Fraser Valley

Milk Break

1974

Milk break

Published bi-monthly for the employees of the Fraser Valley Milk Producers' Association

SPRING 1974 29 VOLUME 13, NUMBER 1

Named "Associate Member of the Year" of the British Columbia Chefs Association is REG CLARKSON (left), FVMPA Hotel and Restaurant specialist. The presentation was made by Chefs Association president KARL POETES at the recent black-tie $50-a-couple 17th annual Chefs Ball attended by 500 guests at The Bayshore Inn, Vancouver. Reg succeeds last year's winner Howie Hayes of Canada Packers.

Park re-elected president

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

Elected as Vice President is **Clarke Cherry** of Mount Lehman;**Peter Friesen** of Poplar-Peardonville continues as Secretary; **Barrie Peterson** has been elected Executive Member.

Mr. Park and Mr. Peterson were recently re-elected to the Board of Directors for two year terms by the FVMPA membership at their Annual Meeting. **Edgar Smith** of Comox was also re-elected to a two year term.

Newly elected to the Board is **Ted Schwaerzle** of Yarrow. Mr. Schwaerzle has been a shipping member of the Association for 30 years. He has been active in the Sumas-Huntingdon local and Chilliwack Central Executive of the FVMPA in recent years. He and his married sons operate a 135 acre dairy farm with 150 head of Holsteins.

Completing the seven man Board of Directors is **James Waardenburg** of Matsqui who is serving the second year of a two year term of office.

Gordon Park, president

Ted Schwaerzle, new director

Staff fund gives $14,000 to charity

The Dairyland Employees' Charitable Donations Fund gave a total of $14,000 to a variety of B.C. charities last year. This figure was announced to the membership at the Fund's Annual General Meeting held Feb. 23 at the Teamsters' Hall and chaired by President **Jim Miller.** The motion was carried that the allocation of funds remain the same as the previous year. It is as follows:

Red Feather	$11,500.00
Salvation Army—H.O.	250.00
Polio Foundation	100.00
Cancer Society	450.00
Childrens Hospital	200.00
Queen Alexandria Solarium	50.00
Heart Foundation	150.00
Variety Club Telethon	50.00
Salvation Army—Harbour Light	250.00
B.C. T.B. Society	200.00
Central City Mission	275.00
Retarded Children's Association	200.00
Muscular Dystrophy	200.00
Cystic Fibrosis	100.00

Elections for staff representatives were held for the next two years. Representing their areas are: **Rod Neil,** Valley Branch; **Walt Moran,** Maintenance; **Mac McKie,** Garage; **Fred Glover,** Fluid Checkers; **Frank Hayward,** Retail and **Jim Miller,** Ice Cream.

Successful year despite shortages

. . . annual meeting report

The FVMPA saw a slight decline in the amount of milk produced in 1973, the first drop in ten years.

In his address to the 57th Annual Meeting of the Association, President **Gordon Park** warned delegates that this decline in milk production does not give producers the right to dramatically increase the prices of dairy products.

Mr. Park repeated and enforced the comment of **George McLaughlin,** a dairyman in Ontario and Chairman of the Ontario Milk Marketing Board.

"A real danger is that some producers may make unreasonable and unsubstantiated price demands because they believe the present supply, cost and inflation situation will let them get away with it. It seems to some that now there is a shortage we should get all we can and the devil take the consequences."

He continued, "Price is very important to dairy producers. There is no question about that —but so is the market. Most producers I've talked to would much prefer to receive reasonable returns for milk and cream from the largest possible market. Not many of them would endorse the idea of having a price so high that our markets would be substantially reduced."

Mr. Park continued, "Here in British Columbia we have entered a Dairy Farm Income Assurance plan with the Provincial Government which will immediately give the dairymen an improved income while gradually placing more responsibility on the market place to return the increased costs. With this approach we reduce the risk of lost sales which I believe would happen if we confronted the consumer with a major price jump.

"The willingness of government, particularly the Minister of Agriculture and his staff, to accept our proposals and later those of the dairy committee is also worthy of mention. We feel that the government has made every effort to meet its commitment made to B.C. dairymen last Fall."

General Manager, **G. J. Okulitch,** in his address to the Meeting, reviewed business operations. He told delegates that

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Rundle retires from FVMPA board

Arthur Rundle, former Vice President of the FVMPA and a member of the Board of Directors for the past nineteen years retired this spring.

Mr. Rundle began shipping milk to the FVMPA 47 years ago from his farm on Fairfield Island. Over the years, he has been prominent in community activities, notably in the field of education. He has been a school trustee for 22 years, serving a great part of that time as chairman of the Chilliwack school board. In 1962, Mr. Rundle received a "Citizen of the Year" award. In 1966 he had a Chilliwack school named after him in recognition of outstanding service to education. Other activities included: past president of the Chilliwack Agricultural Association, member in the Board of Trade since 1932 and active participation in the United Church and in the Rotary Club of Chilliwack.

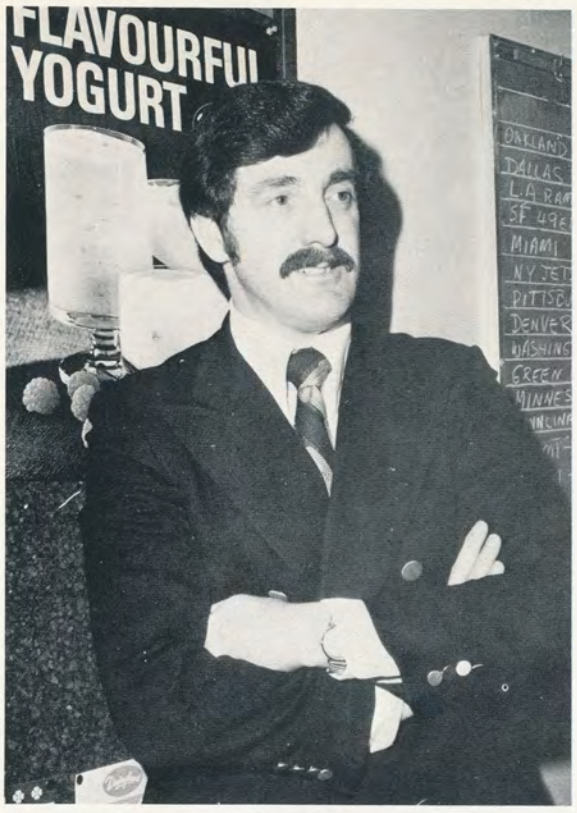
As a director of this Association, Mr. Rundle was a director of Dairy Farmers of Canada and Chairman of the B.C. Market Sharing Committee. His retirement brings to a close a distinguished career of service and leadership to the FVMPA.

