lighting is great."

High efficiency motors (HEMs) are the other facet of Farina's efficiency program. Existing motors throughout Dairyland Foods' operations will be replaced with HEMs as required.

"Any motor which fails now will be immediately replaced by an HEM," Farina explains.

Already, approximately 165

horsepower worth of HEMs are in place at Sperling.

HEMs offer energy savings by reducing heat loss, decreasing the load on the transformers powering them, and improving the power factor, which is a measure of efficiency. The motors are used in various areas, such as compressor and engine rooms, warehouses and the Dairyland Automated Warehouse System.

Although as yet no energy efficiency study exists on the Dairyland Foods HEMs, Farina notes a significant improvement. "It will be interesting to compare energy efficiency now and after the HEM upgrade program is complete" Farina says. "The figures will show us what we were missing out on with the older motors."

Although the Silverlux reflectors and HEMs cost more at the outset than the types previously used, Farina estimates they will pay for themselves within a couple of years. Some of the cost of the new reflectors and tubes was offset when Farina sold the fixtures they replaced.



Installed Silverlux reflectors at the Sperling offices create a brighter, softer light.



Congratulations to Dairyland Foods employees celebrating their work anniversaries in June and July. Accumulated years include those with dairies that Dairyland Foods has purchased or merged with.

THIRTY YEARS

BURNABY — **Ron Flash**, home service holiday relief foreman.

TWENTY-FIVE YEARS

BURNABY — **Al Diwert**, UHT forklift operator; **Pat Lysiuk**, data control clerk; **Tony Swain**, home service driver/salesperson.
VERNON — **Barry Bruce**, clerk.

TWENTY YEARS

ABBOTSFORD — **Bill Barnes**, holiday relief driver/salesperson; **Jackie Bax**, packager; **Gabe Kessler**, shipper; **John Kiniskey**, holiday relief shipper.
BURNABY — **Dave Dixon**, home service driver/salesperson; **Ed Fischer**, shift engineer; **John Niemi**, checker/loader; **George Ritnosik**, butter maker; **Barb Snider**, creamer packager.
LOZELLS — **Gino Gasbarro**, CIP chargehand.

Work anniversaries



Ron Flash



Al Diwert



Pat Lysiuk



Tony Swain



Barry Bruce

FIFTEEN YEARS

ABBOTSFORD — **Harold Karr**, cottage cheese maker
BURNABY — **Larry Egely**, home service holiday relief driver/salesperson; **Bob Fowler**, checking/loading superintendent; **Charlene Foxcroft**, consumer services assistant; **Ron Ickert**, tetrapak operator; **Terry Jeffery**, assistant checking/loading foreman; **Grant King**, dairy worker; **Kaz Kostrzycki**, dairy worker; **John Lundgren**, home service holiday relief driver/salesperson; **Todd McCulloch**, wholesale holiday relief driver/salesperson;

Brian Moore, gasti operator; **Don Offutt**, wholesale holiday relief driver/salesperson; **Les Sansome**, checker/loader foreman; **Sandy Smith**, home service holiday relief driver/salesperson; **Chuck Whittle**, holiday relief production.

CACHE CREEK — **Jeff Thompson**, driver/salesperson.
CAMPBELL RIVER — **Joe Beblow**, driver/salesperson.
KAMLOOPS — **Wally Walcer**, driver/salesperson.

PRINCE GEORGE — **Don George**, wholesale driver/salesperson.
PRINCE RUPERT — **Maurino Ruperto**, driver/salesperson.

VERNON — **James Burke**, driver/salesperson; **Gordon Lider**, chargehand.

TEN YEARS

BURNABY — **Tony DeMedeiros**, checker/loader; **Ron Foisy**, wholesale driver/salesperson; **Deborah Ickert**, dairy worker; **Ken Kerr**, wholesale driver/salesperson; **Irene Kirkman**, gasti packager; **Sandy Lazosky**, cash poster; **Randy Meise**, home service relief driver.
COURTENAY — **Gordon Gage-Cole**, checker/loader.
PORT ALBERNI — **Cecil Wool-**

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verton, wholesale driver/salesperson.
PRINCE RUPERT — **Mark Russell**, driver/salesperson.
SMITHERS — **Klaus Mueller**, driver/salesperson.
VERNON — **Ron Potts**, maintenance chargehand.

New appointments



Joe Dolnik



Ron Harvey



Tom Galinas

Anthony Au has joined Dairyland Foods as a computer programmer/electrical engineer in the Maintenance and Engineering Departments.

Kamie Blair has assumed the position of administrative assistant in the Human Resources Department.

Joe Dolnik has assumed the position of corporate planning manager, effective July 4. Previously at the Palm An-

nacis facility, he has relocated to the Sperling branch.

Tom Galinas has been appointed plant supervisor, Nelson. His background is in quality control and he has six years experience as production foreman at Sperling.

Ron Harvey has been appointed to the position of Regional Operations Manager. He now works out of the Anacis facility.



Down to business

Working with government is an increasingly important part of doing business. Over the past five years, Dairyland Foods has played an active role in improving communications between political decision-makers and the dairy industry. Here, general manager David Coe (right) discusses industry matters with federal agriculture minister and deputy Prime Minister Don Mazankowski.

Our mistake

The June/July issue of DF NEWS contained a report about the new Quality Improvement Team which was formed as part of the PDQ process. Bob Cooper, manager of senior chain accounts, was not mentioned as being a team member. He is, however, a member of the QIT. His name was omitted in error. We apologize for any inconvenience caused by this omission.

Retirees



Bill Heath, plant superintendent, Delair, retired June 30 after eight years service.



Jim Short, combination driver/salesperson, Kamloops, retired July 24 after 24 years service.



DAIRYLAND FOODS NEWS

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Publications Assistant: **Judy Schlachter**
Contributing Writers: **James Glave, Dan Wong**

Special thanks to everyone who contributed to this issue of DF NEWS.

Kicking off

It's hardly something you'd do every day. Yet Dairyland Foods wholesale distribution manager Bill Osborne likens the ceremonial kick off for the July 4 B.C. Lions game to "a walk in the park."

The preseason game, which the Lions won 30-13 over the Saskatchewan Roughriders, marked the opening of another season of pro-football sponsored by Dairyland Foods.

Osborne, who "didn't notice" the crowd of 38,000 enthusiastic

fans, represented Dairyland Foods in the once-per-season traditional kick off. He was one of 10 sponsor-representatives to take part in the game opening.

"We've sponsored the Lions for close to 20 years now," explains marketing services manager Don Winton. "This year we're also involved in sponsoring the Canucks, Vancouver 86ers and Canadians Baseball."

As a special offer, 1,000 complimentary tickets went out to Dairyland Foods employees, their friends and families.

After four years, cost savings program still going strong

Ideas give EXPO a boost

EXPO, Dairyland Foods' program to generate cost savings, has been given a new boost of energy with more than 30 new ideas, brought forth at an August meeting.

