

Traber Valley

Milk Break

1973



Four new 30,000 lb. farm tankers will collect milk from farmers in the district covered from the Burnaby plant.

New Farm Tankers Cut Night Pick-up

Four new farm pick up trucks are on the road collecting milk from farms in the Burnaby district. This area covers the Fraser Valley as far as Langley, Pitt Meadows and Delta. The purpose of the new trucks is to keep pace with the increasing amount of milk produced on the farms and provide maximum efficiency in milk collection.

The new tankers have eliminated six night routes, enabling drivers to work on a complete day shift. Previously three tankers of 22,000 lbs. capacity

worked two shifts a day. The four new trucks which hold 30,000 lbs. need only one shift apiece to complete pick up. The milk from the 153 farms is collected every second day.

Keith Miller, Supervisor Interplant Hauling and Farm Pick Up, commented that the elimination of the night routes should result in a saving of \$40,000 a year in labour alone.

The larger trucks were considered most necessary in the Burnaby area because of the greater distance travelled be-

tween the plant and the farms. The distance covers about a 25 mile radius. The new tankers provide the maximum size in a straight tandem compatible with manoeuvring the driveways of small farms.

New highway regulations which increased the maximum ground vehicle weight permitted on highways prompted the purchase of the trucks.

Farm pick up trucks operating the Sardis and Delair area will also be replaced with larger vehicles in time.

Former Driver Stops Traffic

Retirement was a little too relaxing for former Dairyland wholesale driver, **Harry Small**. He can now be found each day on the corner of Blue Mountain and Rochester Roads guiding small children across a busy corner.

Harry retired last May and applied to the municipal hall for a part time job in the Fall. He works four hours a day, morning, noon and after school and enjoys every minute.

He says the best thing about his job is getting to know the kids in the area.



Harry Small, retired Dairyland driver now works part time on school patrol.

Credit Union Shows Continued Growth

The past year has seen substantial growth in all B.C. Credit Unions. The Dairy Industry Credit Union was no exception as Assets increased by 37½% to \$2,230,000; loans increased 38½% to \$1,930,000; and members' equities increased 24½% to \$1,753,000.

"These increases are due to a number of reasons," said Credit Union Manager, **Gordon Aasen**.

"They are:

1. Higher rate of return on members' investments.

2. The Provincial Credit Union Share and Deposit Guarantee Fund which guarantees all Shares and Deposits invested in credit unions throughout B.C.

3. First Mortgages at competitive rates.

4. Second Mortgages at better than competitive rates."

There are many other reasons why people are turning to credit unions in their financial affairs. The Dairy Industry Credit Union welcomes an investigation of the advantages in becoming a member.

Production Equipment On Order

A new ice cream freezer has been ordered for the Burnaby plant. This new Vogt six-barrel freezer is expected to double the capacity of the present equipment. Installation will take place early in the new year. The present freezer will then replace old equipment attached to the vitaline and drumstick machines.

Another important piece of equipment on the order books is a new butter printer to replace the one which has served faithfully for over 25 years. The new machine will streamline butter cutting and packaging to a speed of 100 pounds a minute. Delivery is expected around August next year.



REG CLARKSON, Dairyland Sales Representative for the restaurant and hotel industry, has been named Associate Member of the Year of the Canadian Restaurant Association. Reg received the award in January for his participation in CRA show committees and other functions of the organization.

Drivers Study Air Brakes

As a continuation of the FVMFA's safe driving program, a four hour training course in the operation of air brakes is available to drivers holding licenses with air endorsement. The course is designed to provide theory in air braking equipment to enable drivers to pass their oral exams set to government standards.

Under the new Motor Vehicle regulations of September 1971, all personnel driving air brake equipped vehicles must pass an oral exam and a road test every two or three years.

Bill Ingles, Manager of the Terrace Branch, has been elected president of the Terrace Rotary Club for the 1973-74 term. Bill has served as vice president of the club over the past year.

Dairyland is certified to carry out both of these tests on its premises.

The course and the testing are conducted by Assistant Fleet Safety Supervisor, **Colin Kelsey**, at no cost to FVMFA staff.

Branch Appointment

Kenneth Fix was recently appointed to the position of Branch Supervisor, Smithers Branch. Ken previously spent a number of years as Route Foreman at the Terrace Branch. His new responsibilities will cover operations from Houston through Smithers to the Hazeltons.



Representing Pacific Milk from Thunder Bay to Victoria are the sales personnel who attended the recent Pacific conference.

Pacific Reps Meet at Burnaby

Pacific Sales Representatives from across Western Canada attended the Annual Pacific Sales Meeting held the week of January 22 at the Burnaby plant. The theme for the four day conference was "Our Competitive Edge."

The territory covered by the

Pacific sales force stretches from Thunder Bay to Victoria. Each man came prepared to talk about his own territory and participate in group discussions of special sales assignments. Involved in the sessions were those shown in the group picture: (from top, left to right):

N. T. Gray, Assistant General Manager; **G. J. Okulitch**, General Manager; **Tom Kershaw**, Pacific Sales Manager; **Mike Malarchuk**, Edmonton; **Ernie Emmett**, Vancouver; **Elmer Gerbrandt**, Regina; **Les Taylor**, Vancouver; **Jack Thomson**, Calgary; **Ted Harford**, Vancouver; **Ron Russell**, Winnipeg; **Norm Kelly**, Vancouver; **Jim Snell**, Penticton; **Lawrence Schmidt**, Saskatoon; **Gordon Horton**, Winnipeg; **Cec Shingles**, Victoria; and **Gordon Alefounder**, Prince George.

At the conclusion of the conference an award was made to the top salesmen of the group. This year it was won by Gordon Horton, who met the greatest percentage of his sales quota for 1972.

In reviewing the meeting, Tom Kershaw remarked that he was impressed by the enthusiasm generated by the men and the high quality of their presentations.

Recent Deaths

It is with deep regret that we report the recent deaths of three retired FVMFA employees.

Alec Barber was a former member of Burnaby's production staff. He joined the company in 1927 and worked many years at the Eighth Ave. plant as Foreman in the can receiving area. He retired in 1967 after spending 40 years with the FVMFA.

George Ball worked at the Burnaby plant as a retail driver salesman. Joining the staff in 1931, he had his regular route in the Dunbar area of Vancouver for many years. He was a member of the Quarter Century Club, retiring in 1965.

Sidney Rashbrook worked in the production area at the Eighth Avenue Plant. He began his employment in 1931 and retired in 1960 and was also a member of the Quarter Century Club.

These men will be remembered for their long and conscientious years of service to the FVMFA.



TENA JONES, 15 year old daughter of Burnaby wholesale driver, Myrle Jones, displays the variety of trophies and medals she has won in Baton Twirling contests. Tena started baton twirling when she was six years old and has since taken part in many parades, including the Calgary Stampede. Her next big trip will be with the Hastings Community band to Edmonton's Klondike Days in July.

Milk break

Published bi-monthly for the information of the employees of the Fraser Valley Milk Producers' Association by the Public Relations Department.

J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW

Supervisor, Publications and Member Relations

VERLIE F. BOUSFIELD, Editor

Member of B.C. Industrial Editors' Association



PACIFIC



Speaking on

The Value of Order

By **DICK GRAHAME**
Manager of Personnel, Industrial Relations

Studies have shown that there is a difference in the work accomplishments of people. There are certain basic reasons why this is so but one of the most important is the kind of order that exists around the work place and in the work methods used.

As I look around our own organization I find that we have areas of order and of disorder. This is evident in our trucks, in work areas of our plants, in our offices and on our desks. People who keep their working environment orderly are more apt to work more effectively. They often work with less expenditure of effort so that work is easier, and, as an added bonus, such work is invariably performed more safely.

In the food industry it is particularly important that we pay attention to this matter of order as it helps determine the type of image we project to our customers. We can do a more effective sales job when we have clean and tidy plants and offices, clean and tidy trucks, and clean and tidy people working in our plants and from our trucks.

Spring is a natural time to turn our attention to this matter of order. In the home women typically tackle the job of housekeeping with renewed vigor. But housekeeping in business is important too and spring is a good time for us to get our work-places in order — to clean and tidy up and to discard those things that are no longer serving a useful purpose.

An annual spring cleaning, however, will not insure an orderly work place. This comes about through regular attention. On almost all of our jobs we have times when we aren't so busy. We should use such times to get things in order to clean up our truck cabs, to organize our desk drawers and files, to arrange materials in the work areas of the plant and so forth. Take a little pride in your environment!

But the whole subject of order involves more than just our environment. It concerns also the way we use our time and energy and for most effective results these need to be used in an orderly manner. It is important to discover the best way of doing things and then develop these methods into routines. Work then becomes easier, more efficient and more satisfying. The result is good for the company and for the people that work in it.

Cup Creamers Last Longer, Filled Faster

A new portion packaging machine for cup creamers has been installed in the Burnaby production area. This new equipment fills plastic creamer cups with sterilized cream and seals them with a foil lid. It is expected to expand the market for this product to compete with the popular steri-pak.

Like the steri-pak, the cream packaged in this new portion packaging equipment should last three weeks without refrigeration. The cream is processed

in an aseptic pasteurizer which feeds both machines. The key factor in the cup filler is a sterile air component installed in the unit which filters out micro-organisms in the air for an aseptic pack. All contact parts are made from stainless steel.

The machine operates at a speed of 360 creamers per minute and an automatic counter is included. The equipment is leased to Dairyland by Portion Packaging Ltd., an Ontario firm.



New creamer equipment, operated by PAT OPENSHAW, was installed at Burnaby late in January.

Deaf Students Convert Milk Truck to Camper



Jericho Hill students begin work on the truck's interior. Sliding side windows and wall panelling added a professional touch.



The completed mobile camper took students on an educational 8,000 mile journey across Canada and the United States.

In December, 1971, five deaf students of Jericho Hill School contacted Burnaby Garage Foreman, **Cliff Bolderson** to purchase a retired milk truck. Their intention was to convert it into a touring camper unit.

The students were participants in the Duke of Edinburgh's Awards scheme in Canada. They had already received their Bronze and Silver awards for their achievements in physical fitness, service to others, interest in hobbies and for their ability to undertake an expedition of adventure on their own, doing all their own planning.

As an interest and hobby activity towards their gold award the five boys bought the truck. It was a 1956 "International" refrigerated wholesale truck, which had already given Dairyland 106,300 miles of good service.

During the wet winter months the truck was used as a pick-up van for the boys' many bottle drives. They raised money through bottle drives, swim-a-thons and car washes to buy materials for converting the dairy truck into a camper. The truck was then stripped of its refrigeration unit and the interior was fitted with bunks, table, propane cooking stove, sink, water tank, cupboards and interior lights. All the work was done by the boys themselves.

By summer, the students and their sponsor were ready to set off on a transcontinental journey crossing the Northern United States to the Atlantic, south to Washington, D.C. and returning west through Canada. The boys found a vast range of experiences in the different areas they travelled, from the scenic grandeur of the wilderness to the confusion of the New York subway at rush hour. The trip took about a month and cost the boys the modest sum of \$660.

The venture was invaluable to this group of students who, instead of seeking a place apart from people had placed themselves in the midst of unfamiliar country and some of the continent's busiest cities. The endeavour also left the school for the deaf with some challenging recreational equipment for future students to enjoy.

Dairyland Staff
Charitable Donations
Fund

ANNUAL MEETING

Saturday, March 24
at 8:00 p.m.

Teamsters' Hall
490 East Broadway

Dancing and Refreshments to follow the meeting



Jack Aird

of the British Columbia Regiment from 1968 to 1970. He has also served as president of the Royal Canadian Armoured Corps Association and as vice-chairman of the Canadian Defence Association.

Aird Takes New Army Post

Jack Aird, Dairyland Sales Manager, has been appointed Commander of the Vancouver Militia District and as Aide-de-Camp to Governor General Roland Michener. Mr. Aird, who holds the rank of Colonel in the Canadian Army, has previously been Senior Staff Officer at the Militia District Headquarters.