Arthur Rundle, leaves Board

A Red Cross Blood Donor Clinic was held April 2 in the W. J. Park Room. A total of 68 people gave their blood, a significant drop in contributions from the last clinic which had 118 donors. Another blood donor clinic will be held in the Fall.

FVMPA Staff Appointments

BOB COOPER has been appointed Dairyland Field Sales Supervisor. He is responsible for supervising the sales force in the Lower Mainland and reports to Sales Manager RAY HURRY. In addition, Bob is responsible for the Woodward's Stores and certain other key office account liaison.



LEE ALBERTS was appointed to the position of Sales Representative with the Dairyland division in 1972. Now, as Special Accounts Representative, he will assume greater responsibility with Dairyland key accounts and chain stores.

CHARLES WEBSTER has been appointed to the position of Branch Manager, Sardis Branch. Charlie is now responsible for the sale and distribution of Dairyland products from the Sardis branch, and this will also include the Dairyland depot at Hope.

JIM DONALDSON has joined the FVMPA as Pacific Salesman working out of the Greater Vancouver area. He began his new position in late January.

JOE JESSUP has been appointed Assistant Purchasing Agent in the Burnaby Plant Warehouse. Joe reports directly to Purchasing Agent, PAT KERR.

TOM BASTABLE has joined the FVMPA as Supervisor of the Accounts Receivable Department. He replaces BILL CALDER who resigned, to take a position as Office Manager of Nalley's.

VERN LOGAN has been appointed to the position of Dairyland Sales Representative. Vern is responsible for customer sales with all accounts in the Western portion of the city of Vancouver. He reports directly to BOB COOPER, Field Sales Supervisor.

Gray joins new Dairy Foundation

J. L. "Jack" Gray, FVMPA Public Relations Manager for the past 22 years, has left the Association to take the position of Manager of the B.C. Dairy Foundation. This newly formed trade association represents both producer and processor facets of the province's dairy industry. Its key objective is to promote the sale of dairy products within B.C.

Before joining the FVMPA as Editor of Butterfat Magazine, Jack gained public relations and sales promotion experience with Coca Cola. He also spent seven years as district Agriculturist in Quesnel and Kamloops. He is an Agriculture graduate from the University of British Columbia.

Jack is well known in the public relations field. In 1968 he won the President's Award of the Canadian P.R. Association for outstanding service. He is an honorary dairy farmer of Canada and an honorary Washington State farmer. He is also an honorary life member of the B.C. Community Newspapers Association. Jack has been an active participant in the PNE, UBC alumni and UNICEF.

Jack will be remembered as a person who took pride in the Association and spared no personal effort in managing the affairs of his department. We wish him success in his new venture.

Jack Gray

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THOMAS W. LOW, P.Ag.
Manager, Member Relations

VERLIE F. BOUSFIELD, B.H.E.
Editor

Member of B.C. Industrial Editors' Association

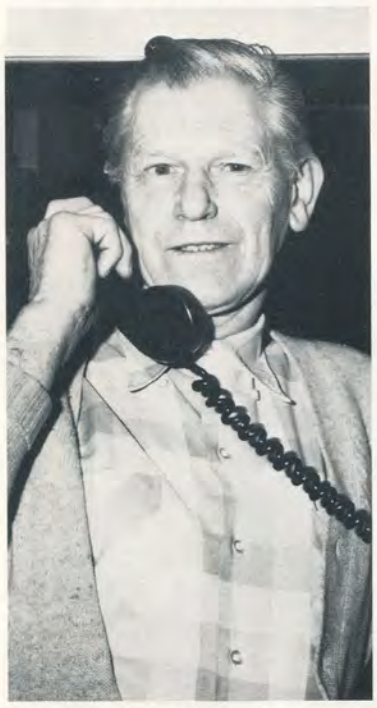
Dairyland PACIFIC

Familiar faces will be missed

Bill Ramsell retired from the FVMPA at the end of March. Bill began his long association with the dairy business as a young man helping make deliveries from his father's dairy farm. He joined the staff of Dairyland (then Associated Dairies) in 1931, as driver-salesman, driving a horse and wagon. In 1945, Bill's abilities were recognized by a promotion to Route Inspector. Later he advanced to Retail Supervisor of the East Vancouver area and in 1951, he became Retail Sales Manager.

In 1959 he was appointed to the position of Dairyland Sales Manager, a position he held until 1972. For the past two years he has been Dairyland's Marketing Services Manager.

Bill Ramsell



Harold Pegg

Bill also took a keen interest in employee activities, serving in various capacities in local 464 of the Teamster's Union. He also worked hard to establish a Credit Union for Dairyland employees. He became the first president of the Dairyland Credit Union in 1943 and held that office until 1948. He served as president of the B.C. Credit Union League and the B.C. Central Credit Union. During this time, he was instrumental in organizing the opening up of many new Credit Unions in other areas.

In 1972 Bill was appointed President of the Canada Games Society for the Summer Games in Burnaby—New Westminster. The tremendous success of the games was due in a large part to his great leadership and organizing abilities. Recently, Bill was awarded the Greater Vancouver Convention and Visitors Bureau's Harold J. Merilees award for outstanding contribution to "the awareness of our area." Bill has been active in the Burnaby Chamber of Commerce for a number of years and he is also a member of the Vancouver Rotary Club.