Mike Gallagher, controller and EXcellence through Planning and Organization task force chair, says that although the program is in its fourth year, the wave of ideas that keeps the program going rises and falls. By last summer, the task force was running short on ideas.

"You get a few successes and it takes off, but then it reaches a plateau."

Last July, each task force member in the Lower Mainland was asked to nominate two people to bring along to a breakfast meeting held August 31. This meeting resulted in a number of new cost saving ideas. In addition, Gallagher travelled through the regions to review successes and to seek further savings.

Overall, Gallagher says, the EXPO story is one of success. "I never imagined that we would get so much out of it or that it would run for so long."

But the program did last. In

1988, satellite task forces were established, chaired by the original task force members. In addition, about 40 mid-managers became involved. That was a record year for new ideas.



Mike Gallagher

"We found that many cost saving ideas needed only approval to implement," says Gallagher. He notes, too, that our capital expenditures have been directed at

high payback projects, such as the installation of two Wincanton towers in Armstrong for a more efficient method of producing blocks of cheese, and the cooler and freezer expansion in Prince George, which will put all of our operations there under one roof.

To date, almost 500 ideas have been considered. Although about 90 have been rejected because they were not feasible or cost effective, the success rate has been an incredible 85 per cent. Clearly, cost saving ideas are worth pursuing.

Gallagher says that when counting EXPO successes, it's difficult to know where to begin, but EXPO has touched operations throughout the company.

One of our most recent and perhaps noticeable cost saving efforts has been to change the packaging for creamer cups. This new packaging made its debut in August. The taller, slimmer cups have a better seal than the cups they're replacing and the cost of packaging for this product has been greatly reduced.

Other EXPO savings include:

- the use of low energy lighting in office areas;

- examining purchasing costs and finding the best-value suppliers for the company's needs;
- automating routine clerical tasks with micro-computers and reducing paper work;



New creamer cups mean cost savings for Dairyland Foods.

- producing price lists internally;
- recycling vehicle air cleaners.

Gallagher emphasizes the need for employees throughout the company to let supervisors and managers know where costs can be reduced.

"It's the people making the deliveries, operating equipment in the plant and working in offices

who have the best opportunity to see where we can save on costs."

He also noted that "It is essential that we recognize the achievements of and express our thanks to people who have contributed to EXPO's success."

To try to keep the flow of new ideas constant, the current EXPO task force members each head up a satellite group of people from their own areas to focus on cost savings. Peter Brennan chairs the distribution group, Russ Webb handles plant operations, Ron Harvey, regions and Mike Gallagher, offices. John Loughheed and Ted Brownson co-ordinate and track the savings.

Gallagher notes that many employees have contributed to EXPO and says he is looking forward to more success stories.

Gallagher stressed the need for all cost savings, no matter how small they seem.

"Many people have worked hard to grind out a relatively small saving. But those small savings add up to a significant figure."

He encourages people to keep those ideas coming.

Cranbrook, PG upgraded

Renovations to our operations in Cranbrook and Prince George are continuing as planned.

Engineering manager Tom Bennett notes that in Cranbrook, "we're doubling the freezer and cooler space, increasing the office area and putting in a five bay loading dock." The new dock that is being built at the rear of the Cranbrook depot will replace the old dock at the front of the building which has four "makeshift" bays.

Although Dairyland Foods has owned the Cranbrook branch, which was built in the late 1960s and is our largest-volume depot, since acquiring NOCA in 1983, our acquisition of the mainland B.C. operations of Palm Dairies saw an increase of sales in the area. The volume of product being shipped through Cranbrook has increased by more than 30 per cent.

Branch manager Wayne Brown says the renovations will "basically double the size of the depot." And, he says, the changes are welcome ones. In addition to the increased cooler and freezer space, the office area is being enlarged and a driver's room is being added. "The staff here will be a lot happier once these renovations are complete. We really need the extra room."

General office clerk Claudine Knox commented, "knowing that this expansion is underway has been a real boost for everyone."

The renovations should be completed by December.

In Prince George, the amalgamation of three facilities into one is nearly finished. The Fraser Maid plant, which Dairyland Foods acquired at the end of 1987, was completely shut down by the end of October. The two milk silos from Fraser Maid are to be moved to our Prince George plant, which we acquired when we purchased the mainland B.C.

operations of Palm Dairies. Although our Prince George depot continues to operate, it is scheduled for closure by the end of November.

When all the renovations are finished, our Prince George plant will be our only facility in that city. It is a white milk plant. Bennett notes that since we acquired Palm, production at our Prince George plant has increased because of greater sales volume.

The processing portion of the Prince George facility is finished. It mainly involved installing equipment from the Annacis plant, which included a homogenizer and a High Temperature Short Time system. The existing cooler and freezer are being converted into one cooler and a brand new freezer is being built.

Regional manager George Thom noted that three loading

see PG page 2



In Prince George, construction employees build foundation for ice builder, which is used during production in the day and to make ice at night.

Quality policy

As part of our Quality Improvement Process, a Quality policy, written by the Quality Improvement Team, has been adopted and endorsed by the senior management group. Tom Low, Quality facilitator, says this policy is intended to make the objectives of Dairyland Foods clear to all employees.

"At this stage in our journey towards Quality, a well-explained policy is necessary," says Low, "because we are still in the process of learning just what 'Quality' means."

He added that in the future, our policy may be only a few words. For example, B.C. Tel's policy reads, "Quality. It's a way of life," while Ford uses "Quality is job one."

The policy adopted by Dairyland Foods reads:

"Dairyland Foods is committed to quality by consistently conforming to the requirements of our internal and external customers. We will provide defect-free, competitive products and services on time, every time."

Logo idea winner

All entries for the Dairy Industry Credit Union's (DICU) logo idea contest are in — with the top prize going to Loretta Law, a programmer/analyst at Sperling. Law's idea, however, is still under wraps. The DICU plans to publish it in a future issue of the credit union's newsletter — Making Cents.

Law's was one of about 50 entries in the contest, entitled Help! We need your ideas! The contest closing date was September 29. As DICU assistant manager Rob Conley explains, the contest was a way of looking for an idea for a logo, not to come up with an actual logo. The credit union's current logo — a stylized barn — has been in use for about 10 years. Conley notes that the credit union decided it was time for a change.

For her efforts, Law won a weekend trip for two to the Delta Mountain Inn in Whistler. She enjoys skiing and says she is looking forward to the trip. Law noted that "it was a bit of a surprise" to win the contest, adding that she has always enjoyed drawing and designing.

Second prize winner, Drew Keilback, who works for the Canadian Broadcasting Corporation, won a certificate for



Loretta Law

tickets to the Arts Club Theatre in Vancouver and a certificate for dinner for four at Mulvaney's Restaurant in Vancouver. Brad Smith, a freelance graphic designer, won four tickets to the Vancouver Canucks/L.A. Kings game to be held in Vancouver, November 26 at the Pacific Coliseum.

Sixteen-year-old Chris Antifaef took first place in the junior category (under 19). He won a Nintendo video game. All other junior entrants were awarded gift certificates to a Cineplex/Odeon theatre.