In his new post, Mr. Aird will be responsible for all activities of the six units comprising the Lower Mainland region. As Aide to the Governor General, he will be Mr. Michener's personal assistant during his visits to B.C. This will involve making all itinerary arrangements and advising on matters of protocol. He will also represent Mr. Michener during his absence at official functions.

Mr. Aird has been active in the Reserves since 1945 and served as Commanding Officer



Casual and fun—a sunny spring brunch! On the menu—fruit kabobs, Swiss Mushroom Quiche and Cheery Cherry Breakfast Buns greet the guests.

Serve a Sunday Brunch

A leisurely Sunday brunch is pure Utopia for busy working people and the nicest way we can think of to treat that next dose of spring fever.

First impressions are important. A novel way to start is with fresh fruit kabobs . . . thread pineapple tidbits, banana slices and melon balls on long bamboo skewers. Then stab them into a grapefruit half for a handy holder on the buffet table. With them, goes a quick whipped cream dip, lightly sweetened whipped cream flavoured with nutmeg, or a little kirsch if you want to be more exotic.

For the main dish, try Swiss Mushroom Quiche, a favorite with the Home Economists in the Dairy Foods Service Bureau who sent us the recipe recently. Because the filling is basically a custard mixture, and custard mixtures can sometimes soak into the very best pastry—set the pie on a pre-heated cookie sheet while it's baking. The extra heat from the cookie sheet will ensure a well-cooked bottom crust. Sliced tomatoes or fresh asparagus spears are good accompaniments, but not really necessary, since this Quiche is good enough to stand on its own.

To finish up with, and to nibble on while you chat, what else but hot sticky buns, warm from the oven. Start with packaged biscuit mix, add cherries, brown sugar, cinnamon, pecans and butter, and in minutes you have them ready for the oven. Like all homemade buns, they should be served warm with lots of butter.

And a beverage suggestion — cup after cup of coffee can be just too much at a leisurely meal like this. Start with the refreshment of icy cold milk, it's worth a lot at any meal. Serve it in tall crystal glasses or pretty goblets. Then follow later with that usual cup of coffee and linger as long as you like.

SWISS MUSHROOM QUICHE (Makes 6 Servings)

- 1 unbaked 9-inch pie shell
- 1½ cups shredded Canadian-made natural Swiss cheese
- 1 (10-ounce) can sliced mushrooms, well drained
- 2 tablespoons finely-chopped onion
- 3 eggs
- 1 tablespoon flour
- ½ teaspoon salt
- few grains pepper
- few grains cayenne pepper
- ½ pint (1¼ cups) light cream
- paprika

Preheat oven to 425°F. Prick pie shell well. Partially bake in preheated oven 5 to 7 minutes. Reduce oven temperature to 325°F. Meanwhile combine cheese, mushrooms and onion. Beat eggs slightly; beat in flour, salt, pepper and cayenne pepper. Stir in cream and cheese mixture. Pour into partially baked shell and sprinkle lightly with paprika. Bake in preheated oven 40 to 45 minutes or until a knife inserted in center comes out clean. Serve hot.

CHEERY CHERRY BREAKFAST BUNS (Makes 1 Dozen)

- ¼ cup butter, melted
- ¼ cup coarsely-chopped pecans
- ¼ cup maraschino cherries, quartered
- 3 tablespoons lightly-packed brown sugar
- ¼ teaspoon cinnamon
- 2 cups packaged biscuit mix
- 2 tablespoons granulated sugar
- ¾ cup milk
- 1 egg, well beaten

Preheat oven to 325°F. Grease twelve 2½-inch muffin cups lightly. Combine 2 tablespoons melted butter, pecans, cherries, brown sugar and cinnamon. Spoon mixture into muffin cups. Measure biscuit mix into a bowl; mix in granulated sugar. Stir milk into beaten egg. Make a well in dry ingredients and add liquid all at once. Mix lightly until just combined. Two-thirds fill prepared muffin cups. Brush with remaining butter. Bake in preheated oven 30 to 35 minutes. Invert pan on wire racks to cool 5 minutes, remove pan. Serve warm with butter.



Customers use snowmobiles to pick up milk from the Kitimat plant in winter. A wet snowfall of 43 inches arrived the evening of January 20. The next day an inch of rain fell, causing blocked drains and numerous "lakes".

Enemies of Night Vision

Darkness is so hazardous that more than half the people killed in traffic accidents each year die at night even though there is far less traffic at night. In fact, the mileage death rate at night is nearly three times the day rate.

One of the main reasons for this is reduced vision. To be seen, objects must reflect light and that light must reach your eyes. But lack of light is not the only problem. Many drivers impair their vision, at least temporarily, through bad habits, neglect of their cars or abuse of their physical condition. Here are eight enemies of night vision:

- Heavy smoking, which can temporarily cost you 10 percent of your vision.
- Alcohol, which reduces the oxygen supply to your eyes and cuts down their efficiency.
- Carbon monoxide which, even in small amounts, is as bad for vision as alcohol (watch out for small leaks in the muffler and exhaust pipe).
- Effects of aging—persons 40 to 47 years of age require about 15 percent more light than younger people.
- Sunglasses which, worn at night, will darken shadowed areas to the danger point.
- Dirty windshield, which can be a nightmare—as can eyeglasses if not kept clean.
- Worn windshield wipers, which leave streaks of dirt and water on glass, setting up glare sparkles which half blind a driver.
- Dirty headlights, which cut down road lighting and make the car less visible to oncoming traffic.

None of these enemies is difficult to beat, but let one of them sneak up on you and it could cost you your life.



A "Pacific baby" of 1942 was GERRY BURBIDGE, who is employed at the Campbell River depot as a driver salesman. Gerry was two years old when this photo was taken.

Note to a Dairyland milkman: "Please take the milk to the basement door. The porch is contaminated. Our cat got in a fight with a skunk."

New Flavours For Spring

Two new flavours of 1886 Ice Cream were introduced to B.C. stores in February. These are Candy Mountain English Toffee, which is a mixture of ice cream and chunks of crunchy toffee, and Cherries Jubilee, ice cream packed with large Burgundy cherries. The two flavours add to the regular line of 13 flavours which are rotated throughout the year.



BILL RIGBY, former dispatcher in the Burnaby Fluid Shipping office, celebrated his last day at work at a party given by fellow employees. As a retirement gift, Bill was presented with a matching set of luggage. Bill started working for Dairyland in 1946 and, before going into the shipping office, he worked in the Eighth Ave. plant and later on wholesale routes.

**BURNABY
BLOOD DONOR
CLINIC
APRIL 2**

FVMPA Staff Dances



ANDY DAOUST, TOM SHERBUCK, RUDY and GLADYS ZIMMERMAN



STAN and MARY STARK



FLORENCE and TONY BAY



TERRY ESSEX, AL HUGHES, GAIL SUTHERLAND



STAN and DOROTHY LYONS



SHEILA and JIM DEFRIES



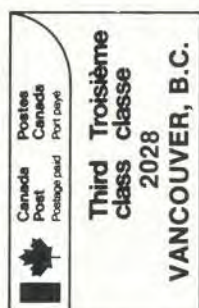
DOROTHY and GUS LANG



"FOR HEAVEN'S SAKE, FRED, LEARN TO RELAX."

Milk break

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Sales, Income Up in '72

The FVMPA saw new records established in production, processing and marketing in 1972.

Association President, **Gordon Park** reported that last year over 462.8 million pounds of milk were received at the Burnaby, Sardis, Abbotsford, Kitimat and Courtenay plants. It was processed and sold to customers across Western Canada for a gross sales return of \$65,135,453, up \$6,247,818 from 1971.

From this return, \$30,578,281 at milk board prices was returned to the producer owners. This amount was an increase of \$2,670,162 over the

1971 figures. The revenue rise resulted from first, the operation of the milk board Class 1 formula pricing which takes into account the costs of goods and services used by the dairyman and secondly an increase in excess milk values.

Turning to the national scene, Mr. Park remarked that Canadian farmers marketed more milk in 1972 than in the previous year. He said "Milk cow numbers continue to decline, but the drop has been more than offset by increased yield per cow. Exports of dairy products were down substantially from a year ago. The demand for fluid milk continues to shift to the lower fat products."

Canadian milk utilization in 1972 was only slightly changed from the year before. Approximately 63% was used in the manufacture of dairy products and 29% in fluid milk and cream sales.

Mr. Park commented on spiralling costs and their effect on farm economy. He said, "Today, prices of nearly all goods and services are on a steady rise. Dairymen hear criticism from consumers each time a milk price increase is announced. Yet, in this era of inflation one hour's earnings will purchase more dairy prod-

ucts than ten years ago. In 1961, the hourly wage in B.C. bought 7.8 quarts of milk. In 1971, it would pay for 9.5 quarts. By 1973, 12.3 quarts could be bought for one hour's pay."

"Milk producers are faced with a continuous erosion of the value of the dollar. To meet this price and cost squeeze, the dairyman like any other citizen, is entitled to a fair return on his investment of labour and capital," he said.

General Manager, **George Okulitch**, in a detailed report to the meeting, reviewed business operations, plant renovations and new equipment installations. "A farmer-financed dairy business must be ever alert and efficient, keeping up a constant surveillance of the market place and new developments in the industry," said Mr. Okulitch. "To survive and prosper in the future, we require the 100 percent support of every milk producer in British Columbia."

Park Re-elected President

Gordon Park of Pitt Meadows has been re-elected for a second term as President of the Fraser Valley Milk Producers' Association.

Serving again as Vice-President is **Arthur Rundle** of Chilliwack; **Peter Friesen** of Poplar-Peardonville continues as Secretary; and **Clarke Cherry** of Mt. Lehman remains as Executive Member.

For the first time in the history of the organization a director from outside the Lower Mainland was elected to the F.V.M.P.A. Board. **Edgar (Ed) Smith**, a dairy farmer for 25 years in the Comox Valley of Vancouver Island, will serve the one year term on the directorate. Active in farm organization, he was president for fifteen years of the Comox Creamery Association up to the time of its merger with the F.V.M.P.A. For some time he has been president of the Vancouver Island Dairymen's Association.

Completing the seven man board of directors, **James Waardenburg** of Matsqui was re-elected for a two year term and **Barrie Peterson** of Agassiz is serving the second year of a two year term of office.

Director **Bob Mitchell** having sold his dairy herd, declined election to the Board.



Gordon Park



LORELEI THIESSE from Abbotsford accepts the FVMPA Trophy from Director, BOB MITCHELL for winning the Upper Fraser Valley Public Speaking finals held in March. The topic of Lorelei's speech was "The Smile".



SHIRLEY HACKING, of Dairyland's Home Service Department, demonstrates microfilm equipment which will help to streamline billing operations.

Monthly Accounts Go On Microfilm

Retail accounts will now be recorded on microfilm as a counterpart to the Retail Billing system. Monthly billing will be operating in all home delivery areas in the Lower Mainland by the end of June and will involve approximately 55,000 customers.

Recording each statement on microfilm will facilitate easy reference to these accounts when customers phone to make inquiries. It will also eliminate the bulky backlog of records which now fill large shelves in the Home Service credit offices.

The equipment recently purchased is in two parts — a microfilm recorder and a reader-printer. The microfilm recorder films the data which is fed in on continuous sheets at

a speed of 360 retail customer statements per minute. The film is then processed and transferred to cassette carriers. The cassettes are placed in the reader-printer where the statements can be quickly viewed. Copies of any account can be printed in 10 seconds.

The reader-printer will be located in the Home Service Department. It will be possible to record customer statements from a complete four week cycle on eight small cassettes. **Roy Moore**, Internal Auditor, commented, "It should be possible to take a customer call and look up the information in about half a minute."

The microfilming equipment will also be used in other areas of the office.



Ed Smith, new director



Bob Mitchell, leaves Board

Big Freezer Streamlines Ice Cream Production



KURT WIERSING, Burnaby Asst. Production Foreman, adjusts the controls on the new large capacity ice cream freezer.

A new continuous ice cream freezer has been installed in the production area of the Burnaby plant. The six barrel freezing equipment will process ice cream at a speed of 1,800 gallons per hour. This is twice the capacity of the old freezer which was brought from the Arctic Ice Cream plant.