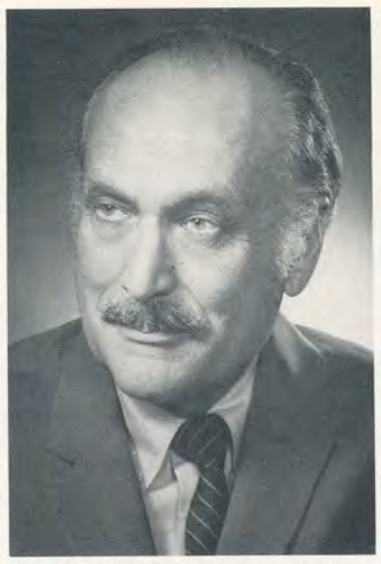
Bill is ending a career of 43 years with the FVMPA. We all wish him a happy retirement and every success for the future.

Harold Pegg, checker with the Burnaby fluid checking department, retired from the FVMPA at the end of March. He had been working at Dairyland for 32 years.

Harold started out at the North Vancouver branch where his job involved maintenance and checking of trucks. Fifteen years later, he transferred to the Eighth Avenue plant and subsequently to Burnaby. Harold met his wife, **Dorothy** through his job, since she also worked at Dairyland for 15 years.

Harold is a member of the Dairyland Quarter Century Club. As a hobby he grows long-stem chrysanthemums in his garden at home. He also enjoys hiking and appreciating the beauties of nature. He spends many weekends at the cabin he owns at Mount Seymour.

Harold was very well liked among those who knew and worked with him. He will be remembered as reliable and efficient in his work with a cheerful pleasant personality. We hope his retirement brings him much happiness and contentment.



SAM R. FOGEL has been appointed Advertising Manager of the FVMPA, reporting directly to Marketing Manager, W. J. AIRD. Sam is now responsible for all corporate publicity, and the advertising programs of the Dairyland and Pacific Milk Divisions. He will, in addition, coordinate "Reach for the Top" activities, and other related special projects.

GEORGE A. HRENNIKOFF has been appointed Merchandising Manager of the FVMPA reporting directly to Marketing Manager W. J. Aird. He is now responsible for the development of the marketing plans of the Association, all sales promotions, and packaging development. He will also have responsibility for special studies, product development, and market research as may be directed from time to time.

THOMAS W. LOW has been appointed to the position of Manager, Member Relations of the FVMPA, reporting directly to the General Manager, G. J. OKULITCH. Tom is responsible for the editing of the FVMPA publications, Butter-Fat, Milk Break and Milk Run, and the coordinating of Association activities as they involve the membership.

Annual Meeting report—continued from page 1

1973 was another successful year in spite of a milk production decline and unprecendented problems in obtaining packaging materials and processing ingredients.

"Material shortages and longer ingredient deliveries will continue to plague the industry for 1974", he cautioned. "Our biggest worry, however, the shortage of milk, seems to be resolved."

Mr. Okulitch told the members concerning the milk shortage problem that, "I personally am quite optimistic of the future and I base this optimism on the fact that both the federal and provincial authorities agree with our presentations and reasons for the shortages and are prepared to introduce measures to correct the situation."

He continued, "In British Columbia we are all aware of progressive and sympathetic attitudes to the dairy industry demonstrated by our Minister of Agriculture, the Honorable **David Stupich.**

All producers of milk in British Columbia are by now well acquainted with the B.C. Dairy Industry Income Assurance Program. It is being studied with great interest by provinces across Canada.

It is felt that this plan will provide much needed funds to stimulate production and will improve the life of dairy farmers and insure the supply of dairy products at reasonable prices for the people of the Province."

The phone rang in the maternity ward and in a very excited voice, "This is Harold Smith, and I'm bringing my wife in—she's about to have a baby."

"Calm down," the attendant said, "Tell me, is this her first baby?"

"No," the voice replied, "this is her husband."

Top Pacific salesman, TED HARFORD, left, was presented with the Pacific Sales Award trophy by General Manager, G. J. OKULITCH.

The annual Pacific Sales Meeting was held in the Burnaby plant the week of February 4. The four day conference brought Pacific representatives from all of Western Canada. In attendance were: back row (l-r) ELMER GERBRANDT, BILL RAMSELL, JACK AIRD, TOM KERSHAW, ERNIE EMMETT, TED HARFORD, GORDON HORTON, JIM DONALDSON; centre (l-r) LES TAYLOR, MIKE MALARCHUK, RON RUSSELL, JACK THOMSON; front (l-r) JIM SNELL, LAWRENCE SCHMIDT, CEC SHINGLES, GORDON ALEFOUNDER.

Grimshaw top snowmobiler

Trevor Grimshaw, Branch Supervisor at Merritt, was the winner of a B.C. snowmobile championship held recently in Revelstoke. Trev, who drove an Arctic Cat, took his championship in the 440 Stock A Main event.

Another local racer who has won several awards this year was Trev's wife, **Linda,** who came in third in the 340 Ladies Powder Puff, riding a Skidoo.

Over 500 racers, some of whom travelled from Idaho, Washington, the North West Territories, Alberta and many points throughout B.C. arrived in Revelstoke to compete in the event.

The TOM KERSHAW ANNUAL ACCIDENT FREE DRIVING AWARD is presented to LES TAYLOR, left, by OMER TUPPER, right, Fleet Safety Supervisor. Les received the award on behalf of the Pacific Milk group who accumulated the highest consecutive accident free days. TOM KERSHAW, centre, instigator and sponsor of the competition, looks on with pride.

Steelhead derby results

1. Heaviest fish weighed in (Kingfish) **Don MacKay,** Sardis (25 lbs. 8½ oz.)
2. Second heaviest fish ..... **John Spenst,** Sardis (9 lbs. 10½ oz.)
3. Third heaviest fish ..... **Wally Armitage,** Sardis (9 lbs. 7 oz.)
4. Fourth heaviest fish ..... **Fred Franks,** Sardis (8 lbs. 12 oz.)
5. Average weight ..... **Don MacKay** (16 lbs.)
6. Smallest fish weight in .... **John Spenst** (7 lbs. 4 oz.)