The contest was open to all DICU members and employees in the dairy industry and their immediate families.

New slice for HS

There's something new on the back of Home Service trucks. Since mid-October, Home Service customers have been able to order sliced loaves of white or 100 per cent whole wheat Country Harvest bread, produced by Weston Bakeries Ltd. So now, along with the dairy products, juices and other grocery items that our Home Service staff normally delivers, customers can also stock up on an ingredient that's a staple for school and office lunches and for those crisp fall mornings when French Toast is just the thing for a hearty breakfast.

The 675 g, wide pan loaves contain no preservatives, notes Martin Minshall, manager of Home Service. Min-

shall says that bread is a product ideally suited for selling through Home Service because it's "one of the items, along with milk, that customers run out of most often and have to make special trips to the store for."

Adding bread to our list of



Home Service items, adds Minshall, means that our Home Service operation is now that much more diversified, increasing the efficiency of the service.

Ventilation upgraded

The control system for heating and ventilation at the Burnaby offices has just been upgraded. (At press time, the work was scheduled for completion at the end of October.)

As engineering manager Tom Bennett explains, the offices were originally constructed under an open plan design 25 years ago. Over the years, however, as the need for private office space increased, walls were added and port-

able room dividers were brought in. These additions mean that the flow of air, as it was originally intended, was impeded. As a result, the heating and ventilation system no longer functioned as efficiently as it once did.

The upgrade, Bennett says, should result in improved air circulation in the office area and should also provide better control of the system.

Annacis in midst of change

Our Annacis Island production facility is in the midst of extensive renovations. The plant is being transformed into a dedicated Ultra High Temperature (UHT) facility.

Changes to the Annacis Island plant began almost immediately after our purchase of the mainland B.C. operations of Palm Dairies in April. Shortly after, all Annacis fluid milk production was moved to the Burnaby plant, ice cream production was moved to Lozells and cottage cheese production was moved to Abbotsford. By the end of September, the last of Annacis production — UHT — had been transferred to Sperling and the Annacis production facility had been completely shut down. All UHT production is taking place at Sperling until the Annacis facility is ready for production in the spring.

Process engineer Bruce McFarlane, who is overseeing the Annacis project, says that once the renovations are complete, the Annacis plant will be a "state of the art aseptic processing operation."

The first phase of renovations involves lowering the plant floor in the storage areas. In the finished product storage room, the floor is to be lowered 20 centimetres. This renovation means that the room's storage capacity will be greater, since the height of the room will be increased from four pallet loads to five. The resulting increase in storage space will be approximately 180 pallets.

In total, about one-fifth of the plant floor is to be redone because the floor is not in satisfactory condition. The existing floor of epoxy and the tile setting bed underneath will be removed down to the concrete weight-bearing slab. The new epoxy floor will be installed on this slab.

Other renovations include installing more UHT storage tanks. Several of the units are being

moved to Annacis from Sperling. A reel feed room is also to be added to the Annacis plant. The reels of UHT packaging will feed through the wall into an aseptic filler room, providing an ideal environment for packaging UHT product.

Consulting engineer Austin Bassett notes that "We are going to great lengths to ensure we will have complete quality control at the Annacis facility."

Future renovation plans may also include an overhead walk-

way, which would run from the second floor office area to the employee locker rooms above the lab. With this walkway in place, employees would be able to change into their plant clothes before they go onto the plant floor.

The plans could also include a viewing area, similar to the one that overlooks the Burnaby production facility. Visitors to the plant would be able to see the facility in operation without having to go inside the plant.



Austin Bassett, consulting engineer (left), discusses alterations to the Annacis plant with ZERO-LOCK employees Jim Walden (centre) and Ken Evano. The pair were dismantling the prefabricated wall, built by their company, between the finished storage room and the product room.

Refrigeration added

Refrigeration at the Burnaby plant is on the rise. The amount of refrigerated floorspace was increased when work on enclosing and refrigerating the palletizing dock was completed at the end of July. All branch and trailer loads of product that leave Burnaby are palletized at this dock, located at the eastern end of the central loading dock.

Bob Fowler, superintendent of checking and loading, notes that although the area is refrigerated,

"it is only used to maintain the temperatures of the palletized loads prior to shipment," not for general storage.

This new refrigeration will save time and effort in certain instances, Fowler notes.

"It saves having to bring the pallets back into the main plant refrigerator in emergency situations," such as when a truck or trailer is delayed and arrives to pick up an order later than expected.

Second phase of Quality education now at Sperling

The second phase of Quality education is now taking place at the Burnaby branch, under the instruction of Quality facilitators Tom Low and Al Kroeker. As of October 30, all office personnel at the Burnaby, Lozells and Annacis branches are scheduled to attend the Facilitated Quality Awareness Experience (FQAE), which takes place over four, one hour sessions to be completed by mid-December.

The purpose of these sessions is to provide an opportunity for each employee to learn about the Quality Improvement Process (QIP). Quality must become an individual objective and the basis by which we operate our business, says Low. The sessions cover why we have problems with Quality in the work place and how to deal with them. The FQAE also introduces the four basic absolutes of Quality (definition, system, performance standard and measurement) and systems for preventing problems.

The Quality Education System

(QES), which was the first phase of Quality education, was completed in September, when 87 managers and supervisory staff graduated after completing the 10, two-and-one-half hour sessions.

QES, says Low, provided students with a detailed understanding of the Quality principles and the systems to be used in achieving Quality ser-

vices and products. It was a training system for managers that enables them to assist their staff in the implementation of the QIP in their work area.

The second phase of instruction, explains Low, does not go into as much detail, but answers the questions of why? and how? He notes that it clearly identifies the need for a personal commitment to Quality.

PG construction

continued from page 1

docks are replacing one on the east side of the plant. These docks are to be used for receiving empty cases, dry goods and jugs. On the west side, five loading docks, to be used for shipping out finished product, are being added to replace two. When all the renovations are finished, the Prince George plant will have eight loading docks.

Thom says the construction is "a lot of fun. It's not too often that

you're able to take part in a major construction job like this."

He added, "I think it's a facility that everyone in our organization and all of our shippers can be proud of. It's going to be quite an operation."

Bennett says credit must be given to employees at both Cranbrook and Prince George. "Thanks to the extra effort of the staff, they've managed to cope with the construction going on around them."

Management supports the QIP

Management commitment plays a vital role in the Quality Improvement Process (QIP) at Dairyland Foods. Mike Dios, technical director, is the sponsor for this step — one of 14 in the QIP. Here, he talks about management commitment to Quality and how this process will affect the culture and operations of Dairyland Foods.



Mike Dios

Q What is management's commitment to the QIP?

A The management of Dairyland Foods has bought into this process 100 percent. We are completely committed to it. To assure its success, we are investing our time and the company's money. All senior managers have attended Phil Crosby's Quality College in the United States, where they received in-depth instruction in the QIP.