The new freezer was purchased to meet the demands of increased ice cream sales. It has also allowed a re-arrangement of the ice cream area to eliminate smaller freezers and thus provide more space.

The freezer and auxiliary mixing tanks and piping were installed at a total cost of approximately \$85,000, including all services.

The potential of the new equipment has yet to be fully explored. It has the capability of supplying many packaging operations at once—from the gallon tubs to the vitaline novelties to the pint cartons. Further convenience is being planned by a system of conveyors to carry ice cream containers from the storage to the filling areas.

Students Star in Parker Musical

Canada Presents, a new theatrical company, is staging an original musical based on the Charles Dickens novel, "Great Expectations". The author of the musical version is **Allen Parker**, Dairyland special delivery driver and a well known song writer.

The full length show with twenty songs and two reprises will be produced at Sentinel Secondary school in West Vancouver with a cast and orchestra of students. Great Expectations has been custom arranged for schools. Spring stocking of the show should result in a production which will be made available to schools across North America.

Performances at Sentinel will be in the new music wing's intimate theatre for full sound and will avail educators of the opportunity to evaluate the po-

tential of their own theatres for production.

Al became involved in the musical when two theatrical aspirants presented him with a rough outline of fourteen scenes from the book. He then wrote the script, songs and lyrics for the show. These he took to Dr. Dan Bristow at Sentinel for orchestral and vocal arrangements.

Performing in the pit orchestra playing string bass will be **Ray Verral**, son of Burnaby cashier, **Sue Verral**. **Paula Grahame**, daughter of Industrial Relations Manager, **Dick Grahame**, will play flute in the orchestra and will also be involved in make-up for the performers.

Great Expectations will open May 23, with performances to May 26, and May 28 to June 2. Live theatre buffs can obtain tickets by phoning the school at 922-3291.

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PACIFIC

Speaking on

The People that Count

By **DICK GRAHAME**
Manager of Personnel, Industrial Relations

Every company is grateful for employees who take a real interest in helping the business succeed. The business couldn't exist without them.

No company has a license to stay in business forever. It may look that way when the economy is booming. In the long run, though, a firm will make progress only when it can be competitive in the market place. It must meet consumer needs with products and services which are equal to or better than those of competitors and, if it is to survive, it must do this profitably.

This isn't easy. It takes employees who understand why it's necessary and who really care about what happens to their company. They are the ones whose response to any request is: "I'll be glad to try," "I'll do my best," or "Sure, I'd be glad to."

These are the people, wherever they may be in the organization, who really make it run — who help do the job that has to be done in order to protect their jobs and everyone else's.

There are foot-draggers in every outfit. You've heard them:

"That's not my job —"

"I'm too busy —"

"Let George do it —"

"It's too difficult —"

"I didn't know you were in a hurry —"

"I wasn't hired for that —"

"That's not my department —"

A company with enough loyal, responsible employees can carry a certain number of foot-draggers. They do contribute something—when they have to—and when they are carefully supervised. When competition gets tough, however, they become more and more of a drag on the whole operation.

Somebody has to care, and employees that do are irreplaceable. Everyone in the outfit owes them appreciation and respect. No business can operate successfully without them.

Are you one of them?

For Stamp Collectors

Stamp collectors will be interested in this unique offer. In honour of the second Canada Summer Games staged in New Westminster-Burnaby, August 3 to 12, the 1973 Jeux Canada Games Society have issued a special commemorative cover. This cover will carry the RCMP Centennial 8c commemorative stamp.

The covers are to accompany the Canada Games Torch on its cross country tour. These will be post marked by hand and mailed from each of fifteen official stops to people who have pre-ordered the sets.

The cost is \$10 for a set of 15 or \$1 for an individual cover from New Westminster. For details, contact the Canada Games Office, 707 Eighth Avenue, New Westminster.

Credit Union Offers New Loan Account

The Dairy Industry Credit Union's annual meeting took place early in March. Part of the business was the establishment of a new account for credit union members which will provide a service competitive with credit card systems. This new account will give fast and convenient credit for small amounts of money without the necessity of approving routine loan applications. In effect, the plan allows overdrafts on a member's account up to an authorized limit. Full details of the plan can be obtained at the credit union office.

Two new members were elected to the Credit Union Board of Directors. They were **Hilda Hogg** and **Joe Robinson**. **Jim Byres**, **Frank Hannah** and **Ed Sterling** were re-elected to the Board. Serving the remainder of their terms of office as Board members are: **Bob Simpson**, **Dave Smith**, **Dan**

Fleming, **Sig Braathen**, **Ralph Ruddy** and **Reg Baldock**. **Mel Hand** was appointed secretary to the Credit Union.

Dairyland Soccer Team TV-Taped

A Dairyland sponsored juvenile soccer team from the Okanagan was video-taped for local television recently. They were featured on a 15 minute Sports Scope playing a regular game for Interior audiences.

Don Werbig, route salesman in Kelowna, serves as secretary and public relations officer for the Central Okanagan Juvenile Soccer Association. Don has been working with junior soccer for the past two years.

Frank Kinney, of the Delair production department and a member of the Abbotsford Toastmasters Club was recently presented with an "Award for Informed Speaking."



ERIKA MARINOVIC, Burnaby mail girl, displays one of the sea-scapes which she paints for recreation. Erika has been painting only a few months and hopes one day to have her own studio.



This line-up represents the top minor hockey in B.C. The boys were recently selected as finalists in Dairyland's Hockey Skills Awards program.

Hockey Awards Presented

Eight boys were selected as finalists from among 25,000 young hockey players who participated in the Dairyland Hockey Skills Awards program. This was the second year of the province-wide competition. The boys received their awards at the Pacific Coliseum between periods of the Canucks-Minnesota game on March 30.

Presented with special plaques by Hockey Hall of Famer, "Babe" Pratt were: 9 year olds, **Danny Alder** of Port Alice; 10 year olds, **Perry Braun** of Surrey; 11 year olds, **Darryl Goodwin** of Richmond; 12 year olds, **Glen Anderson** of Burnaby; 13 year olds, **Robert Neeld** of West Vancouver; 14 year olds, **Randy Sedquist** of

Arras, near Dawson Creek and the two top goaltenders, **Jamie Moe** of Williams Lake and **John Dougan** of Surrey.

Each of the provincial winners received a scholarship to the U.B.C. Summer Hockey School.

Area winners from several districts in B.C. had earlier competed at the UBC Thunderbird Rink, where the final eight selection was made. The testing included six basic hockey skills forward and backward skating, shooting accuracy, skating agility, puck control and passing.

The program was carried out under the direction of the B.C. Amateur Hockey Association and the UBC School of Physical Education and Recreation. This year it incorporated a new dimension with the addition of a House League for young players whose teams play only within their own hockey association. Special awards were given to three outstanding players in each age group.



ROBERT NEELD, 13, of West Vancouver, accepts his UBC hockey scholarship from Dairyland Sales Manager, JACK AIRD.

New Bays Speed Branch Loading

With every success comes a problem. Tremendous expansion in branch operations has caused a shortage of loading space at the Burnaby plant. To help alleviate this problem, two new loading bays have been built at the east end of the plant's wholesale bunker.

The bays are equipped with a dock levelling platform which adjusts to the height of the vehicle for loading. They also provide a special cushion seal vestibule which prevents any loss of refrigeration from the entrance to the cold bunker.

Branch operations have almost tripled in the past five years, according to Branch Distribution Manager, **Bill Hawes**. "Five years ago, the

volume of business was worth \$6 million. Last year it totalled about \$15 million," he said.

Three years ago the wholesale loading platform was covered in to form a refrigerated bunker for product storage. This platform presently accommodates 50 wholesale trucks a day on local routes and an average of five transport trucks a day to deliver milk to the branches. The volume of milk products on branch haulers can be translated to approximately 270,000 quarts a week.

The new bays are being used primarily for the hauling trailers travelling to the branches and also for trucks servicing large local customers.



Hauling trucks back into sealed loading bays recently built at Burnaby to accommodate heavy Branch traffic.

FVMPA-NOCA Merger Studied

The membership of the FVMPA, at their annual meeting, endorsed the action of the Board of Directors regarding a possible merger with NOCA dairies. They also voted in favour of continued negotiations toward an amalgamation with the Okanagan group.

Gordon Park, FVMPA President, told the members that the Association faces intensive competition in the sales area. He said, "Cooperatives everywhere are finding it an economic necessity to merge their operations."

The FVMPA has felt for some time that cooperatives should merge together to form more viable units to compete successfully with large national and international organizations in the business of processing and retailing of foods. It is felt that the larger merged cooperative groups will also establish a wider, sounder financial base which provides the funds to update equipment and facilities for optimum efficiency in operations.

"The overall goal of all farmer-owned cooperatives is to obtain a larger portion of the consumer dollar for the producer, and to control their own destiny," Mr. Park emphasized.

He outlined a number of successful mergers of cooperatives in Canada in recent years. In B.C., Mr. Park commented on the FVMPA mergers with the Comox Creamery Association and the Smithers group as having been "most successful and resulting in benefits to all three groups of producers. Markets have been established in those areas of operation and returns to producers have been enhanced."

"We have," Mr. Park continued, "at the invitation of both Island Farms and Noca,

discussed the possibility of merging and expressed our willingness to recommend to our membership a merger if studies indicated it would provide benefits to all concerned. Up until last Fall, no developments along these lines had taken place. However at that time, our board and the board of NOCA, after preliminary discussions, requested our joint auditors, Dunwoody & Co. to make a study of the advantages and disadvantages of a merger.

The study by Dunwoody & Co. showed that a merger would mean the following:

1. Help to stabilize the market in both the Okanagan and Vancouver areas.

2. Suitable arrangements could be worked out to fully protect the respective class I market of each group.

3. Would provide, at a later date, a better opportunity for the concept of a 'one board' area.

4. While the financial structure varies between the two organizations, there should be no difficulty in protecting the investment of the members of both groups.

5. The substantial savings in operation and distribution cost could be achieved to the benefit of producers of the combined organization."

Dick Tours With Youth Band

Dick Grahame, Industrial Relations Manager, is a participating parent in the musical activities of the West Vancouver Youth Band. This Easter, he volunteered to act as Tour Manager for 69 youngsters on a playing tour of Southern California.

The group was away for nine days.



960 accident-free years of driving represented by this group which was honoured at the Safe Drivers' Annual Banquet.

Safe Drivers Honoured

The 6th Annual Safe Drivers Awards Banquet was held May 3 in the W. J. Park Room to honour those FVMPA drivers who had attained 10 years or more of driving without a preventable accident. The awards were given under the authorization of the National Safety Council.

This year, the General Manager's trophy was presented to **George McCartney** for 276 days of accident-free driving in his supervisory group.

Dairyland's accident record



GEORGE McCARTNEY, Wholesale Supervisor, right, was awarded the Safe Driving Trophy from General Manager G. J. OKULITCH.

is improving year by year, thanks to the driving skills of those men singled out for awards. In 1972, there was a 15% decrease in accidents from 191 to 225 in 1971. The 71 drivers eligible for the dinner represented a total of 960 years of safe driving.