NOTE: This fish caught by Don MacKay is the largest fish ever weighed in by an employee in the F.V.M.P.A. Derby in the past 27 years.

Dairy team takes ten-pin tourney

A Dairyland team of bowlers won the Greater Vancouver Mixed Ten Pin tournament held in March. The team, "Table Cream", which plays in the Dairyland Mixed Ten Pin League, took top honours in the week long tournament with a total of 2785 points. Team members and their scores for three games were: **Roy Davidson** (539), **Eileen Wild** (400), **Carole Brennan** (425), **Jackie Davidson** (403), **Pete Park** (532). Handicap was 486.

Competing in the tournament were teams from all over the city, Burnaby, New Westminster and the North Shore. The top prize of $160 was divided among the Table Cream members. The tournament, an annual event open to teams from any local league, is sponsored by the greater Vancouver Ten Pin Association.

Brown awarded gold watch

Ron Brown, Burnaby Assistant Plant Superintendent, was named "most proficient student" in an ice cream manufacturing course held at the University of Guelph in January.

Ron, among twenty other representatives from dairies across Canada and the United States, spent two weeks in intensive classroom study. The course consisted mainly of microbiology, ice cream composition and the relationship between ingredients to ice cream quality. A third week was spent examining the production facilities of other dairies.

For his efforts, Ron was awarded a gold watch and a trophy donated by H. J. Hungerford Smith Co., suppliers of syrups and fruit purees.

DR. GORDON BALL, left, Associate Dean of Agriculture, Guelph University, congratulates RON BROWN on winning an award for proficiency in ice cream technique.

Safe driving can be fun

In the next issue of Milk Break we will be listing the results of the 7th Annual Safe Driver Awards. Recognition is given to each Association driver with ten or more years of driving without a preventable accident. Last year 72 drivers received an award.

There is another group of drivers that do not qualify for awards under the safe driving program. These are the Pacific Milk salesmen, Dairyland salesmen and the Branch Managers.

At a Pacific Milk sales meeting in early February '73 **Tom Kershaw,** Sales Manager, made a statement that his group were better drivers than the other two. He was of the opinion that his group could accumulate a greater number of consecutive accident free days.

Three groups were formed, **Kershaw's Kibitzers, Hurry's Hustlers** and **Hawes' Hillbillies.** To back up his statement Tom Kershaw provided the trophy, known as "Tom's Trophy" for the winner.

To insure a high level of integrity and true sportsmanship in the competition the following rules were set down:

1. We will immediately dispose of all Do-it-yourself body repair and paint kits.
2. We will not come up with unfounded reasons for not driving our automobiles, and thereby reducing our accident potential (T. Kershaw issued this challenge and then retired to the hospital for a rest, so that he did not have to drive for some time).
3. We will not build elephant traps, or provide other hidden obstacles at any of our branch locations for the explicit purpose of endangering the vehicle of an opponent when he visits our locations.
4. We will not supply license numbers or vehicle descriptions of our opponents' automobiles to:
   a) our wives — as they could quite easily unnerve an opponent as only a female driver can.
   b) our carriers — as they might shake, rattle or roll one of our opponents.
   c) shapely female pedestrians —they would most certainly distract some of our older opponents.
   d) our driver-salesmen—they might indulge in a fender-crumpling contest.

The results for 1973 placed as follows:

Kershaw's Kibitzers—318 days
Hawes' Hillbillies—126 days
Hurry's Hustlers—125 days

Apart from the friendly competition this challenge has shown a dramatic reduction in accidents.

Kershaw's Kibitzers 1972—8 accidents; 1973, 1 accident.

Hawes' Hillbillies 1972 — 2 accidents; 1973, 1 accident.

Hurry's Hustlers 1972 — 3 accidents; 1973, 1 accident.

Len Hobson is going to assume responsibility for the Hillbillies in '74. From the example that was set in 1973 we presume the Hillbillies will welcome the change. Just to show everyone where the fault lies, **Bill Hawes** has challenged all three groups by forming another group composed of nineteen company owned cars. The cars are driven by the sales supervisory staff. To add insult to injury, Bill has started driving a lease car and his record will be counted with the new group.

"Boy, I gotta hand it to you, Jeffrey. You sure got the best in THAT trade!"

DEFENSIVE DRIVING

The defensive driver is a confident driver. He anticipates errors by other drivers. He obeys the rules of the road so that he does not confuse other drivers. He adjusts his driving to changes in traffic, weather, and highway conditions. He keeps his car in safe condition. He knows that he can prevent accidents because he would rather yield than crash.