In addition to their training, about 90 managers and staff employees recently completed Quality Education System (QES) classes at the Burnaby branch. Quality education for the rest of the staff is to continue into 1990.

This education is necessary to ensure the successful implementation of the QIP. Eventually, all Dairyland Foods employees will receive instruction in how to achieve Quality as a matter of course — as part of a regular working day. Quality in this case

"The key to achieving Quality is education and teamwork."

refers to the products and services that all employees produce as a result of their work, whether for customers inside or outside the company. The key to achieving Quality is education and teamwork. By learning to identify the causes of problems, we can work together to take action to eliminate them.

Q How will the QIP change the way Dairyland Foods is operated?

A With the QIP, we are learning to "do it right the first time." That statement really is the crux of the whole process, which is prevention-based. Through this process, prevention, not correction, will become the norm.

One of the key words behind all of this is "process," because a process has no ending. It is a continuous event. Our Quality Improvement Process is not going to end. It is ongoing. To put it another way: We do not want to be firefighters. We want to build fireproof structures. Participating in Dairyland Quality (PDQ — the banner for our Quality process) will allow us to do that. But it is going to take some time. Nothing good happens overnight — you have to work at it. All employees will be encouraged to contribute their ideas to

"One of the really great things about this process is that each person who contributes an idea will get feedback."

prevent problems from happening and to help eliminate those problems that are, unfortunately, part of our daily work experience.

One of the really great things about this process is that each

person who contributes an idea will get feedback. Every employee will have the opportunity to express his or her ideas about operating things more smoothly, about stopping problems from happening, or about anything else that will help us to run our operations more effectively. Every employee will have a voice in how this company is operated.

Even now, while the QIP is just beginning to move past its initial stages, we can see that employees are anxious to take advantage of this opportunity to contribute their ideas and suggestions. I think that one of the changes that the QIP is going to bring about is a more open forum with good response to ideas.

Q But why Quality and why now? Dairyland Foods has been in operation for more than 70 years and has seemed to do well enough so far without a Quality process.

A In the 1980s, "Quality" is not just a catchword. It is a necessity. Today, any business must be Quality oriented or its time is limited. Not only will a commitment to Quality increase our value as a supplier, but the

growth of Dairyland Foods could be generated by the savings that the Quality process will provide. And that's where ideas come in. Any idea, no matter how small or insignificant the originator may think it is, has the potential to

"Ideas and a commitment to Quality by all employees are going to make this process work."

reduce costs. The money saved could be put into funding capital projects.

Ideas and a commitment to Quality by all employees are going to make this process work. Years ago, Quality processes seldom involved anything other than the plant. But Quality should involve all departments. When we make an error, regardless of which department it occurs in, it costs the company money because somewhere down the line it may affect other processes and have to be corrected.

The idea of having a Quality process is not new. While it may

be new to the dairy industry — we are one of the first dairies in Canada to implement such a process — other companies have had such a process for years. I T & T in the United States, for example, was one of the first companies in North America to implement a Quality process. Later on, IBM and General Motors started their own. Locally too, many companies have discovered the Quality process. B.C. Tel has one, as does Microtel, Canadian Airlines, Pacific Press and MacMillan Bloedel.

One by-product of the Quality process is efficiency. We should be able to achieve a greater amount of work from the same number of people because no one will have to spend time correcting errors or reworking. Moreover, this process will help to remove rank; it will allow all employees in the company to work as a team.

I think this process is the perfect vehicle to create better communication between departments, to achieve higher morale throughout the company and to generate savings which will give Dairyland Foods the best opportunity to grow.

Burnaby mainframe updated

The amount of space needed to house the mainframe computer at our head office in Burnaby just got smaller. The Tandem mainframe that was installed in 1980 was replaced in



Dianne Perrin, documentation clerk/operator, displays the old mainframe computer, which has recently been replaced.

August with Tandem's newest technology. It takes just one-tenth the space, has more computing power than the old model and approximately the same throughput. The Tandem CLX — about the size of a large refrigerator — has replaced the 17 smaller units that made up the old mainframe.

Howie Stevenson, manager of Information Systems and Services, explains that the mainframe computer needed to be replaced because the workload had overtaken its capabilities.

"When we looked at the Palm acquisition, we assumed an increase in business. Our sense was that we could handle it with the hardware that we had."

But the increased workloads that followed the acquisition, for example in Customer Service, meant that the old mainframe began to slow down. Partly because the computer was slow and partly because customers that we acquired as a result of the Palm purchase needed information, the average length of a Customer Service call doubled from 90 seconds to three minutes.

"We had more customers waiting on the phone and we were taking more of the custo-

mers' time," says Stevenson.

But now that the new mainframe is installed and the bugs worked out, notes customer service supervisor Sue Carlson, "we're running quite nicely over all."

Computer print outs were also affected by the computer slow down. They were taking much longer to run. In fact, says Stevenson, "there was a ripple effect through the whole company. It affected productivity."

Because the computer was running slower as a result of the increased work load, many employees were needing more time to do their jobs after the Palm acquisition than they were be-

fore.

Stevenson notes that the mainframe computer is "key to the way we do business." Many departments at Dairyland Foods use the computer.

Once this system was in place, says Stevenson, "no one even knew we had a new computer." He explains that the installation team worked diligently to correct problems, which were mainly small ones, as they arose.

To install the equipment, Information Systems and Services employees Bill Yoshihara, Ken Wallace, Tim Nickason and Ingemar Olson worked 12 hours a day through the last weekend in August.



Systems manager Ingemar Olson (left), programmer Tim Nickason and Bill Yoshihara, systems coordinator,

worked 12 hours each day of the last weekend in August to install the new mainframe computer, shown here.



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Work anniversaries

Congratulations to Dairyland Foods employees celebrating their work anniversaries in October and November. Accumulated years include those with dairies that Dairyland Foods has purchased or merged with.

FORTY YEARS

DELAIR — Doug Benz, sterilizer operator.

THIRTY-FIVE YEARS

BURNABY — Bob Cooper, manager, senior chain accounts.

THIRTY YEARS

BURNABY — Bob Kosterman, field sales supervisor; Jack Scott, wholesale driver.

LOZELLS — Vern Logan, ice cream driver/salesperson.



Doug Benz



Bob Cooper

TWENTY-FIVE YEARS

ABBOTSFORD — Vera Janzen, packager; Brent Middleton, home service relief driver.

BURNABY — Harry Bruderer, GASTI/Auto Pak operator.

DELAIR — Art Sandstrom, farm pick-up driver.

PENTICTON — Frederick Manery, checker/loader.

VERNON — Alphonse Canuel, pasteurizer.

TWENTY YEARS

BURNABY — Ed Birnie, checker/loader; Al Chesney, journeyman mechanic/charge-hand; Richard Johnston, home service relief driver.

PRINCE GEORGE — Clayton Turner, combination driver.

FIFTEEN YEARS

ABBOTSFORD — Jim Dahl, packager.