21 YEAR AWARDS

Stan Bagot

19 YEAR AWARDS

Allan Sawatsky

Vern Scott

George Swan

18 YEAR AWARDS

Bill Beagle

17 YEAR AWARDS

Art Allen

Ray Bush

Bill Woollett

16 YEAR AWARDS

Ritchie Elvin

Allan Hughes

Gerry Lepinski

George Phillips

Phil Stevens

15 YEAR AWARDS

Bert Burrows

Don Cross

Sheldon Forsyth

Don Green

Wally King

Paul Sapinsky

Moe Thrane

Stanley Wilson

14 YEAR AWARDS

Bernie Anderson

Ed Beeder

Bill Cunningham

Lin Harris

George McKillop

Doug McLellan

Stan Noga

Walter Olleck

Gordon Ross

Bud Thompson

Bill Wendland

13 YEAR AWARDS

Duke Beaton

Bob Blackwell

Ford Burrows

Bud Etson

Henry Froesse

Joe Gray

Malcolm Hayton

Bill Hodgins

Merle Jones

Bill Lemp

Jerry Logan

Pat Mangan

Gordon Schluter

Jack Scott

George Smith

12 YEAR AWARDS

Dan Brayfield

Ron Carmichael

Harry Dexter

Ron Flash

John Giesbrecht

George Miller

John McKay

Doug Wilson

Ron Beadle

11 YEAR AWARDS

Jack Fosti

Al Hall

Ken Lougheed

Doug Miller

Don Orton

J. E. Smith

10 YEAR AWARDS

Bill Amos

Em Barden

Arn Bellamy

Sig Braathen

Earl Caldwell

Ladino Gola

Fred Matte

E. W. Reger

Ken Wolfe

Ed Ydenberg

Taste Panel Helps Develop Products

Each Wednesday from 9:15 to 12:00 and 1:00 to 4:00 a taste panel takes place in the Burnaby Lab. This is a comparison of Dairyland milk products with other local brands.

The purpose of the panel is to determine popular acceptance of the Dairyland flavours by a cross section of opinion. Unidentified brands of each product are set out for tasting and score cards are available for indicating preferences as to flavour and appearance. Conducting such a panel at the Burnaby plant is an ideal way to gain this information as the staff represents a wide variety of average consumers.

Unfortunately, the panels have not been well attended with only 16 to 30 out of a possible 700 people casting a vote. This comparative tasting

is an important part of the development and improvement of Dairyland products. Employees are being asked to support this program, even if it turns out to be buttermilk.



Top curlers in the FVMPA Bonspiel were, l-r, BUD THOMPSON, LORETTA KINISKEY, HELEN COPE and JOHN KINISKEY, from Sardis.

Sardis Rink Takes FVMPA Interplant Spiel

A Sardis rink skipped by **Bud Thompson** won the annual FVMPA Interplant Bonspiel held March 3 at the Chilliwack Curling Club. Other members of the A event winner were **Loretta Kiniskey**, **John Kiniskey** and **Helen Cope**. They captured the FVMPA trophy with 23 points.

The B event was won by the **Dennis Haner** rink, including **Jim Kerr**, **Mabel Atkins** and **June Haner**.

Twenty teams entered the

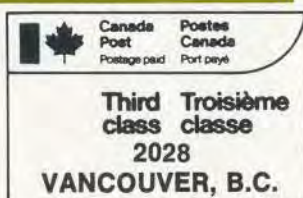
bonspiel from Lower Mainland plants.

Two four-end games were played by all the teams during the day. These were followed by dinner, the curling finals and a dance to wind up a successful event. The spiel was organized through the efforts of **Stan Lyons**, **Cliff Cope**, **Norm McLellan** and **Bill Hagen**.

A beautiful coffee table, hand made by **George Reid** of the Sardis maintenance department was donated as a raffle prize. The table was won by lucky **Don Kickbush**.

Milk break

Published bi-monthly by the Fraser Valley Milk Producers' Association, 6800 Lougheed Highway, Burnaby, B.C. for the information of employees of the Association.
Mailing Address: Box 9100, Vancouver, B.C.



Steelheading Results

The FVMPA Steelhead Derby results are in after four months of fishing. A large number of fishermen entered the derby this year and the majority of fish brought in for weighing were caught in the Vedder river. The top winners were all employees of the Sardis plant.

Winner of the annual Kingfish Trophy for the heaviest fish was **Murray Apps**, driver salesman, whose fish weighed in at 17 lbs., 5 oz.

The second biggest fish was caught by **Don MacKay**, tanker driver. It weighed 15 lbs. 14 oz.

Dave Mair, maintenance department, came in a close third with a fish weighing 15 lbs., 2 oz.

Fourth heaviest fish weighing 14 lbs., 4 oz. was caught by **John Spent**, cottage cheese operator. John also caught the smallest fish on record.



MARGOT McNIVEN, Burnaby Wholesale Service Department, was recently named Miss B.C. Truck Roadeo for 1973/74.

B.C. Truck Roadeo competition keen

Dairyland drivers competed against some of the best professional drivers in the Lower Mainland at the 20th annual B.C. Truck Roadeo held June 3 in the BCIT parking lot. The roadeo was sponsored by the Canadian Association of Fleet Supervisors.

A total of 97 drivers competed in the four categories during the event. Dairyland was well represented by **Ron Ratcliffe** who finished third in the

walk-in truck class with 271 points. In the same category **Maurice Brown** was close with 245 points. In the straight truck class, **George Driediger** finished with 221 points, not far behind the winner who had 289.

The contestants were put through six obstacles to demonstrate their ability to manoeuvre safely out of difficult situations. They were also required to take a written test in safety procedures. Only those drivers who had a year's accident-free record both in personal and company driving were eligible to enter the roadeo.

The Fleet Association also sponsored a B.C. Truck Roadeo Queen contest which was won by FVMPA entry, **Margot McNiven**. Margot, who works at the Burnaby plant in the wholesale service department, won the contest over fourteen other girls entered from various local companies. As Miss Truck Roadeo, she receives a cash prize and presides at the 1974 roadeo.

Hurry elected marketing assn. president

Ray Hurry, Dairyland Assistant Sales Manager has been elected president of Sales and Marketing Executives of Vancouver for the 1973-74 term. The club's primary functions involve the educational aspects of the sales and marketing fields.

Ice cream in plastic

Paper cups have given way to plastic as containers for two popular ice cream novelties, sundaes and dixie cups. New equipment has been installed on the Burnaby production floor to streamline the filling and packaging of these items.

The two novelties have also been standardized in size to eliminate changes of equipment parts and save on operating time. The dixie cup has been increased in volume from 3 oz. to 3½ oz. while the sundae size has been decreased from 4 oz. to 3½ oz.

From a marketing stand-

point, the attractive see-through containers should provide a big advantage, particularly in the sundaes where the ice cream is dappled down the sides with the flavour syrups. The outer wrapping is improved too. Previously packaged in sober brown paper bags, the novelties will now be displayed in clear plastic wrappers, in dozens and six-packs.

The new equipment for the sundaes and dixies has features which will speed up the production of these novelties. It employs an automatic plastic cup loader which will eliminate

hand loading. It gives more accurate control of the filling of ice cream and addition of syrups. It also uses a rail conveyor and heat seal apparatus for packing the cups into clear plastic sleeves. This faster production will allow stocks to be replenished quicker after periods of hot weather when sales are at a peak.

In order to familiarize customers with these old favourites in new wrappers, sundaes and dixies are to be featured in Dairyland's TV sponsorship of "Tide Pool Critters". The children's show will run seven weeks throughout the summer.

Kennedy joins bowlers in Hall of Fame

Tom Kennedy, retired Burnaby employee has been appointed to the Northwest International Bowling Congress Hall of Fame. He is the second B.C. bowler ever to receive this honour.

Tommy bowled his first NIBC tournament in 1932 and has been in 15 others since that time. A constant bowler, he's had a 277 single, a 686 triplicate and a 192 season average. His record includes winning the NIBC all-events championship and the Vancouver match play crown.

Tommy's contribution to the sport was recognized by the congress in placing him in their hall of fame. He has been secretary of the Vancouver major league since 1943, secretary of the Kingcrest League since 1948 and secretary of the Classic League since 1952. He is also a past director of the NIBC, past president and life member of the Vancouver Tenpin Association.



Tom Kennedy

For over thirty years, Tommy has been an enthusiastic promoter of the tenpin game. Although being secretary of the Vancouver - New Westminster Major Softball league will keep him busy for the summer, he plans to resume his bowling activities in the Fall.

Driver finds big cheque

Bob Bakewell, Dairyland wholesale driver, while on his route, found a payroll cheque for \$425 lying in the road. He turned it in to his supervisor who, in turn, found the fortunate owner.



GORDON HORTON, Winnipeg Pacific Sales Representative, was top Pacific Milk salesman for 1972. Gordon received his award from General Manager G. J. OKULITCH at the annual sales conference held this Spring.

Credit Union thieves leave no trace

Since the hold-up of the Dairy Industry Credit Union, there has been no further information on the thieves who escaped with approximately \$50,000 in cash.

The robbery took place the morning of May 16 after two armed men had broken into the Credit Union office during the night. When employees arrived they were forced to open the vault and safe.

The loss sustained by the Credit Union has been fully reimbursed by the Cumis Insurance Company. Manager, **Gordon Aasen** stated that, since the robbery, further safety precautions have been instituted to prevent similar offences.

Dairyland Staff Picnic

SUNDAY, JULY 29
BLUE MOUNTAIN PARK
COQUITLAM

PRIZES — FOOD — FUN



The horse and wagon were a common sight on Vancouver streets for many years. This is the FVMPA depot at Trutch and Broadway in 1928.



The forerunner of the FVMPA's Eighth Avenue fluid milk plant until take-over in 1919.



During heavy snow, sleighs were used on the routes instead of wagons.



A 1919 MILK DELIVER

One of the early distributors for FVMPA milk. Milkman pictured is Jim Downing.



One of the Association's first delivery trucks. The photo dates from the late thirties.



Cashing in at the driver's room at the Eighth Avenue plant. Uniforms were not introduced until 1945.

HOME

The Fraser Valley Milk Producers' Association did not always deliver milk to homes. When the Association started business on February 16, 1917 the sole purpose of the organization was to act as a distributor for its members' milk. It wasn't until two years later on May 1, 1919 with the purchase of Standard Milk Dairy Company, that the Association entered the processing and marketing segment of the industry.

The company formed was a partnership between Mr. Guy Clarke and the F.V.M.P.A. and renamed the Fraser Valley Dairies Limited. In 1923 Mr. Clarke's interest in the business was bought out.

In 1931, Associated Dairies was formed by amalgamating 11 fluid milk distributing companies in Vancouver. Included in the 11 firms was the F.V.M.P.A.'s own Fraser Valley Dairies. Associated Dairies remained in existence until December 1943 when the Association purchased the remaining stock to become the sole owner.

The Dairyland fluid milk division, providing both retail and wholesale milk delivery was then established.

Daily delivery

In the early years when horses were used on the retail routes (home delivery) a milkman's day started about 2:00 a.m. so customers could have their milk delivered early enough for breakfast. Daily delivery was essential at that time because few homes had refrigeration.

As a driver checked out of the dairy with his wagon loaded, he found himself completely alone on the unlit city streets. He carried with him a nose bag of oats and a bucket to feed and water his horse along the way. No night phones were open at the dairy, so the driver had to deal with all extremes of weather conditions and any emergencies that arose.

Most routes were finished about 9:00 but drivers often had to call back to collect their milk tickets and canvass for new customers. Competition was extremely keen in those days, since drivers worked on salary plus commission. One driver remembers 27 different dairies servicing the same area. The milkman was considered a friend of the family and, as such, he was often asked to chop a little wood or move furniture as well as deliver the milk.

It was a long day. The driver, after returning to the dairy, unloaded his empties, unhitched his horse and hung up the harness. He then cashed in his tickets which were pasted on long strips of paper. Tokens did not arrive until the early fifties. Drivers used to work six weeks, seven days a week, then have a week off.

Trained horses

According to drivers who had used both horses and trucks, driving a horse was usually easier. The salesman could let the horse go from door to door while he arranged his orders standing in the wagon. It would take about ten days to train a horse. After that time the animal would know the route and stop at each customer's house. Sometimes, however, the horse would decide that the driver was too slow in making the deliveries and would continue the route on his own.

A blacksmith was employed at the barn to tend to the horses and they were very well cared for. The horses were seldom brought in hot and if they were, the driver was called into his supervisor's office for a reprimand. Over 100 horses were kept on duty to cover 70 routes. Each horse would usually work three days and have one day off.

They were usually fairly heavy horses—Clydesdales or mixed breeds. For longer distances, two horses would work on a route as a team.

DELIVERY

a history of
Dairyland's
retail trade

Dairyland used to enter a six-horse hitch in competition every year at the P.N.E. This was a team of Percherons. During the rest of the year these horses worked individually on milk routes.