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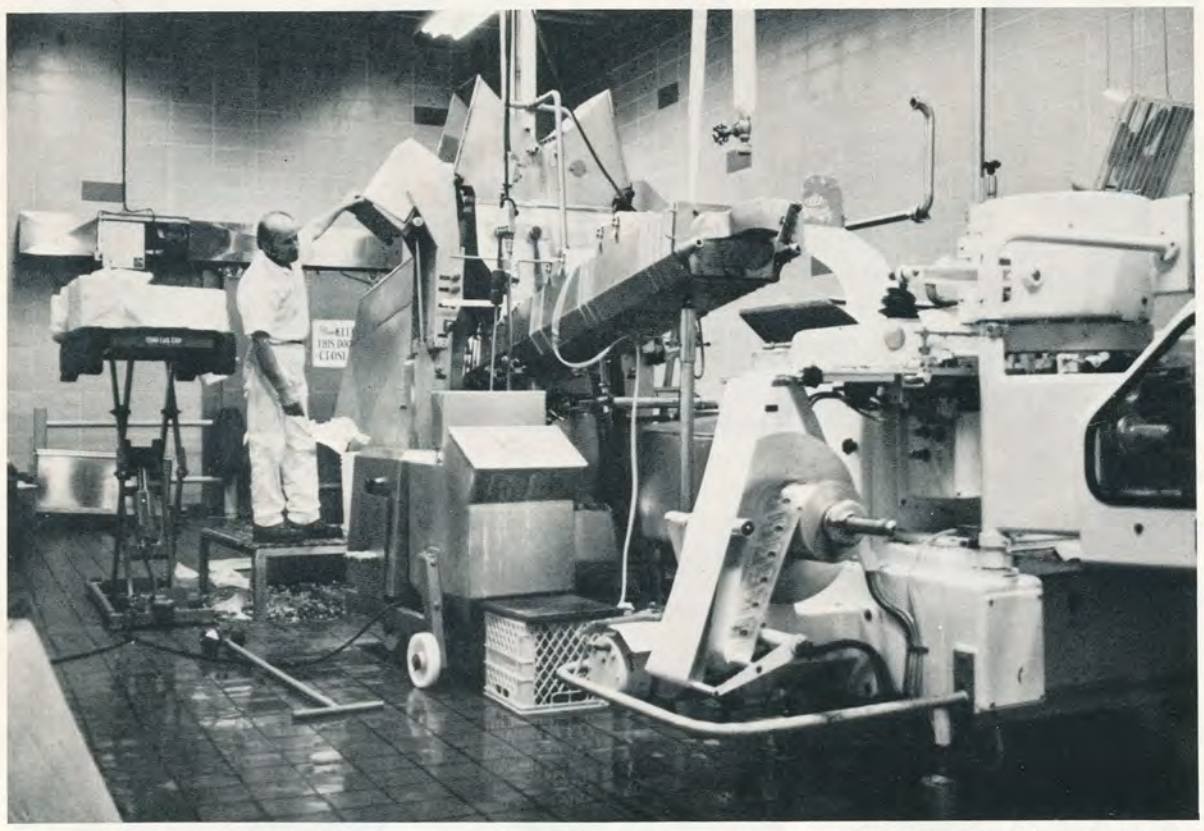

A new butter "re-worker" and printer have been installed to handle an increasing supply of imported butter. The operator here is Henry Dyck.

Butter room changes suit growing imports

The butter printing operation at the Burnaby plant has been dramatically streamlined with the addition of two pieces of equipment—a butter re-worker and a new printer. The FVMPA presently buys close to a million pounds of international butter annually to package under its own Fraser Valley label at Burnaby. This is almost five times the amount being purchased ten years ago when the plant opened. Problems in handling this steadily increasing supply of imported butter necessitated a change from the old system of printing.

The quantity of milk produced in the Fraser Valley is adequate to meet the requirements for most dairy products, with the exception of butter and skim milk powder. Consequently, while the Association produces about one-quarter of its own butter at Sardis, the rest is bought from areas of the world where there is a surplus. The Canadian Dairy Commission controls this purchase of foreign butter and re-sale to Canadian dairies. Most of the butter comes from Eastern Canada, Australia and New Zealand, with some being purchased from Ireland, Wisconsin and Saskatchewan.

The difficulties in handling imported butter have arisen mainly from two facts—that it comes to us frozen and that it has different physical properties from the butter produced in this area. The new butter re-worker, a "Contimalax" from France, is designed to knead butter to the optimum consistency for printing, while providing a uniform product which meets Canadian standards for salt and moisture.

Frozen butter arrives at the plant in 56 pound blocks at a temperature of –10 to –20° F. Before packaging, a tempering period is needed to provide the proper consistency to run smoothly through the printer. Under the old system, the butter had to be kept at 60 - 65° F. for seven days to achieve this texture. This rather high holding temperature could encourage a greater mould and bacteria count. With the new re-worker, the butter can be kept constantly refrigerated during a shorter tempering period of about three to four days. It enters the re-worker at 35° F. and the machine's action smooths and warms it to its optimum printing temperature of 48° F. This shorter tempering time means that the plant is now keeping a four days' inventory of butter instead of an eight days' inventory at one time. A saving in storage space is also achieved.

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Latest in Yogurt

The latest thing in cool drinks is a new Dairyland Yogurt called Vem. Patterned after the softer yogurts preferred in European countries, Vem is different from the other styles of yogurt made by the FVMPA. It has a "drinkable" consistency, somewhat like a thick milkshake, and a slightly sweeter, fruitier flavour.

Developed in the Burnaby lab, Vem is made by much the same process as the plain and swiss style yogurts. One distinct difference, however, is that it is a completely natural product, containing no artificial ingredients—only milk, sugar, real fruit and flavour. There is also a higher percentage of fruit distributed throughout the yogurt. Vem will be available in all of the large stores, where it is expected to create its own following, not to compete with the other line of Dairyland yogurts available.

Many people wonder where the name Vem came from. It is the result of a computerized search for a short, catchy title, easy to recognize and remember. The data processing department supplied a list from the computer of every three letter combination and from the thousands of possibilities, "Vem" was chosen.

This new product is sold in an individual 6-ounce cup for drinking or spooning right out of the container. The flavours are four old favourites, Blueberry, Boysenberry, Red Raspberry and Strawberry.

Silos to expand raw milk storage

The arrival of two enormous silo tanks at the Burnaby plant marks the first visible step in a future expansion of the milk processing operation. The tanks, which tower 70 feet over the building, will be used for storage of raw milk as it is received from the farms.

An increasing volume growth estimated at ten percent a year and a wide variety of products has indicated the need for a major re-planning of the production area and its equipment. The new tanks, which are stationed outside the milk receiving area, will increase raw milk storage capacity, while freeing present storage tanks for other uses.

When the proposed processing re-arrangement is complete, it will include a new standardizing-clarifier which separates the milk to the desired proportions of milk and cream in one automatic flow. This equipment will eliminate the present clarifiers and four butterfat standardizing tanks.

The silos are the largest tanks which can be manufactured off the site, and still meet road and rail clearances. They arrived early in May by rail from Minnesota to be placed on a previously laid concrete foundation. Each tank, 70 feet high and 12 feet in diameter, has a holding capacity of 428,000 pounds of milk, which far exceeds the present raw tanks of 100,000 pounds capacity.