BURNABY — Louise Hall, packager; Larry Kostiuik, home service relief driver; Randy Williamson, general sales manager.

DELAIR — Dave Hornsby, assistant shipper; Wes Howatt, CIP operator; Vern Short, farm pick-up driver.

PRINCE GEORGE — Joga Sandhu, pasteurizer.

TEN YEARS

ANNACIS — Stephen Harris, engineer.

ABBOTSFORD — Vic Gorak, journeyman mechanic.

BURNABY — Gail Aberdeen, credit representative; Nancy Baillie, supervisor, research and development; Andy Busch, janitor; Regina Chandra, key punch operator; Ben Comin, maintenance mechanic; Dawn Curtis, packager; Steve Foster, home service driver/salesperson; Vicky Howard, programmer/analyst; Darrelyn Spencer, holiday relief packager; Bruce Stott, checker/loader; Dan Timoffee, tetra operator; Peter Ting, journeyman mechanic; Derek Young, machinist.

VERNON — Merry Ross, secretary.

New appointments

Kerry Barrett has been named to the position of production foreman, Sperling. As a member of the production department since 1978, Barrett has gained detailed knowledge of many areas of production.

Tom Bennett has been promoted to the position of engineering manager. He has worked in both the Maintenance Department at Sperling and, most recently, in Corporate Engineering under Austin Bassett.

Peter Brennan has assumed responsibility for the Checking/Loading Department and Dairyland Automated Warehouse System (DAWS) in addition to his position as distribution manager. Superintendent of checking/loading, Bob Fowler, and his staff will report directly to Brennan.

Bruce McFarlane has joined Dairyland Foods as a process engineer in the Engineering Department. Prior to joining Dairyland Foods, he worked at APV-Crepaço as a sales engineer.

Richard Smith has assumed the position of production foreman, Sperling. Smith has a Food Science degree from the University of British Columbia and has completed a number of other courses. He joined Dairyland Foods in 1981 and has since held the positions of quality assurance



Kerry Barrett



Tom Bennett



Peter Brennan



Bruce McFarlane

group leader, plant bacteriologist at Lozells and, most recently, interim ice cream production foreman.

Did you know?

Buttermilk is a low calorie product (130 calories in a 250 mL glass). It can be used in salad dressings or made into a low calorie drink.

Source: Dairyland Foods — Our Best To You

Surrey reunion



Employees of the Surrey depot gathered for a parting shot when the branch was closed in September, 1984. Recently, about 25 Dairyland Foods employees, former employees who are now retired, and their spouses, attended the fifth annual reunion dinner

for people who worked there. That depot was closed when the Surrey operations were moved to the Burnaby branch. The reunion dinner was held September 23 at the Country Kitchen in Surrey.

Rodeo Queen attends finals in Saskatchewan

Tanya Purves, the Burnaby branch home service clerk who was named Rodeo Queen at the 1989 B.C. Truck Rodeo, recently attended the National Truck Rodeo. These national finals were held in Saskatoon, Saskatchewan in September.

During her four days there, Purves represented the B.C. Truck Rodeo and Dairyland Foods and took part in the festivities surrounding the finals. Those events included tours, a cook-out and the awards ceremony. As Rodeo Queen, Purves will also attend monthly meetings of the Canadian Association of Fleet Supervisors, which sponsors the Truck Rodeo.

B.C. is currently the only province to select a Rodeo Queen.



Tanya Purves of the Burnaby Home Service Department was named Rodeo Queen of the 1989 B.C. Truck Rodeo.

Retiring employees

Austin Bassett, manager of engineering services, retired September 29 after five and one-half years of service. Bassett will continue to work with Dairyland Foods on a part-time consulting basis for special projects.

John Chuhaniuk, trade helper, Burnaby, retired September 29 after 21 years service.



Austin Bassett



John Chuhaniuk



DAIRYLAND FOODS NEWS

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DF NEWS

DAIRYLAND FOODS NEWS

VOLUME 4 NUMBER 6 — DECEMBER 1989

A message from the CEO

A time to celebrate

The holiday season is a special time of year. It's a time to reflect on past accomplishments and to look with anticipation to the new year, a time to celebrate and to enjoy being with friends and family.

In this spirit of celebration, I extend to you and your family my best wishes for the holiday season and for the year ahead.

Looking back on 1989, we've seen many changes at Dairyland Foods, one of which is our Quality process. Instruction in this process began in the summer. The implementation of it will help this company continue to be successful.

Construction on the Dairyland Automated Warehouse System continued throughout 1989. At Thanksgiving, one of our busiest times of the year, we were able to use the DAWS extensively, which meant that our Sperling operation ran more efficiently during that busy time. DAWS will also be of tremendous help to us throughout the Christmas season.

One of our biggest challenges of 1989 began on April 1, when we finalized an agreement with Palm Dairies Ltd. to purchase that company's mainland B.C. assets. This purchase created plenty of changes at Dairyland Foods. It was quite an effort to combine the former Palm operations with our own.

Through it all, everyone at Dairyland Foods has pulled together to meet these challenges. Thank you all for your efforts in 1989 and for seeing to the continued success of this company.

Merry Christmas and all the best for the holiday season and the new year.

David Coe
General Manager and
Chief Executive Officer

Good results for UW campaign

The Dairyland Foods United Way Campaign is over for another year. And although employee donations were not quite up to the level they were last year, employees still donated more than \$10,000, just \$1,000 short of last year's employee donations. In addition, Dairyland Foods donated \$14,500 this year.

Loretta Law, the 1989 Campaign Chairperson, says "we're extremely pleased with the level of donations we achieved from employees of Dairyland Foods and the company itself.

"I'm sure that those who donated are pleased to know that their contributions will be used for worthwhile causes."

The United Way is an umbrella organization which has been in operation since the 1930s. Its dozens of agencies include Big Sisters of B.C./Lower Mainland, B.C. Children's Hospital and the Canadian Red Cross Society (the United Way's campaign partner).

As part of our campaign this year, which ran through the last half of October, a draw was held for everyone who contributed to the Dairyland Foods campaign.

Zory Drazenovic won a Seiko watch, Tom Low won a day off with pay, Jim Burge was presented

with a coffee maker, Ted Brownson took a Fogg 'n' Suds gift certificate, Andy Redberger won a coffee set, Linda Kerry won a golf umbrella, Ralph White was presented with a gym bag, Colin Harris won a B.C. Sugar Gift Pack,



Smarties winner Kevin Habekost.

and Randy Branch was presented with a T-shirt.

During the campaign, a jar filled with smarties was circulated throughout the Sperling branch. Employees were invited to guess the number of red smarties in the jar for a chance to win

the jar of smarties.

Checker/Loader Kevin Habekost of Burnaby was the winner out of 258 entries. He guessed 193 red smarties.

All in all, says Law, "thanks to the help of a dedicated group of employees who took the time to help out, this year's campaign was well-planned and resulted in a sizeable donation for the United Way."