Occasionally there was a runaway horse. One former milkman remembers the following incident: Standing alone one morning, a horse was frightened when a car backfired. The animal bolted down Main Street toward Broadway with the driver anxiously running to catch up. Instead of making an intended left turn, the horse slipped and went straight through the plate glass window of a Chinese Confectionery store on the corner, wagon and all. The horse was cut but, fortunately, not badly and the driver was able to lead him back out the door. Most runaways were not so spectacular as this, as the horse usually raced around his regular route. It was often necessary to flag down a car to catch him.

In 1925 there were only a couple of milk trucks on the road. The farthest delivery by horse and wagon was to Boundary Road. Three depots were operating, each with its own barn, in addition to the Eighth Avenue plant—New Westminster, Vancouver Heights and Kitsilano.

A full time wagon maker was employed to build and repair the wagons. In the winter if there was much snow, sleighs were used to deliver milk. About 15 sleighs were kept on hand to supply local shops where customers could collect their milk.

Horses were gradually taken off the routes as traffic increased and trucks became more available. The last horse was phased out around 1950.

Unique ceremony

On May 9, 1949 a unique ceremony took place at the Eighth Avenue plant stable. One of the Association's horses, "Susie" was decorated with a special medal. The award was presented to Susie in recognition for pulling George (Dinty) Blackman, a Dairyland Milk Salesman, out of danger while he was unconscious following a traffic accident.

It was believed to be the first time a delivery horse had received this distinction for meritorious service in Canada.

The accident occurred in the early morning at the corner of Eighth and Commercial. Blackman's milk wagon was hit in the rear by a car. The collision upset the cases of milk knocking "Dinty" out of commission into the bottom of the rig.

The natural thing for any horse to do under these circumstances would be to bolt, but Susie acted quite differently. Immediately after the accident she walked around the corner, out of the busy traffic, to the door of the first customer on her route. She calmly waited there until someone took charge of the wrecked wagon and helped her unconscious driver.

The incident attracted the attention of the SPCA who presented the award which was mounted on Susie's bridle.

Dinty Blackman, during his 35 years service as a milk salesman, had established the record of the most hit driver in the plant. He was hit seven times by motor vehicles. He is also credited with saving seven of his customers from possible injury or death with his knowledge of first aid. His rescue of a girl from a gas filled room made front page news at the time. Dinty was awarded the Pasteur bronze medal for this action.

In 1944, the first year the Dairyland name appeared, about 80 percent of the Association's business was retail trade with 20 percent as wholesale. Since that time the sales trend has reversed with the wholesale trade demanding the greatest portion. However, the number of custom-

ers served by home delivery has gradually increased. Over these years there were continual changes within the retail service to maintain a regular supply of fresh milk and dairy products at the door.

In 1958 the every day delivery was altered in favour of an every other day scheme. With advances in refrigeration and better quality control on the farm, the milk stayed fresher longer.

This idea has now been carried one step further. In several areas deliveries have been limited to twice a week with the development of three sided routes. In these areas one man is responsible for three routes in a further attempt to keep costs in line. (See Dick Grahame, page 4.)

A major adjustment to the industry took place on February 1970 when the retail division of Jersey Farms was purchased by the F.V.M.P.A. The immediate saving at this point was obvious. Only one truck and salesman served an area where two worked before. Routes were amalgamated to allow as much time as possible to selling dairy products and reduce driving time. As customers change and new areas develop the routes are altered to provide optimum utilization of the man and the truck.

Diesel trucks

In recent years a new style of truck has been developed to facilitate retail service to areas some distance from a distribution point. The new square bodied diesel trucks are capable of carrying 70 per cent more product than the standard fleet truck and they are equipped with refrigeration. A further improvement on this design will increase this percentage to 100. In some cases the truck loads a two day supply of product and stays overnight in the delivery area to finish the route on the second day. The refrigerated truck makes this possible and reduces the time spent driving to and from the dairy.

By the end of June this year, all home delivery accounts will be on monthly billing. This process means the end of tokens or money left in the milk bottle for close to 70,000 customers.

The retail billing might solve a problem for the retail drivers but it created a paper problem at head office. Each customer's statement must be kept in case of a discrepancy. It didn't take long for a mountain of paper to build up. Each statement is now recorded on microfilm and is easily available if a customer phones. Copies of any account can be printed in 10 seconds.

But what does the future hold? The cost of labour, materials and vehicles continues to rise. There is a limit to the amount of milk one truck can hold, and one man can deliver. There is also a limit to the premium in price home delivery customers will pay for such service. How long will the industry have retail milk delivery? For as long as the people within the industry are successful with the implementation of ideas and techniques to keep costs in line. And what is more important, for as long as the consuming public is willing to support such an industry.



Omer Tupper, former route salesman, braves a blizzard to deliver milk. Round neck bottles were last used around 1950.



Dinty Blackman and his famous horse, Susie.



The Association's fleet of butter trucks dating from 1934 to 1948.



The gymnastic team from the People's Republic of China visited the Burnaby plant during their tour of North America in June. While in Vancouver the team gave a performance at the PNE Agrodome.

Safety scheme promotes accident awareness

The Burnaby Safety Committee has taken the theme, "No Body Likes to be Hurt" for a new program aimed at reducing the number of industrial accidents occurring amongst Burnaby-based employees. Each time an injury occurs, the details will be recorded on special stationery headed with the slogan, "Be Here Tomorrow", and posted on the main noticeboard at the foot of the cafeteria stairs. It is hoped that these accident descriptions will make other employees more aware of precautions for their own safety.

The decision by the safety committee to start this type of "accident awareness" program was a result of the high numbers of work injuries which have occurred at Burnaby this year. During the month of May, there were 17 injuries, 11 of these serious enough to prevent the injured person from continuing work. The most frequent types of injuries occur from slips and falls and by catching fingers in machinery.

The Workmen's Compensation Board requires that every industrial operation of a certain size must have a safety committee. This committee has a member from each major department of the plant and represents both management and the work force. It is the safety committee's primary responsibility to review hazards which exist in work areas and make

recommendations on how these can be eliminated. It also tries to reduce work injuries by making employees more aware of safety on the job. Recently, based on the number of injuries resulting from slips and falls, the committee has posted large warning signs at the entrances to production areas and also recommends the use of safety footwear.

Another concern of the safety committee is Industrial Health. For instance, in high noise level areas such as the Burnaby production floor, the committee has advocated that personnel wear ear plugs or ear muffs.

At Burnaby, the safety committee is headed by **Dean Mayfield**, Retail Sales Representative, with **Dick Grahame**, Industrial Relations Manager, as secretary. Similar committees are in operation at the Delair and Sardis plants.



Scram!



Gerry Amantea

Amantea heads new research lab

Gerry Amantea has joined the FVMPA staff as head of a new dimension within the Burnaby Lab. He will organize a research lab as a separate area from the quality control program.

Gerry graduated from UBC with a Bachelor's degree in Microbiology in 1971. Since that time he has completed his Masters degree in Food Chemistry. During his student days, Gerry worked three summers in the Burnaby lab.

Gerry explained the purpose of this new division, "It will be product research on a very basic level, using sophisticated scientific equipment and techniques." One of the first projects of the research lab will be a study on increasing the yield of cottage cheese.

Keep cool this summer with great blender milkshakes, made in seconds. Combine a cup of milk with any of the following: thawed frozen strawberries, canned peach halves, pineapple juice and/or bananas, orange juice and crushed ice, chocolate or butterscotch syrup.

Pour immediately into chilled glasses. To add a flourish serve with a swizzle stick strung with chunks of fresh fruit.



Speaking on

Improving the Efficiency of Home Delivery Operations

By **DICK GRAHAME**
Manager of Personnel, Industrial Relations

During the thirty-five years that I have worked in the dairy industry I have seen a great many changes take place. Undoubtedly there will be as many changes in future years as in the past.

When I first worked in the industry in Vancouver, it was usual for customers to receive service everyday of the week, including Sunday. At that time this was necessary as many customers did not have refrigeration and general quality was so poor that milk would quickly sour without refrigeration.

As milk quality improved and home refrigeration became more universal it was possible to reduce the frequency of service. Some dairies adopted a schedule which provided only five deliveries a week with no delivery made on Wednesday and Sunday. Others delivered on an every-other-day basis so that, on an average, customers received three and one-half serves per week. In 1966 Sunday service was eliminated so customers then received three deliveries per week.

For every stop which a routesalesman makes there is a substantial cost both for the truck and for his wages. For unit delivery costs to be reasonable it is necessary for several units to be left at each stop. If this objective isn't achieved costs can't be covered and operators of home delivery routes will find it necessary to give up the business. During the past few years many dairies throughout Canada and the United States have been forced into this alternative.

In order to keep our costs under control another change is being made in the frequency of delivery service. During the past several weeks routes have been reorganized so that customers will now receive only two service calls a week. On this basis the number of units left at each call will be greater and, in spite of the increases in the total costs of route operation, the unit delivery cost will be maintained.

The route consolidations made to achieve this will mean that we will operate fewer routes. In spite of this, however, an assurance has been made to the employees in the retail operation that no one will lose his job as a result of the changes. Normal turnover and the need for people in other departments have absorbed the personnel that have been displaced.

Another change designed to improve the efficiency of our retail operations is a transfer of record-keeping duties to our computer department. This reduces the paperwork responsibilities of routesalesmen and provides them with more time for sales and delivery work. Customers also benefit since a computer-prepared statement is provided for them every four weeks. This shows the units of each product delivered on each delivery day and the total cost of purchases for the billing period. Customers typically pay these statements by means of a direct remittance to the office so that the routesalesman's work in making collections is reduced.

A business friend of mine has this saying hung in his office, "You can't be in business today using yesterday's methods and ideas if you expect to be in business tomorrow." There is a lot of truth in this. It explains why we must be innovative and why changes are necessary. We are making these changes in our home delivery operations. By doing so we expect to be in business for a lot more years.

FVMPA people

Tommy Kennedy and his wife, **Marjorie** celebrated their Golden Wedding anniversary June 7. Married in 1923, the Kennedys have three children and six grandchildren. Tommy joined the FVMPA 48 years ago, starting as a driver salesman on retail routes and ending up as supervisor in the Wholesale Service department.

Kim Campbell, 17, son of Dairyland Sales Administrative Assistant **Jerry Campbell**, has been awarded a scholarship to continue his studies next year at the university or institute of higher education of his choice. Kim, who graduated this spring from Killarney Secondary School, won the scholarship on

the basis of his academic achievements and his personal contribution towards school activities. He was also voted Citizen of the Year at Killarney.

Jim Davies, a member of the Dairyland Glee Club, was inducted into the B.C. Sports Hall of Fame in May. Davies gained fame on the cycling track as both a competitor and builder.

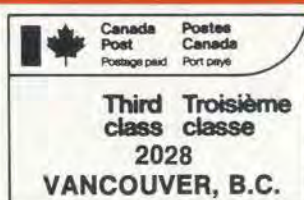
A member of Canada's 1928 Olympic Team, he was Canadian cycling champion that same year and winner of all major provincial events.

Davies entered the Hall of Fame with skater **Karen Magnusson**, diver, **Irene MacDonald**, badminton star **John Samis** and all-round athlete **Ted Hunt**.

Milk break

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The price of milk to the consumer is now 4c a quart less. A good buy in food is now better because of a federal government subsidy. However, if trends towards lower production on dairy farms continue, a shortage of milk could result.

Is there a milk shortage?

An interview with FVMPA
General Manager G. J. Okulitch

1. There has been discussion in the news recently that B.C. is short of milk. Is this correct?

Yes, that is correct. A trend has developed over the past year where milk sales have increased and production on the farm decreased. We are not, however, at the point where people cannot purchase milk and dairy foods.

Under our present marketing legislation in British Columbia all milk from qualifying farms can be sold as fresh milk. (Class I) Each dairy attempts to sell as much as possible on the fresh

market because the fluid trade offers the greatest return. What milk cannot be sold in this manner is processed into butter, powder, ice cream, cottage cheese and evaporated milk. (Class III)

The designation Class I and Class III refer to the utilization of milk, not the quality.