Constructed with a stainless steel interior and a mild steel exterior shell, the tanks are refrigerated by 322 square feet of cold wall, which maintains a milk temperature of below 40 degrees. A slight agitation of the tanks allows more milk to pass cooling surfaces and also eliminates any cream separation.

The silos are filled with milk from the botton upwards by direct flow from the hauling trucks. Washing of the tanks is carried out through the Cleaned-in-Place operation. It is expected that these new storage tanks will considerably ease demands on the interplant hauling trucks. Should further expansion of storage facilities be required, space has been provided on the platform for a third silo tank.

Two seventy-foot silo tanks for raw milk are the first stage in a major expansion of production facilities at Burnaby.

Safe Driver Awards

Eighty-three FVMPA drivers were honoured at the 7th Annual Safe Driver Awards Banquet held in April. The men, who represent the best of the Association's driving personnel, were given National Safety Council awards for 10 years or more of driving without a preventable accident.

Dairyland's accident record is improving year by year as a result of a continuous safe driving program. In 1973, the number of accidents dropped to 29.2 accidents per million miles, an improvement over the 1972 performance of 30.9 accidents per million miles.

Two outstanding drivers, **Al Sawatsky** and **George Swan** received gold signet rings for attaining 20 years of accident-free driving.

The banquet was held this year at the Surrey Inn.

(l-r) DON CROSS, G. Parkes, SHELDON FORSYTH, WALLY KING, STAN WILSON.

(l-r) WALTER OLLECK, BILL WENDLAND, BILL CUNNINGHAM, G. PARKES, Reed Shaw Stenhouse Insurance, LIN HARRIS, STAN NOGA, DOUG McLELLAN. Unable to attend: GORDON ROSS, BERNIE ANDERSON, MARSHALL CURRIE, GEORGE BARTELS.

(l-r) GEORGE MILLER, BILL HAWES, FVMPA Distribution Manager, DAN BRAYFIELD, JOHN GIESBRECHT, HARRY DEXTER, RON CARMICHAEL. Unable to attend: RON BEADLE, RON FLASH, JOHN McKAY.

(l-r) FRED MATTEE, EDDIE YDENBERG, REG PECKOVER, SIG BRAATHEN, KEN WOLFE, EMERSON BARDEN, BILL AMOS.

STAN BAGOT, right, with TOM MAKIN, Director, Automobile Underwriting, ICBC.

GEORGE SWAN, right, with GORDON PARK, FVMPA President. Unable to attend: AL SAWATSKY.

BILL BEAGLE.

BILLWOOLLET. Unable to attend: ART ALLEN, FRED BUSH.

GERRY LEPINSKI. Unable to attend: RITCHIE ELVIN, GORDON JOHNSTON.

(l-r) MALCOM HAYTON, BUD ETSON, JOE GRAY. Unable to attend: ROB BLACKWELL, MYRL JONES, PAT MANGAN, GORDON SCHLUTER, JACK SCOTT, HENRY FROESE, BILL HODGINS, BUD THOMPSON.

(l-r) DON ORTON, KEN LOUGHEED, DOUG MILLER. Unable to attend: AL HALL, WALTER HARNETT.

(l-r) HANK REGER, JACK PARKER, KEN HOWATT, KEN WOOD, KITT BIGGERS, BILL WHITE, VERN LOGAN, VIC DYCK, JOE LAHAISE, LEN NABE, GERRY BENNISON, JAKE FAST. Unable to attend: AL GERMYN, HUGH EDWARDS, ED MAILHOIT, JOHN MALM, VIC MARCHANT, CORRY ARKESTEYN.

Continuous churn speeds Sardis butter making

Butter making will never be the same, with the installation of a new continuous churn at the Sardis plant.

Making butter in the old "concussion" churns was a relatively inefficient task. First, approximately 400 lbs. of cream, testing about 45% fat, was fed into the churn. Thirty minutes after the churn started the cream would "break" and the butter granules combined. At this point the churn was stopped, the buttermilk removed and salt brine added. The churn then started again, working the butter for a further 15-20 minutes to obtain the proper texture.

The finished butter was then removed by hand and put on wheeled trays. These were pushed over to the small printer which completed the procedure by shaping and wrapping the butter in ½ lb., 1 lb., and bulk containers.

Recently, the concussion churns were developing cracks in the drums due to metal fatigue. This was making it increasingly difficult to maintain a high level of quality.

The result was the purchase of a Westfalia continuous churn that will produce butter from cream in 3 minutes. The new churn can produce 3800 lbs. of butter per hour and can run continuously 24 hours a day if necessary. This is double the output of the old churns which had to be stopped frequently due to their batch operation.

During buttermaking, cream from the separator is transferred to a holding tank prior to pasteurization. After pasteurization, the cream is cooled before being transferred to tanks in the butter room where it remains for 8-12 hours. This holding period is necessary to lose the latent heat, present in the fat globules from pasteurization, not lost in the cooler.

The correct cream temperature for the new churn varies with the fat percentage. If the fat percentage of the cream is 40% then the temperature should be 50° F., for the most efficient operation.

These precise requirements with respect to fat test and temperature have meant that some adjustments have had to be made in the separator operations in order to keep the cream down to 38-40% fat instead of the 45% fat utilized in the older churns.

With the acquisition of the new churn, other major changes in the butter making process at Sardis are foreseen. A new Ben-Hil butter printer has been ordered to keep up with the new churn. It is capable of putting out 4800 one pound butter packets per hour which is in excess of the maximum butter production of the churn. The old printer was only capable of 1600 packets per hour.

In addition to a new printer, a conveyor system is being designed that will allow the butter from the continuous churn to be tranferred automatically to the new printer.

With weekly butter production at Sardis at approximtely 40,000 lbs., the new printer will be able to handle all the butter presently produced in the equivalent of 1½ days. As it is now, with the old printer working full time, a large part of the butter produced must be packaged in 56 lb. blocks and sent to Burnaby. As a result of the installation of the new printer the plant will be able to handle easily the inevitable seasonal variations.