This year's committee members were Charlotte Demoskoff, Grace Hahn, Loretta Law, Annette Funk, Evelyn Hortobagyi, Gail Neil, Dianne Miolla, Jim Defries, Pam Mooreside, Maheb Nathoo, Daryl McNeill, Ruth Morrison and Tom Low.

Pat Diel of Customer Service in Burnaby, although not a committee member, contributed to the campaign by designing several posters. Other employees who helped out but were not on the committee were Mary Redwood of the front desk who did some typing and Vicki Howard of Information Systems and Services who organized the campaign mailing list.

Special thanks also to the friends and family of the committee members who helped decorate the Sperling branch.

Walking about



General Manager David Coe (right) addressed a number of items during a recent walkabout. He noted that his main priority is the continued success of Dairyland Foods. Mike Dios, Technical Director (centre), accompanied Coe on several of the walkabouts. Dios noted that DAWS operated successfully over the Thanksgiving weekend and will be used through December. Quality Facilitator Tom Low, who also attended some of the sessions, reported that the second phase of Quality training was well underway at Sperling.

Highest ever AIB score

Dairyland Foods' ice cream plant has been awarded the highest score that any of our plants have ever received in the American Institute of Baking's annual survey of our facilities.

Lozells was given a score of 940, an increase of 10 points over last year's rating. This score puts

"Lozells was given a score of 940, an increase of 10 points over last year's rating."

Lozells into the "superior" rating, which is awarded to plants that score from 900 to 1,000 — the highest possible score.

The second highest scoring plant was Courtenay, with a score of 930, five points higher than last year. Armstrong scored 920; Abbotsford, 915; Sperling, 910; and Smithers and Vernon both achieved scores of 905.

These seven plants all showed an improvement over last year.

In Prince George, the score was 810, putting that plant into the "excellent" category, which goes to any plant with a score of 800 to 899.

The Nelson facility received a score of 750, putting it into the category of "satisfactory."

Dennis Haner, Plant Sanitation Manager, says that "the efforts of all employees have seen to the continued successful re-

sults of the AIB surveys."

Haner notes that as the Prince George and Nelson facilities are recent acquisitions, they are undergoing extensive renovations and are therefore not in the state they would be in under normal production circumstances.

The Annacis Island facility did not receive a score as the plant is not currently in production.

The AIB has been conducting surveys of our plants since 1985. This organization, which was founded in 1919, started out to improve the quality in the baking industry but soon expanded its services to inspect a variety of food industry plants. The AIB surveys examine the adequacy of sanitation programs, pest control and operational methods.

Haner says that although the AIB inspections are not required

"The AIB has been conducting surveys of our plants since 1985."

by law, they provide a tool for helping us to maintain our plant sanitation levels.

Dairyland Foods plants also undergo at least yearly inspections by Agriculture Canada and the B.C. Ministry of Health. In addition, the federal Health Protection Branch inspects food industry plants as the need arises.

Safe driving no easy feat

Just what's so spectacular about safe driving? It's no big deal. People drive to and from work every day for years without a fender bender. But safe driving Dairyland Foods style is a lot tougher than it looks. In order for drivers to qualify for safe driving awards, which are given out at an annual dinner each spring, they must have made it through an entire year without a single preventable accident and no more than four current demerit points.

A preventable accident in Dairyland Foods terms is just about any accident, even if there is little or no damage involved. Preventable accidents are any mishaps in which the driver failed to do everything he or she could have reasonably done to prevent it. For example, if a tree branch scratches the paint off a truck, it is considered a preventable accident. When the tree was first noted to be a hazard, it should have been reported to the supervisor, who in turn would have contacted the municipality and asked to have the tree trimmed.

But even with these tough guidelines to follow, Dairyland Foods drivers show a remarkable safety record. In 1988, the entire Dairyland Foods fleet, from Burnaby to Mackenzie — more than 500 drivers — racked up about eight million kilometres. And in those eight million kilometres, just 139 preventable accidents took place — a decrease from 1987.

The 1988 recipients of the Safe Driving Awards represent more than 3,000 years of accident free driving with the number of accident free years for each driver ranging from one to 30. And, although 1989 isn't over yet, Safety Supervisor Doug Wilson says the year is shaping up to be one of our best ever.

GE and DF have Quality in common

Processes such as Participating in Dairyland Quality (PDQ) exist across the country, as Distribution Manager Peter Brennan and Traffic Co-ordinator Warren Tompkins discovered during a trip to Toronto earlier this year.

While there, the pair visited the head office of General Electric Capital Fleet Services. This company is one of a number that operate under the corporate umbrella of the General Electric Corporation. The visit was intended to create a better understanding of the services and support systems provided by the company for its lease customers, such as Dairyland Foods. An added bonus for Brennan and Tompkins was their discovery of "Quality," GE Capital's banner for the company's Quality process. The name is a combination of the words "Quality" and "productivity."

Tompkins learned that the purpose behind Quality is the same as the purpose behind PDQ — "to provide customers with Quality products and services and to do so in the most efficient way possible."

Tompkins says Quality

The source of our excellent drivers is the Driver Training Program. In fact, Dairyland Foods' training program is so successful that it is used as a demonstration model to show other companies the "right" way to do it. In the last several years, the Motor Vehicle Branch has referred half a dozen other companies to Dairyland Foods so they could implement proper driver training programs. Canada Post, for example, was one referral. Wilson put on a special training seminar for Canada Post supervisors. A more recent referral was Texport, a clothing distribution company in Coquitlam.

Wilson, who puts on these seminars on a volunteer basis, explains that the secret behind the success of the program is, in fact, accidents. "Accidents are training tools," he says. "We learn from our mistakes, accumulate a pool of knowledge and pass it on."

Every two weeks the Accident Review Committee, the members of which rotate, sits down to review the yellow accident forms and rules on each one, deciding whether the accident was preventable or not. All preventable accidents are then recorded on the driver's card after the driver agrees with the committee's ruling. Any discrepancies that the driver has with the ruling are talked out with the supervisors.

Knowledgeable supervisors provide the expertise to train better drivers. Wilson says 75 out of 100 accidents are a result of driver error. So, if supervisors can train drivers to avoid error, preventable accidents are reduced. Drivers are encouraged to use every tool at

their disposal to avoid accidents. Supervisors pass on tricks of the trade — such as using store windows as mirrors to identify traffic coming up from behind the vehicle and leaving enough room in front of the truck so that the vehicle can be driven out and not need to be backed up. These tips promote defensive driving habits and help prevent accidents.

As well as building a solid

reputation in driving ability and the ability to avoid accidents, Dairyland Foods' Driver Training Program benefits the company's pocket-book. Less accidents mean insurance premiums are lowered. Wilson notes that our excellent driving record for the year to November 1989, when the company's fleet insurance came up for renewal, meant that our premiums were decreased yet again.

Maintenance costs are also less because the trucks don't need to be repaired as often as they would if the vehicles were involved in more accidents. Costly break-downs are infrequent because with fewer bumps and bangs, trucks seldom stop dead in the middle of a route.