There are two complicating factors affecting the sale of milk. The first is consumer buying habits. Purchases of milk tend to rise dramatically towards the weekend from low to moderate sales at the beginning of the week. The second factor is farm production. A cow produces milk each day which must be processed. In addition to this, each cow's production varies significantly over the year. In order to smooth out these contrasting highs and lows of sales and production the industry produces a volume of milk each day well in excess of average fluid sales. This ensures that sufficient milk will be available for peak demand periods. During the days of lower consumption the excess milk is manufactured into other dairy foods.

Under normal circumstances there is sufficient milk production to satisfy the fluid trade and maintain a manufacturing industry. It costs a lot of money to maintain processing plants. We therefore require that a certain amount of milk be avail-

able for manufacturing purposes.

Over the past year, however, production has not kept up with demand and less and less milk has been left over from fluid sales for manufacturing.

This is why we say there is a shortage of milk. We do not have enough to keep the industry at its optimum utilization position. If this trend is allowed to continue we could, indeed, see a shortage of milk in the stores.

2. What has caused this shortage?

There are two main factors which can be attributed to the drop in production. They are the high feed costs and an extremely good beef market.

Over the past 18 months or so the prices of feed and alfalfa hay have risen to unprecedented levels. Dairy men are being very particular as to the number of animals they are feeding. With the prices that young calves are drawing at the stock yard many dairy men are electing to sell most animals not required in the herd. The net result is a drop in production from the province's dairy herd.

3. Have the recent milk price increases this year been a result of the short supply?

No not at all. Supply and demand has no effect on the price of milk.

The Provincial Government,
Continued Page 2

Interest rates lower

In reviewing the current monetary situation, **Gordon Aason**, Manager of the Dairy Industry Credit Union, announced a lowering of interest rates. He said, "Interest rates paid on members' savings have reached a peak and will begin a slow decline probably by the first of the year."

This situation is based on the fact that if rates were to in-

crease further, the operating margin would be narrowed to a point where it would not be sound business practice. Operating margin takes into consideration the amount of interest paid on savings in relation to the interest rates charged on loans.

Gordie added, "Now is the time to be a 'saver' and take advantage of the high interest paid by your Credit Union."

HTST units offer process potential

Chocolate drink and milkshake mix will be processed faster in the Burnaby production area. The market for these products has enjoyed a steady growth to the point where a continuous line processing operation offers greater economy. As a result, a High Temperature—Short Time (HTST) pasteurizer, previously used only for milk, has been modified to accommodate mixed products. This eliminates the lengthy vat pasteurizing method of heating, holding and cooling large volumes in a batch.

The HTST unit acts as a middleman between the mixing vats and the carton filling tanks. In one continuous flow, it heats the mixed product to 185°F, holds it at that temperature for 28 seconds, then cools it to below 40°F. Alterations to the pasteurizer to achieve this time and temperature relationship included lengthening the holding tube and slowing the flow rate of the product. The density of products containing added ingredients necessitates longer

heating. The modifications were designed by the Engineering department and built in the Burnaby workshop. The entire operation is automatically regulated by the central control panel.

The main advantages of this continuous process are the greater efficiency in the use of holding tanks and the saving in processing time. It will also provide further economy in water used for circulating heat and washing vats.

At present, chocolate drink and milkshake mix are using the HTST PASTEURIZERS. In time, whipping cream and ice cream mix will also be processed by this method. **Dennis Haner**, Plant Superintendent, also described his department's long range plans for fluid milk. He said, "Eventually we may eliminate the large standardizing tanks from our milk processing. This would mean that milk would flow directly from the raw tanks to extremely accurate separating units and right into the pasteurizers."



"Over the past year production has not kept up with demand,"—G. J. OKULITCH.



Wholesale Service staff earned bonuses for increasing ice cream sales. They are: (l-r, back) DORIS GERG, COLEEN CONNOLLY, (centre) JEAN BOUEY, DONNA BROWN (front) ROY DAVIDSON, (Supervisor), DIANE WILLIAMS, FLORENCE BAY. See story, page 2.



Prizes were awarded to the above participants in the successful sales promotion. They are (l-r) BOB SIBLEY, DOUG WILSON, SIG BRAATHEN, GERRY GULLIFORD, HARRY WILLCOX, BILL TAI, BOB STEVENSON, DOUG McLELLAN, WILF GRAHAM (wholesale supervisor), GERRY BENNISON and MIKE LAMB. Missing from picture: KIT BIGGERS.

Extra effort earns reward

Bonuses for advancing the sales of ice cream novelties were awarded to Burnaby ice cream driver-salesmen and wholesale service order girls. These two groups participated in a summer incentive program to promote ice cream items, Verry Cherry and Taffy Twist in new 12-pack containers.

The girls were responsible for encouraging the sale of the novelties in their telephone contact with large supermarkets. Smaller grocery chains and corner stores were tackled by the drivers. Both groups were also requested to make their regular accounts aware of Dairyland's whole line of ice cream items.

Prizes were awarded for a

collective effort in reaching the sales goal. The drivers were presented with transistor radios and the girls received \$15 gift certificates from Woodwards.

The promotion was sponsored by the Joe Lowe Corporation, an international company that holds the franchise for the variety of stick novelties sold by major dairies.

A similar promotion among the Branches gave cash prizes to the branch showing the best overall performance in selling ice cream novelties. The cash was to be shared among participating staff. The winners were: First place, Kamloops, receiving \$75; Second place, Kiti-mat, receiving \$50; and Third place, Quesnel, receiving \$25.

Milk shortage continued from page 1

through the Milk Industry Act, sets the price that dairies must pay the farmer for his milk. The formula that is used to calculate this price is based on the cost of production. As the farmer's costs climb the dairies are required to pay more for the raw milk.

As the farm price rises to an equivalent one cent or more per quart the consumer price is usually advanced a comparable amount.

4. What is being done to correct the situation of milk shortage?

The solution to the problem is relatively simple to state but exceedingly difficult to achieve.

Dairymen do not feel that the returns for their milk overall are high enough. They state simply, "If the price was adequate we would produce the milk".

The problem facing us here is that the price paid for Class I milk, that which is used in the fluid trade, is determined by Provincial legislation. Federal legislation, however, sets the price for the excess milk (Class III) used in manufactured dairy products.

The Class I price, because of the formula, does reflect the increases in the cost of production. The Class III price, however, has traditionally held quite steady. In recent months with the dramatic increases in the cost of production there is little or no profit left when produc-

ing Class III milk. It is this Class III milk, however, that we are short of and that we require to provide the stability of supply needed by the industry.

The solution therefore is to increase the price of Class III milk to the producer. This is being done through a system of subsidies administered by the Canadian Dairy Commission.

In addition to this the Provincial Government has shown an interest in assisting our dairymen. This could be in the form of an additional subsidy and/or low interest loans.

It is our hope that sufficient funds will be made available to encourage an increase in milk production.

5. Is there a danger of reversing the situation and producing too much milk?

Not very likely. The B.C. dairy industry put their house in order in the mid '50's by enacting our present legislation. The net affect was to gear production to consumption and eliminate any unmarketable surpluses. As a result of this B.C. has for years purchased butter and powdered milk to make up the difference between our production and consumption.

We have been the envy of most other dairy producing areas of Canada because we always had a market for all our milk.

6. What effect will the recently announced price reduction have on the situation?

The Federal Government has made an agreement with the B.C. Milk Board to subsidize consumer purchases of milk and milk powder. By this agreement the instore price of milk was reduced by four cents a quart on all package sizes of homo, 2% and skim milk and by 17 cents a pound on packs of instantized skim powder. This was strictly a consumer subsidy and in no way affected the price of milk on the farm.

7. What will happen if the subsidy is removed?

The net affect of this program is to keep milk and powder four cents below otherwise current market values. If costs should rise and that is almost inevitable, the increases will have to be passed onto the consumer as in the past. The resulting charge however, will still be four cents lower than the regular market price.

If the subsidy is removed, the dairies in B.C. will have no alternative but to return prices to their normal level.



Strong poly tape, top and bottom, now seals bulk milk cases cleanly and efficiently. This new system replaces a gluing process which was difficult to handle and required many hours of maintenance. DAN FLEMING, Plant Maintenance Foreman, investigated the problem and selected the equipment. The operator here is BILL GAUNT.

Speaking on

Why Employees Get Hurt

By DICK GRAHAME
Manager of Personnel, Industrial Relations



One of our concerns within the FVMPA organization is that it be a safe place in which to work.

Our plants meet modern safety standards and a real effort is made to insure that equipment is properly guarded and kept in safe operating condition. To make certain that such standards are met there are regular inspections of both plant and equipment by safety engineers from the Workmen's Compensation Board.

In addition, through the operation of our plant safety committees, employees are given the opportunity to point out to management, conditions which they feel pose a hazard. Should investigation indicate that a hazard does exist then corrective measures are taken.

In spite of all this care, however, we do have quite a large number of job injuries. Because this is a real concern to us we have recently established a system to investigate in some detail every accident which results in a job injury.

The investigation is conducted by the departmental supervisor concerned. He makes his report on a special form known as the *Personal Injury Accident Investigation Report*. When the investigation is completed the report is forwarded to the Industrial Relations Department.

Through the analysis of these reports we hope to find out much more about the nature of injuries sustained by our personnel—to determine the kinds of work actions that cause injuries, how the injuries occur, what employees do unsafely, what unsafe conditions or defective equipment exist and so forth.

In addition supervisors are asked to take action in their department to insure that a similar injury won't result to other of their personnel and they are required to report on what action they are taking. Finally, in summary, they are asked to make their recommendations for equipment changes or other safeguards that should be used.

These investigations represent another job for supervisors who often are already very busy. The safety of the people that work for them, however, is one of their most important considerations. Accident prevention is an important part of a well-managed and efficient work operation.

In a future column I will look forward to reporting some of the data secured from an analysis of these reports.

In the meantime—work safely!

Staff dance held—another coming up

A go-go dancing competition was one highlight of the Dairyland Staff and Welfare's annual dance held October 6 at the Royal Oak Legion. The contest was won by **Charlotte Bradley** of the Ice Cream department. It was unfortunate that another outstanding entry, **Ralph Ruddy**, had to be disqualified since the contest was for girls only.

The evening included numerous prizes, excellent food and

dancing to the music of the Black Velvet Show Band. **Bill Hawes** most generously offered to buy everyone a drink, but a spokesman for the club noted that he has yet to pick up the tab.

The FVMPA Christmas Dance is coming up on Saturday, December 8th. It will be held at the same place and tickets can be obtained from **Joe Jessup**, Stationary Department.

Milk break

Published bi-monthly for the information of the employees of the Fraser Valley Milk Producers' Association by the Public Relations Department.

J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW

Supervisor, Publications and Member Relations

VERLIE F. BOUSFIELD, Editor

Member of B.C. Industrial Editors' Association



PACIFIC

Ramsell concludes successful Canada Games

The 1973 Jeux Canada Games proved a highlight of the summer for B.C. residents and young athletes throughout Canada. The man responsible for putting it all together was G. W. (Bill) Ramsell, Dairyland's Manager of Marketing Services. As President of the Canada Games Society, Mr. Ramsell was prominent in the unqualified success of the ten day spectacle.

Mr. Ramsell was chosen for this demanding position in 1969 by the mayors of New Westminster and Burnaby. He had no previous experience in co-ordinating a large sporting event. However, he was well equipped with the necessary personal qualities of leadership and organization, built up over a long career of management with the FVMPA. Mr. Ramsell joined the Association in 1931 as a driver salesman. After several promotions within the sales department, he was appointed Dairyland Sales Manager in 1959. For the past two years he has held the position of Marketing Services Manager.

Two years prior to the Canada Games, Mr. Ramsell attended the Munich Olympics, where he gained many insights into an event of this kind. He was most impressed by the public enthusiasm. He said, "Standing room areas were built into every competition site and it was common for people to arrive two hours early to get a good place." He also attended the Swedish-Finnish Games in Helsinki, where he was taken behind the scenes by the head of Finland's Sports Federation.