Two deaths sadden staff

It is with deep regret that we report the recent deaths of two FVMPA employees.

Jimmy Tearse, a long standing employee with the FVMPA, passed away in May. Jim was a carton machine operator at the Burnaby plant.

Originally from New Brunswick, Jim was a member of the RCAF from 1939-1945. After the war, he joined the staff of Dairyland, working on the Pure Pak operation at the Eighth Avenue Plant. At the time of his death, Jim had worked for the Association for 29 years and was a member of the Quarter Century Club.

Jim took a great interest in the activities of the Canadian Legion Branch 148, and was active in visiting committees, picnics, and volunteer work at Shaughnessy Hospital.

Jim leaves behind his wife and five children. Popular among his associates at work, he will be remembered by them as a sincere man with a good sense of humour.

We extend our deepest sympathy.

Neil MacMillan, who died suddenly May 30, held the position of retail supervisor at the Burnaby plant. Neil started in the dairy business in 1948 as a driver for Creamland Dairies and was later promoted to supervisor and branch manager within the Jersey Farms organization. He joined the Dairyland staff when the Jersey Farms retail business was purchased by the FVMPA in 1970.

Neil was a devoted family man and an enthusiastic outdoorsman, fond of camping and skiing.

During his years in the dairy industry, he gained the respect and friendship of those with whom he associated. He always found the time to help others wherever he could.

He will be greatly missed.

Russ Webb

Production appointment

Russ Webb was appointed in May to the position of Assistant Plant Superintendent at Burnaby, reporting to Plant Superintendent, **Dennis Haner.** He replaces **Bob Craig,** who has returned to the Delair plant as Assistant Plant Superintendent.

In the past, Russ has gained extensive experience in quality control, field work and product development. His new duties will involve general areas of production and milk processing, excluding ice cream processing, which is supervised by Assistant Plant Superintendent, **Ron Brown.**

The General Manager's Trophy for safe driving was awarded this year to ROD NEIL of the Valley Branch for the highest number of accident-free driving days (216) in his supervisory group. Here Rod (right) accepts his award from G. J. OKULITCH.

FVMPA People

Bob Craig, Assistant Plant Superintendent at Delair, is glad his wife is a regular user of Salada Tea. The Salada Company recently gave him $10,000 as first prize in a Canada-wide promotion.

Bob's wife, **Catherine,** picked up a lucky package of tea containing one of the prize coupons and entered it in Bob's name. After a few weeks, he was notified that he had won top money. Bob plans to use it on a special holiday each year.

Valerie Hood, daughter of **Bob Hood,** Burnaby production, opened at Oil Can Harry's the last week in June. Valerie plays drums with a female rock group called "Wow." Bob's son **Ian,** also a professional musician, has appeared in local clubs and productions across Canada, including "Jesus Christ Superstar."

Tom Kershaw, Pacific Sales Manager, has been elected president of the Food Executives Club of Vancouver for 1974. The club, which was formed in 1955, promotes good relations between food manufacturers and the grocery trade through collective discussion and dissemination of information. In the area of community service it also assists students in the Food Technology field. Tom has been active in the club for a number of years, serving last year as vice-president.

G. J. Okulitch, FVMPA General Manager, has been elected to the the B.C. Division Executive Committee of the Canadian Manufacturing Association. The principal purpose of the Committee is to set policy and direct activities of the division within the provinces.

Old truck now camp conveyance

This summer, a retired Dairyland retail truck will act as a service vehicle for a new type of youth camp. An expendable 1955 Chev was donated by the FVMPA as their contribution toward a program called Wilderness Lodge. This program is sponsored by the Dunbar Youth Project, under the guidance of the community and police department. It offers a unique opportunity for the youth of the community to become totally involved in a creative outdoors experience.

Wilderness Lodge is a former logging camp situated on a remote point of Harrison Lake, accessible only by boat or plane. The camp, which was donated by McMillan Bloedel, has not been used for three years and has been allowed to return to its natural state. Young people between the ages of 13 and 19 can attend sessions at the Lodge at a minimal cost, due to funding by the Department of Human Resources and contributions from the community. This summer project differs from the usual camp in that the activities are planned by the campers themselves. Supervision is provided, but at a low-key level, to facilitate the campers' own planned programs, with a view to developing the skills of each in a healthy community setting.

The truck will be used to haul supplies along the ¾ mile runway which connects the lakeside dock to the camp buildings. Previously, food, firewood and other supplies were carted this distance by wheelbarrow.

When the request for an outdated vehicle was made by members of the project, Dairyland investigated the background of the organization. It was found that the project was a legitimate move on the part of the police department and the community to curtail the lawless activities of an organized gang of young people in the area. Police officials were convinced that community efforts so far had succeeded in reducing a large number of problems and continuation of these same efforts would be beneficial now and in future years.

Milk break

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

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Member of B.C. Industrial Editors' Association

Dairyland PACIFIC

Glyn Owen retires

Glyn Owen and his wife, **Gladys,** plan to relax in their new home in Campbell River this summer. Glyn, who worked in the Burnaby fluid shipping department, retired in May, marking twenty-five years with the Association.

Glyn and Gladys Owen

Born in the mining ghost town of Phoenix, B.C., Glyn took his first job with the Anyox copper mine near Prince Rupert, where he did assaying. He then moved to the dairy business with the FVMPA, to work on the first "Perga" cartoning machines, which were the predecessors to the Pure Paks.

Glyn's Welsh background assured him of a fine singing voice. He was a well known member of the Dairyland Glee Club, a group he joined in 1937.

Glyn was known as a hard working member of his department and his easy going personality made him popular among fellow staff. We wish him every success in a happy retirement.

Cottage cheese research gains government grant

Cash grants totalling $2500 have been awarded to the FVMPA by the federal government under its Industrial Research and Development Incentives Act (IRDIA). The grants contributed to a research project on increasing the yield in cottage cheese production, directed by **Gerry Amantea** of the Burnaby lab.