At Dairyland Foods, products arrive on time and in one piece, thanks to the Driver Training Program and the skills of our drivers.



Safety Supervisor Doug Wilson (front) and Norman George, Home Service Driver, review accident reports to determine whether or not the accidents were preventable.

Customer Service hums along

The hum of voices and the ringing of telephones is still noticeable in the Customer Service Department at Dairyland Foods' head office in Burnaby. These days, however, there is a difference. Since the department was refurbished in August, the noise level has decreased considerably, and that means better service — a definite asset in an area that handles more than 10,000 calls each week.

As treasurer Maheb Nathoo explains, "the noise level in the

terference — a higher level of noise."

Both the fabric-covered modular panels and the carpeting have helped to reduce sound levels. Before the room was altered, customer service personnel had their own work stations, but with no partitions separating them. Now,

"The dialogue that takes place is better-focused and more clearly presented."

along with the new colour scheme (grey), each customer agent has her own work area, separated from everyone else's by panels. New desks, filing cabinets and chairs were brought in to accommodate the usage of the desk top computer terminals.

Before the colour scheme and furniture was selected, customer service supervisor Sue Carlson and assistant supervisor Gail Relkov looked at office furnishings to determine what would work best. But the decisions didn't stop there. Carlson discussed the selections with department employees to ensure that the changes would be something everyone could welcome.

Carlson notes that choosing a time to do the alterations was also a consideration, since the department operates Monday through Saturday, 8 a.m. to 4:30 p.m. After some discussion, it

was decided to make the changes during the August long weekend, beginning Saturday night and continuing until all the alterations were done in time for Tuesday morning.

Carlson, who was on hand during the alterations to answer any questions, is pleased with the changes, noting that before they were done, there were just 16 work stations. The area became busier than ever with the Palm Dairies acquisition, when four more customer agents joined the Customer Service Department and the number of calls went up considerably. When these changes were implemented, the number of work areas was increased to 20 without the size of the room being altered.

The department "looks better. It looks more professional," says

"The area became busier than ever with the Palm Dairies acquisition...."

Carlson. "I think it gives the customer agents more confidence. I would say that on the whole, everybody likes it."

Nathoo also notes that the outlook of employees in the Customer Service Department has been enhanced. "The area is now a more enjoyable place to work. That in turn projects a more positive response to customers."



Customer Service Supervisor Sue Carlson displays the new look of her department.

room has subsided so that from the customer's point of view, the dialogue that takes place is better-focused and more clearly presented. Before the alterations, there was more background in-

Guests celebrate club's 25th year

More than 200 guests celebrated the 25th anniversary banquet of the Dairyland Foods Quarter Century Club on November 22 at the New World Harbourside Hotel in Vancouver.

General Manager David Coe, who chaired the event, noted in his speech to the gathering that in the 25 years of its existence, the Quarter Century Club has grown considerably. The club grew out of a gathering held November 2, 1964 at the Villa Motor Hotel in Burnaby. Then general manager Lyle Atkinson hosted a dinner to honour 24 employees who had retired within the preceeding two years with more than 25 years of service. The next year, the first Quarter Century Club dinner was held.

Coe noted that today's membership represents nearly 10,000 years of service.

"I have never known," he said, "such a dedicated group of employees."

Joining Coe at the head table were FVMPCA President Peter Friesen, former Association President Gordon Park, former

General Manager Neil Gray, and two long service employees who are also QCC members, Mel Hand and Jim Mahood. Ninety-year-old Jim Mahood was the oldest QCC member in attendance.

Hand and Mahood presented pins to 13 new members. Six other new members were unable to attend the event. In addition, Gordon Aasen, former General Manager of the Dairy Industry Credit Union, was made an honorary member of the Quarter Century Club.

President Friesen presented gifts to 15 QCC members. These gifts are awarded to members when they turn 60. Two other gift recipients were unable to attend the dinner.

FVMPCA directors Jim Waardenburg, John van Dongen, Barrie Peterson and Harke van der Meulen also attended the event, as did a number of Dairyland Foods senior managers.

In addition to the evening's other events, a silent tribute was paid to members who recently died, including Ian Strang, Mofatt Goepel and Cy Jones.



These new members received FVMPCA pins at the QCC's 1989 dinner. Left to right: Jim Mahood (Presenter); Chuck Linder; Ike Reddecopp; Pat Lysiuk; Art Sandstrom; Evelyn Johnson; Al Young; Vera Janzen; Gordon Aasen, who was made an honorary member (he is the former General Manager of the Dairy Industry

Credit Union); Brent Middleton; Roy Kear; Wayne Rogers; Alphone Canual; Barry Bruce; Tony Swain and Mel Hand (Presenter). Not present: Don Hein; Al Diewert; Sam Chin; Lyman Burton; Fred Manery and Bruce Harker.



This ice sculpture, bearing the Quarter Century Club silver anniversary logo, was on display at the club's 25th annual dinner.



QCC members who turned 60 in 1989 were presented with gifts. Left to right: Peter Friesen (Presenter); Vera Janzen; Jake Fast; Bill Amos; George Bartels; Ike Reddecopp; Ken Lowe; Ray Nelmes; Jack Phillips; Jim Har-

rison; Andy Daoust; Les Jorden; Barry Craine; Jack Scott, Thomas Hoffman (back right) and Angelo Durigon. Not present: Bruce Harker and Art Hoekstra.

Heat recovery systems installed

The heat is on in Prince George and Cranbrook. New heat recovery systems, being used by Dairyland Foods for the first time, have been installed in both branches. These systems are being used mainly to heat the ground beneath the freezers. In Prince George, more than 250 square meters of freezer space has been added, while in Cranbrook, the size of the freezer has been more than doubled. As engineering manager Tom Bennett explains, the ground beneath freezers must be kept warm to prevent the floors from buckling

and cracking as a result of exposure to cold.

The heat recovery system operates through plastic pipes. Warm air from the compressor room, which is where the apparatus that operates the refrigeration system is housed, travels through a series of pipes until it reaches pipes buried in the ground beneath the freezer. Once the air reaches the freezer, it cools down, then travels back to the compressor room, where the cool air keeps the temperature at a reasonable level before heating up again and travelling back to the

freezer.

During the winter months, some of the cold air is piped outside instead of into the compressor room because otherwise, the room would become too cold. In Cranbrook, some of the hot air is being used to heat the office area.

"The beauty of this system," notes Bennett "is that it costs very little to operate and maintain."

Before this system of heat recovery came into use, electrical heating cables were the norm. These cables would also be installed in the ground beneath the

freezer. This system works, but the cables must be left on constantly — 24 hours a day, 365 days a year at a cost of thousands of watts each day. As Bennett explains, this system, which is still in use at some of our branches, was invented when power was cheap. Another problem with this method is that occasionally, the cables split and need to be replaced — a costly proposition.

The plastic pipes used in the heat recovery system, however, cause few, if any, problems. But although this system is extremely efficient, it cannot be used for all

the freezers at our largest facilities because the compressor rooms don't provide enough heat to do the entire job.