As director of Canada Games, Mr. Ramsell's first job was to gather around him a group of experts to head a vast network of committees. These were needed to organize all the sporting events and the tremendous physical operation of the games. Sixteen athletic categories were chosen from the list of optional and mandatory sports. Then the area's existing facilities were assessed and new facilities, such as the Canada Games Swimming Pool and the up-dating of Swangard Stadium, were proposed. Mr. Ramsell made several trips to Ottawa to negotiate the budget for these expenses with the Federal government. Capital costs of building and improvements were shared equally by the Federal Government, the Provincial government and the communities combined.

As the Games drew closer, many operational aspects had to be considered. The New Westminster Secondary School served first as a stockroom for incoming equipment. Later it was turned into a huge hostel for the participating athletes. The Canadian army had a special role to play in the Games. It provided a nucleus of men to direct security, communications and transportation.

Mr. Ramsell was gratified by the efforts of the 3000 volunteers who served on hundreds of committees. He noted that some volunteers attended meetings once a week for 2½ years. He also spoke highly of the contributions in goods and services from the business com-

munity. He commented, "We could never have put on the games if we had had to pay for all these services."

Four years of intense planning resulted in a highly successful Canada Games and a legacy of new and improved athletic facilities for the communities. Mr. Ramsell was very impressed by the fact that 250,000 people came out to see amateur sports. He added that, surprisingly, most of the original plans worked, with no drastic changes of direction along the way.

When asked if he would organize another Canada Games, Mr. Ramsell said, "Four years is quite a long time! If you had asked me that a week before the Games began, I would have said no. But on opening night, with the park full of people I felt very proud to be a part of it."

Right—The Canada Games Torch was lit in a colourful ceremony at the Parliament Buildings in Ottawa. In the photo, G. W. (BILL) RAMSELL makes opening remarks. Seated behind him are: The Hon. JACK DAVIS, the Hon. RON BASFORD, Burnaby Alderman W. A. BLAIR, the Rt. Hon. PIERRE ELLIOT TRUDEAU, the Hon. MARC LALONDE. The picture appeared on the cover of Butter-Fat magazine.



Staff retirements



A dinner was given to honour WILF CARTER on his retirement. Pictured are friends from Sardis staff. (back l-r) STEVE LIST, BRIAN PARKES, DAVID MAIR, MURRAY OSTEN, BUSTER TRASCHEL, FRED REICH, JOHN VAN DER WEIDE, BEN WIENS. (front l-r) GEORGE REID, BARRY CRAINE, ORVILL DACHNING, WILF CARTER, STAN LYONS, FRANK HANNAH.

Sardis maintenance man, **Wilf Carter** retired in August after 27 years with the FVMPA. Wilf was raised on a dairy farm within approximately 500 yards of the Sardis plant. His father was one of the earliest FVMPA milk shippers.

Wilf's duties at Sardis included pipe fitting, grounds keeping and general maintenance. As recreation he spends considerable time in his garden raising flowers. Wilf plans to travel a great deal during his retirement.

An early retirement in September was chosen by Pacific Sales Rep, **Norm Kelly**. Norm had been selling Pacific Milk for the past 12 years.

He began working for the Association 26 years ago in the Warehouse at the Eighth Avenue Plant. It was then called the "produce department", which handled all cottage cheese, butter and powder.

Norm now plans to move to Vancouver Island and build a house at Fanny Bay.

New products, packages marketed

Cottage cheese in colourful new containers arrived in stores in early September. The new cartons are of poly-coated board with plastic lids and carry a fresh dogwood pattern.

Difficulty in obtaining the metal lids used on the old cartons prompted a switch to this new type.

The dogwood design element is carried through the complete line of cottage cheese, sour cream and chip dip. Extensive newspaper advertising accompanies this change of package.

NEW PUDDINGS

Dairyland's Smooth and Creamy Puddings are now processed in two new flavours—Bavarian Mint Chocolate and Fruit Cup Pudding. The range of flavours has been extended in keeping with the excellent sales of this product.

Truck sinks dairy goods

A Clark Transport truck carrying Dairyland products to Kamloops landed in Nicola Lake when the driver failed to negotiate a turn on the No. 5 highway near Merritt. The accident occurred August 31 about 6:30 a.m.

The truck sank right to the bottom of the lake. Fortunately, the driver, **Alton Legendre** of Coquitlam was able to swim ashore and only suffered a twisted arm. Dairy products valuing \$8000 were ruined.

A crane was used in pulling the cab and trailer out of the lake.

The new puddings have been ready for marketing for some time but their introduction was delayed until late October by strike problems. They are now available in stores and on home delivery routes.

MILKSHAKE

"Ready Shake", a cool, frothy chocolate milkshake in an eight-ounce Pure Pak carton, is Dairyland's newest product. The carton contains the pre-mixed milkshake ingredients—the customer does the shaking.

The product was patterned after a similar milk drink sold in the U.S. and was developed in the Burnaby lab. Test marketed earlier this year in Vancouver high schools and the food bar at the Vancouver General Hospital, it has come through with flying colours.

Ready Shake is now being sold in institutions, self service restaurants, catering units, hospitals and some schools. Designed mainly as a fun product, it should be introduced to stores in the near future.



A continual thumping was heard for several days at Burnaby when twelve pre-cast concrete piles were driven outside the plant. They form the basis of support for a four-foot thick concrete platform which is the first step in a planned expansion of the production area. The platform, which will eventually hold three new raw milk tanks, weighs 400,000 pounds and contains 100 yards of concrete. The supporting piles were necessary since the soil in that area contains a three-foot layer of peat which would allow settlement. Holes were first drilled about twenty feet below ground level and the piles were driven down six feet deeper.



Ron Brown



George Thom



Bob Day

Production staff changes have been announced recently at the Kitimat Plant. RON BROWN, formerly Plant Superintendent at Kitimat has been appointed Assistant Plant Superintendent at Burnaby. This position will involve supervision of the ice cream department, working under Burnaby Plant Superintendent DENNIS HANER. GEORGE THOM, former Plant Foreman, will take over Ron's previous duties at Kitimat as Plant Superintendent. Moving into the position of Plant Foreman is former Head Pasteurizer, BOB DAY.

Staff Picnic '73

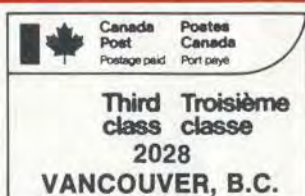
Photos by Roger Parnell



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FVMPA people

G. J. Okulitch, General Manager of the FVMPA, has been elected Vice-Chairman of the National Dairy Council of Canada. A director for several years, Mr. Okulitch was named to the new post at the Banff Convention of the dairy processor organization.

Alison Good, part time Burnaby switchboard operator, has had a feature article published in the magazine, Beautiful British Columbia. Alison wrote the article as a tribute to her late mother Audrey Burnand, widely acclaimed nature photographer. An exquisite collection of some of Mrs. Burnand's finest photographs and poetry accompany the story.

Mrs. Burnand, who won awards in many countries for her studies of flowers, plants and fungi, was familiarly known as "The Mushroom Lady."

A girl's volleyball team has been organized among Dairyland staff through the Burnaby Parks and Recreation department. Games will be played during winter months at Confederation Park school in Burnaby. Anyone interested can contact **Sandra Cowan** in Route Accounting. Sandra commented that it was not necessary to be

a top notch player and that two teams would be formed if enough people turned out.

Joan Doerkson, wife of Prince George Supervisor, **Garry Doerkson**, gained a \$1000 consolation prize for drawing a horse in the Canada Games Sweepstakes Lottery. Mrs. Doerkson stood to win \$50,000 in the big race run August 11 at Exhibition Park.

The couple came down to Vancouver to see the race. Mrs. Doerkson explained, "After holding the lead three-quarters of the way, our horse, 'Moon-golfer' faded out and finished sixth. I won the consolation money and Garry received a radio for selling me the ticket."

The Red Cross Blood Donor Clinic held September 13 in the Burnaby Hospitality Room received an enthusiastic response from plant staff and the community. The total amount of blood collected was 113 pints, 85 of which were donated by FVMPA employees. Many people gave blood on behalf of former staff member **Colin Kelsey**, who has required a considerable amount of blood in past surgery. The remaining donations were collected from local residents and personnel of nearby businesses.

UNICEF CHRISTMAS CARDS

on sale through public relations department, Burnaby

Apple-a-day dessert

APPLE-CHEESE PIZZA is fashioned after a savory Italian pizza but planned for the "sweet" part of the meal. The crust is tender and flaky with that special cheddar flavor, filled with circles of bright red apple wedges half hidden under a luscious crumbly topping. Something nice and new from the Canadian Dairy Foods Service Bureau, to serve at your dessert and coffee party!

APPLE-CHEESE PIZZA (Makes 10 to 12 Servings)

- 2 1/4 cups sifted all-purpose flour
- 3/4 teaspoon baking powder
- 1/2 teaspoon salt
- 2/3 cup chilled shortening
- 1 1/3 cups shredded Canadian cheddar cheese
- 1/4 to 1/3 cup cold water
- 7 medium-sized tart apples
- 2 tablespoons lemon juice
- 1/2 cup granulated sugar
- 1 teaspoon cinnamon
- 1/4 teaspoon nutmeg
- 3/4 cup all-purpose flour
- 1/2 cup lightly-packed brown sugar
- 1/2 cup chilled butter

Sift together into a bowl the 2 1/4 cups flour, baking powder and salt. Cut shortening in finely. Add cheese and combine lightly. Sprinkle with water a tablespoon at a time, mixing lightly with a fork until mixture clings together but is not sticky. Wrap and chill before rolling. Preheat oven to 450°F. Cut a 15-inch circle from wide aluminum foil. Roll pastry to fit circle. Core apples, but do not peel, and slice into 1/2-inch thick wedges. Beginning about 3/4-inch from edge of dough, overlap slices making a pinwheel design or 2 circles. Sprinkle lemon juice over apples. Combine granulated sugar and spice and sprinkle over apples. Combine the 3/4 cup flour and brown sugar, cut butter in finely. Sprinkle crumb mixture over apples. Turn up the 3/4-inch rim of pastry and foil and flute. Bake in preheated oven 20 to 25 minutes. Cut into wedges and serve warm.



New conveyor system smooths case handling

Empty cases serving the Pure Pak carton machines in the Burnaby plant production area are now conveyed faster and cleaned more efficiently. The case conveyor system which carries, washes and destacks cases for use on the paper carton fillers has been changed to keep pace with a faster filling operation. At the same time, the new equipment does a better job of washing the plastic cases which present a greater cleaning problem than the older wire ones.

The new assembly consists of a top discharge unstacker which continuously feeds stacked cases onto an overhead conveyor upside down and singly in order to remove any rubbish inside and to provide more effective

cleaning. The cases enter a horizontal overhead case washer for a three stage treatment of pre-washing, high pressure jet cleansing and rinsing and cooling. The clean cases are then reinverted and conveyed to the filling machines. These modifications involved the removal of about 100 feet of in-floor conveyor, a stack type case washer and a bottom destacker.

In the new system, the destacking capacity is increased from 24 cases per minute to a maximum of 33 cases per minute. It now matches the filler demand of 30 cases per minute, and eliminates one person presently assisting in destacking. The new system will also improve the cross-traffic situ-

ation by allowing cases to pass overhead of supplies moving into the Gasti, bag in a box and Tetra operations.

Anniversary

Five years ago in January, the merger took place between the FVMFA and the Comox Cooperative Creamery Association. The Comox Creamery's Courtenay plant was the fifth owned and operated by the Association. It was supplied at that time with 17½ million pounds of milk yearly by 28 shippers.

Comox Creamery was formed in 1901, making it one of the oldest milk cooperatives in Western Canada.