Under the IRDIA scheme, a grant can be given to research judged worthwhile by the Department of Industry, Trade and Commerce, in the amount of one-quarter of the total cost of the project. This includes such expenses as scientific equipment, materials and wages of personnel involved. The project had to be original work which would benefit both industry and the community. There are no strings attached to the grant, except for the stipulation that the research cannot be patented.

This particular project was started in November, 1972 and the first stage was completed about a year later. Its aim was to increase cottage cheese yields by utilizing whey proteins in interaction with the casein in the cheese. Findings indicated that, in addition to a higher yield and a more nutritious product, the retention of whey protein in this method was effective in reducing pollutants in plant effluents. A detailed explanation and progress report of the research accompanied the later application for a government grant.

This system of making cottage cheese will be put into actual production as soon as the equipment is modified by our maintenance personnel.

Butter, con't. from page 1

The butter is discharged as a six-inch ribbon directly into the hopper of the printer. A salt water solution is injected in a continuous stream and this salt and moisture content is tested by the operator at least every half hour.

The re-worker can handle about twice the amount of butter that the new "Sig" printer from Germany can package, which is about 94 pounds per minute. The Sig replaces an old 1945 model printer which plodded along at a speed of 60 pounds per minute. The new printer is presently forming and packaging just under 40,000 pounds of butter daily, although theoretically it could produce 56,000 pounds in a continuous nine-hour working day. The possibilities of either a longer operating shift or a second printer connected to the re-working operation could accommodate any foreseeable expansion in butter sales.

Jacquie Johnson, Les Benard

Bill Wendland, John Chase

Wilf Graham, Gordon Reid

Gerry Hunter

B.C. Truck Roadeo

Five FVMPA drivers faced stiff competition in the 21st Annual B.C. Truck Roadeo held June 2 in the BCIT parking lot. The event, sponsored by the Canadian Association of Fleet Supervisors, was entered by over one hundred of the best professional truck drivers in the Lower Mainland.

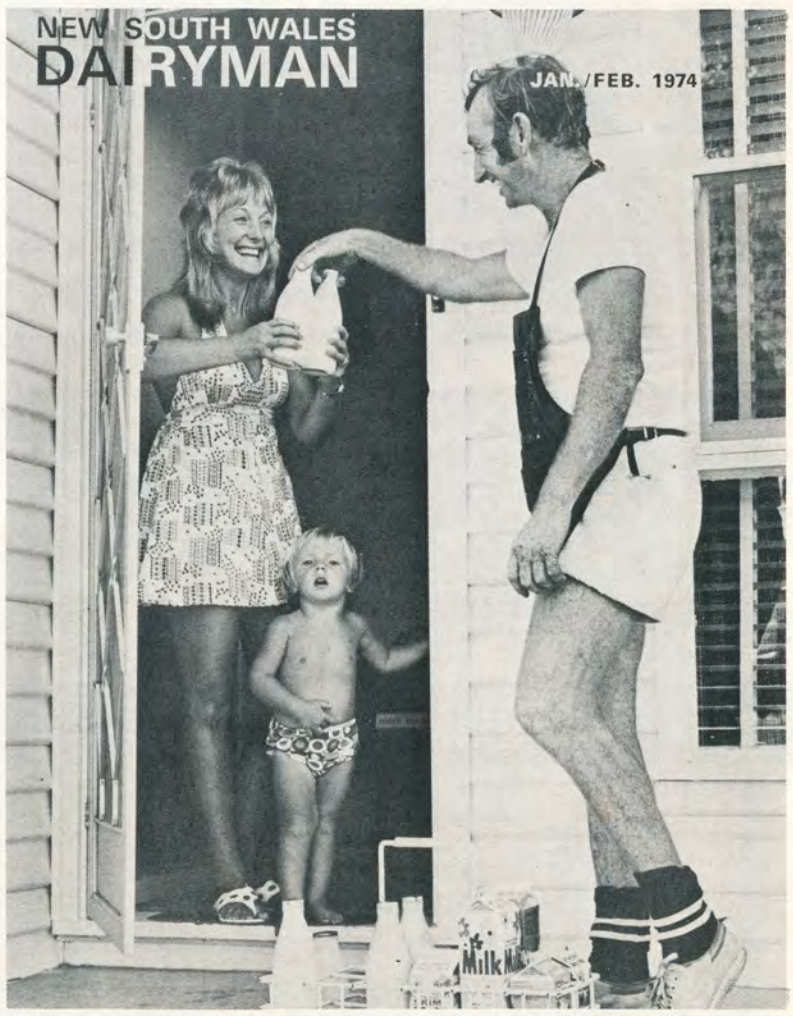
Dairyland was well represented by **John Chase** and **Bill Wendland** in the walk-in category; **Les Benard** in the tandem-tandem class and **Gordon Reid** and **Gerry Hunter** in the straight wholesale truck. John was awarded a trophy for finishing second in his class.

The contestants were put through a driving course to demonstrate their ability to manoevre safely out of difficult situations. They were also required to take a Motor Vehicle Branch written test and to find any faults in their vehicles in a pre-trip inspection.

Dairyland donated ice cream novelties to the event and Route Supervisor **Wilf Graham** handled the distribution to the crowds of spectators.

The Fleet Association also sponsored a B.C. Truck Roadeo Queen contest in which **Jacqueline Johnson** was chosen to represent Dairyland. Jacquie works in the Burnaby plant's home service department.

People aren't the only ones who appreciate good quality. Dairyland customer, MRS. H. BENSON of Malahat writes, "My husband cannot get the carton of ice cream from the fridge but our cat knows, even if asleep."



Areas of Sydney, Australia are now on a system of evening milk deliveries. These routes serve mainly household customers and a small number of shops. Morning delivery meant that vendors collected their milk from 1:00 a.m. onwards and finished their rounds by about 8:30 a.m. During a trial period of the new evening hours it was found that a definite increase in sales resulted from the personal contact of the salesmen with their customers at a more favourable time. A total of 36 runs, affecting about 15,000 homes have been changed permanently to the new scheme.

Milk break

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