We do use a similar system, however, at Lozells, where a modified heat recovery system is in place. At this plant, hot water from the ammonia condensers, which are used to operate the refrigeration system, flows through the pipes in the bottom of some of the freezers, keeping the floors warm enough to prevent buckling. In other freezers at Lozells, electrical heating cables are used.



If not delivered, return to
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Thank you letters show appreciation for employees

Rescue is a job well done

When Wholesale Driver Don Martin started his shift at 2:30 a.m. on October 22, he didn't know that he'd end it as a hero. Martin was driving a semi-trailer along West 41st Avenue in Vancouver at about 4 a.m. when he spotted a hedge in flames next to a house.

Martin acted immediately. Without considering his own safety, he pulled over and stopped his rig, then he says, "I just pulled the four-way flashers and jumped out."

By banging on the front door of the house, he was able to wake up the family inside. All five occupants escaped unharmed.

In a letter to Dairyland Foods, the family wrote, "If your driver had not stopped and woke us up, we may have lost our house and possibly our lives. We owe him our heartfelt thanks."

Martin was also thanked by the captain of the fire crew that attended the fire. All in all, says Martin, "It was a pretty gratifying experience. I just did what anyone else would have done."

Two more thank you letters concerning Dairyland Foods Drivers also arrived recently.



Don Martin



Lorne Kutney



Gary Tibbles

Wholesale Driver Lorne Kutney of Sperling was commended in a letter from a couple who live in Chase, B.C. Mr. and Mrs. Ellard Williamson work for the Maintenance Department of Famous Players Theatres and make three or four trips a year to Vancouver. During one of their recent work trips, the couple was pleased to encounter Kutney, who cooperated with them by moving his vehicle away from the lane in the alley behind the Granville Street theatre. That lane gives access to the theatre workshop.

The Williamsons wrote, "We are always in and out of that alley and are constantly affected by in-

considerate people parking in that lane....it was a real treat to finally meet someone who was friendly, courteous and so willing to cooperate. He deserves to be commended...."

In a recent letter from the Lazy Gourmet — a catering and gourmet fast food company in Vancouver — General Manager Suzy Scully and Manager Dan Reid wrote to Dairyland Foods to comment on the service they had received from former Home Service Driver Gary Tibbles, who now works in the Dairyland Automated Warehouse System as a computer operator.

"One of our new managers has recently arrived from the United

States and has had some difficulty adapting to the Canadian way of doing things (you know, the metric system and all). Two recent examples are ordering 10 cases of milk when she really only wanted 10 small cartons and then ordering two pounds of butter when she really wanted two cases of 25 pounds each.

"Fortunately for us, your employee was able to read her mind on both occasions and brought the order that she really wanted. This was accomplished with a great sense of humour on his behalf.

"We would like to wish him all the best and hope that our new delivery person is just as great."

Work anniversaries

Congratulations to Dairyland Foods employees celebrating their work anniversaries in October and November. Accumulated years include those with dairies that Dairyland Foods has purchased or merged with.

TWENTY YEARS

ABBOTSFORD — **Hans Bjornerud**, Shipper.
KAMLOOPS — **Arnold Hadland**, Driver/Salesperson.

FIFTEEN YEARS

BURNABY — **Terry Bunke**, Tetrapak Operator; **Bob Burden**, Wholesale Driver.
SARDIS — **Chris Eaton**, Checker/Loader.

TEN YEARS

BURNABY — **Mervin Olson**, Home Service Driver/Salesperson.

The following employees celebrated 10 year anniversaries in October. Their names, however, were mistakenly omitted from the anniversary listings in the October/November issue of DF NEWS. Our apologies for any inconvenience caused by this error.

BURNABY — **Don Emond**, Wholesale Driver; **Arthur Herman**, Purepak Operator; **Craig Maishment**, Quality Control Supervisor; **Albert Powell**, Home Delivery Driver.

Bruce Adams, an Engineer at Annacis, celebrated his 10 year work anniversary in June. His name was overlooked in the June/July issue of DF NEWS. Our apologies.

In memory

Ronald Norman Mottershead, 60, of Courtenay, died October 5, 1989, at St. Joseph's Hospital after a brief illness. Ron retired from the Courtenay branch of Dairyland Foods in September, 1988, after 23 years service. He was born in Port Angeles, Washington and came to Canada as an infant in 1928. In 1965, he went to the Comox Valley to work at the Comox Creamery, which later became part of Dairyland Foods. Ron was an avid fisherman and loved the outdoors. He also worked with charitable organizations such as the Victoria Jaycees, the Comox Kiwanis and the Courtenay Rotary Clubs. A memorial service was held Tuesday, October 10 at St. George's United Church, Courtenay.

Did you know?

- Low intakes of calcium are thought to be linked with osteoporosis, high blood pressure and some forms of colon cancer.

- Acidophilus milk is regular two per cent milk with a bacterial culture added to it. It can be beneficial for people who have been on antibiotic therapy, who have had intestinal infections and for those with general gastro-intestinal disorders.

Hallowe'en a hit



The Burnaby Hallowe'en Costume Contest was a success again this year, with many employees dressing for the occasion. Here, the contest judges (Doug Wilson, left, and Tom Low) pause for a moment with the winners, who each won a \$50 Home Service gift certificate. Tanya Purves (left) dressed as Pebbles of The Flintstones fame, while Betty Peever (centre) dressed as a spider. Santha Burrill (right) showed up dressed as a pirate. The event also included a surprise Hallowe'en draw. Dianne Perrin and Vera Welch won tickets to see Idol Eyes at Club 88 in Langley. MaryAnn Murray won tickets to see the Canucks versus New York at the Pacific Coliseum.

New appointments

Several organizational changes have recently taken place at Dairyland Foods.

Tom Low now fills the expanded function of Manager, Corporate Communications and Government Relations.

Dan Wong has assumed the position of Communications and Government Relations Coordinator. He is responsible for managing non-producer related publications and also assists and coordinates the activities of General Manager and Chief Executive Officer **David Coe** and those of **Tom Low**. He reports directly to Mr. Low's office.

Carol Paulson, Manager, Member Services, has been elevated to membership in the Senior Executive Committee, reporting directly to Mr. Coe's office. Mrs. Paulson retains responsibility for personnel, including field staff, and publica-

tions directly related to our members.

Home Service is no longer part of the Distribution Department. New HS Manager **Stan McHann** reports to **Randy Williamson**, General Sales Manager. **Warren Tompkins** is now Assistant HS Manager. **Martin Minshall** has assumed the position of Plant Superintendent, Abbotsford, reporting to **Jim McDowell**, Plant Manager.

Joe Dolnik is now responsible for the Information Systems and Services and Distribution Departments in addition to his current duties and he may attend Senior Operating Committee meetings.

Mike Dios has assumed the position of Technical Director and is primarily responsible for the Dairyland Automated Warehouse System and Annacis projects.



DAIRYLAND FOODS NEWS

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