Santa Claus came to Campbell River December 8 in a Bell 206 Jet Ranger helicopter and was greeted by local residents at the Overwaitea parking lot. Dressed as Santa was FVMFA employee, STUART CAVERLY, who, along with store manager FRED ANDERSON, distributed oranges and candy canes to the children in the crowd. The event was a joint effort between Overwaitea Stores and Okanagan Helicopter to promote the opening of their new store three months ago. Stuart, who was recently appointed to the position of Route Foreman at the Campbell River branch, is well known to the Overwaitea staff since he previously served as route salesman to the store. Aside from his work, he is interested in community affairs, acts in little theatre groups and plays in a local band. Before coming to Campbell River, Stuart received his sales training in the Okanagan. The helicopter is based near Campbell River on one of the largest coastal seaplane and helicopter bases serving nearby logging camps.

Quarter Century Club expands

Eighteen new members were welcomed into the FVMFA Quarter Century Club which met November 7 at the Sheraton-Villa Inn. Receiving their 25 year pins from Association Vice President, Arthur Rundle were: Fred Duck, Manager, general office; Fred Franks, Sardis shipping; Derek King, Sardis production; Bill Woollett, Sardis retail sales; Jim Miller, ice cream stock control; Bob Craig, Asst. Superintendent, production; Norm Tupper, Operations Manager; Larry Norman, ice cream production; Walt Moran, maintenance; Ed Thoreson, Delair production; Lyle Steward, Foreman, Sardis production; Lowell Phillips, production; Ian Strang, Manager, general office; Don McQueen, Manager, Engineering; Steve Williams, wholesale sales; Morrison Forbes, shipping; Bill Addison, wholesale sales.

Five members who will retire in the period up to 1976 were presented with gold wristwatches from Association President, Gordon Park. They were: Kay Long, 43 years service; Glyn Owen, shipping, 25 years service; Norm Haslett, 42 years

service; Herb Gillberg, 35 years service; Fred Mander, 38 years service.

The evening began with a reception and dinner, followed by the presentations and entertainment by the Kirby Singers.

Hockey program adds film, book

The Dairyland Hockey Awards program is starting its third year of operation. This year to accompany the program a short 16 mm film has been produced which shows coaches how the hockey skill tests are to be performed and provides a demonstration of circuit training methods. In addition, a booklet entitled "A Guide to the Dairyland Hockey Awards Program" is available for the use of coaching personnel. It explains in depth how the skill testing should be conducted and also gives suggestions for coaching drills. The program is carried out under the direction of the Public Relations and Marketing Services Departments.



Jack Aird



Ray Hurry



Bill Hawes

General Manager G. J. OKULITCH announced three staff promotions approved by the Board of Directors, and effective in December. JACK AIRD has moved from Sales Manager of Dairyland to Marketing Manager for the FVMFA. He reports to Assistant-General Manager N. T. GRAY, and is responsible for sales and marketing functions of both the Dairyland and Pacific Milk Divisions. RAY HURRY, formerly Assistant-Sales Manager of Dairyland became Sales Manager, Dairyland, reporting to Mr. Aird. BILL HAWES, former Manager—Branch Distribution was appointed Distribution Manager, FVMFA, reporting to Assistant-General Manager N. T. Gray. His responsibilities cover the physical distribution of Dairyland products throughout British Columbia.



Audrey and Bill Woollett, Gladys and Glen Owen



Kit Biggers, Harry Willcox, John McKay, Andy Pollock, Bill Leitch

Quarter Century Club '73



Con Kroeker, Jeff Hogben



Betty King, Fred and Agnes Franks, Lyle Steward



Norm Haslett



Bill Ellis, Arthur Sheard, Larry O'Reilly



Gordon Park, Herb Gillberg



The Kirby Singers



Bob Hood, Margaret Moran



Tom Dearden, George Smith, Jack Pollard, Peter Dyck



Ed and Madeleine Thoreson

Once again it is that time of the year when we all sit back and ponder the events that have taken place during the past twelve months.

As I mull over the memorable experiences which are particularly significant to me as the General Manager, I cannot help but admire the dedication displayed by our Directors, Management and employees throughout the year.

As our Association grows in terms of size and vision, so must we develop our skills and increase our wisdom to fulfill our role as the largest dairy organization and producer co-operative in Western Canada.

Assessing our accomplishments during 1973, I am confident that our people have both the know-how and experience to continue to meet the problems that we will face in 1974.

On behalf of the management and myself, I wish to extend to all of you sincere wishes for success, health and happiness in the new year.

G. J. Okulitch

G. J. OKULITCH
FVMPA General Manager

Milk break

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PACIFIC



Len Hobson



Bill Ingles



Murray Swanson

Staff changes within the FVMPA Sales department have been recently announced. **LEN HOBSON** has been appointed Branch Distribution Supervisor. In this capacity he will be responsible for total outside branch sales and distribution. He will work directly out of the Burnaby plant and will report to Distribution Manager, **BILL HAWES**. **BILL INGLES**, appointed District Manager, Northern Area, will be responsible for the sales and distribution in the Northern area, to include branches at Terrace, Prince Rupert, Kitimat and Smithers. **MURRAY SWANSON**, as District Manager, Prince George Area, will supervise sales and distribution in the Prince George area, to include depots and branches at Prince George, Quesnel, Williams Lake, Vanderhoof, Burns Lake and Mackenzie.

Research finds whey uses

Whey, the companion to curds in cottage cheese, has long been a neglected foodstuff. Whey is the fluid portion of milk obtained during the manufacture of cheese and contains about half of the milk solids, most of the lactose, about one-fifth of the protein and most of the vitamins and minerals of fresh milk. At the Sardis Plant, some 40,000 pounds of liquid

whey are extracted daily in the processing of cottage cheese. Yet no significant use has been found for this by-product which contains essential nutrients. This is due mainly to its rather bitter flavour and a tendency toward stickiness. However, to avoid dumping milk wastes into the local sewage system, almost all of the extracted whey is presently spray-dried and packaged for animal feed supplements and for limited use in bakery products.

Much interest has arisen over the possible utilization of whey in dairy products. Recently, the Burnaby lab has conducted experiments using whey to partially replace the skim milk solids in ice cream formulations. Conventional whey has certain limitations for use in ice cream since its high lactose content leads to sugar crystallization or sandiness in the final product. However, treating whey with a new improved enzyme extracted from yeast converts the lactose to a more utilizable form, making it better adapted to fortification in other food products. In test batches, the addition of treated whey allowed the replacement of 25% of the skim milk solids

and partial replacement of the glucose in a typical ice cream formulation without any sandiness or taste problems. These same whey products were used successfully in chip dip preparations.

The advantages of utilizing whey are numerous. At 7c a pound compared to skim milk powder at 41c a pound, whey is considerably less expensive. Fortifying dairy products with whey makes them nutritionally superior and at the same time, partially solves an existing pollution problem. The scheme does have one major drawback. The specific enzyme needed to convert the whey lactose costs \$300 a kilogram. Preliminary costing indicates that subsequent whey utilization in ice cream would be slightly more expensive at present than the current procedure using skim milk solids.

Whey could be a valuable by-product of the cheese industry—instead it remains a troublesome waste product. Yet, with the escalating price of skim milk powder and the ever increasing concern over whey disposal, it may be more economical to adopt a whey utilization scheme in the future.

Man of the year

George Bird, Burnaby Depot Garage Foreman was named "Man of the Year" at the annual Garage Dinner-dance held December 15. The trophy which accompanies this honorary title is a magnificent composition of scrap parts representing a miniature Dairyland truck. The trophy was constructed by garage staff members.

Last year's recipient, Fleet Supervisor **Joe Robinson** made the presentation which included some amusing remarks and the return of a pair of pliers (now gold plated) which Joe allegedly borrowed from George sometime in the dim past.

The evening, which included a smorgasbord dinner and live music was deemed a tremendous success by the 76 people who attended. Master of ceremonies was **Bob Williams** and **Cliff Bolderson** was in charge of door prize presentations. Working on the committee were **Ed Walmsley**, **Brian Halverson**, **Freddie Guzzon**, **Bill Davis**, **Mac McKie** and **Bob Williams**.

MILK SAUSAGE

Australian researchers have developed a sausage made from milk which they believe could form a useful addition to the diet. They have succeeded so far in replacing 50% of the meat protein with milk protein.

Squamish boy beats handicap

Erik Hobbs walking erect is the happy sequel to the story of a handicapped boy who spent three years in a heavy corrective leg brace. Erik, who is the eight year old son of Squamish Branch Supervisor **Don Hobbs**, was suffering from Perthe's disease, a rare condition which reduces the blood supply to the hip joints. After two operations and four months in a body cast, Erik was fitted with an aluminum brace to keep his legs constantly at an angle of 90 degrees. This special brace and successive larger braces were made to order by members of the Burnaby Plant workshop staff.

Last year, Erik was selected as "Timmy" for the Eastern Seal Campaign sponsored by the Lions Club in connection with the B.C. Crippled Children's Association. His cheerful and outgoing personality made him a perfect choice for the post. During the year he participated in many fund raising promotions in person and on radio and television.

Erik's handicap had one hidden asset in giving him the opportunity to make many new friends. Much to his delight, one special pal is **Bobby Hull**, whom Erik met at a hockey game at the Pacific Coliseum. Since that time, they have exchanged letters and Bobby always gives Erik a phone call when he comes to Vancouver.

Erik has pins in both hips but he is now able to participate in the normal activities of a boy his age. He rides a bike, skates, bowls and plays in goal for the Squamish Legion Tykes Lacrosse team. His father added that this season they only lost one game.



Erik Hobbs

Wilson heads driver-training

Doug Wilson joined the Industrial Relations staff in January as Assistant Fleet Safety Supervisor. In this capacity, he is responsible for carrying out the Fleet Safety and driver improvement programs. Doug will be working with the Association's 500 drivers in conduct-

ing defensive driving courses, road evaluations and physical ability testing. The FVMPA is an authorized agency to give road tests to Motor Vehicle Branch standards for the issuance and renewals of commercial driving licenses in Classes 1 and 3.

During his 19 years with the FVMPA, Doug has had a wide range of driving experience, as a wholesale driver salesman for Shannon Dairies, Route Foreman and holiday relief driver. In work outside the Association, he has spent eight years in driver training and has studied extensively in heavy duty truck mechanics. He is also a qualified instructor in defensive driving and air brakes operation.

In 1974 there will be a renewed emphasis on the Safe Driving program. Any employees interested in testing their own mechanical driving skills are welcome to contact Doug at the Burnaby plant.



Doug Wilson

Steelheading Rules

The annual Steelhead Derby for FVMPA staff began December 1, 1973 and will end March 31, 1974. For one dollar, any employee of the Burnaby, Sardis and Delair plants can enter the Derby.

All contestants must abide by the rules and regulations set out in the Sport Fishing Regulations. A legitimate steelhead must be five pounds in weight or over and the catch limit is two fish per day or 40 fish in a

season. Fish may be caught anywhere in the Lower Mainland Area.

Employees may weigh their fish in at their own plants, but entries must be in at least three days before weighing. In the case of a tie, the first fish weighed in will be the winner.

Prizes and trophies will be awarded. Further details may be obtained from **Don MacKay** and **Fred Franks** at the Sardis plant.

Christmas celebrations



May and Ian Harrison



Adeline and Dieter von Chorus



Bill Davis, Freddie Guzzon, Ed Walmsley, Mac McKie, Brian Halverson, Bob Williams



Ernie and Ingrid Shafmeister



Ray and Joyce McEwan



Hamish McIntosh, Bonnie Bishop

Branch bought

Branch facilities have been purchased in Vanderhoof by the FVMPA. The land and the old gas station standing on it had been leased by the association in past years to service the area west to Fraser Lake and north to Fort St. James. Two stationary refrigerated trucks held the products while distribution was covered by one delivery truck.

Plans are now underway to renovate the building. The branch falls under the supervision of Prince George District Manager, **Murray Swanson**.



"Agnes, where did you buy those eggs?"



Len Pelle, Doris Gerg

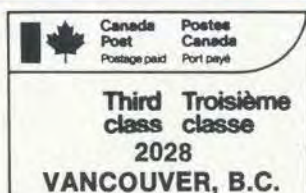


George Bird

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Gwen Sarkozy



Don and Laverne McQueen, Naomi and George Bird, Reg and Clare Baldock, Rene and Jim Byres